

# **RBMS Web Team**

## **Report for ALA Midwinter 2015**

*The Web Team functions under the auspices of the Publications Committee of the Rare Books and Manuscripts Section (RBMS) of the Association of College and Research Libraries (ACRL). This report was written by Web Team members and compiled by Elspeth Healey, Web Editor (2014-2015)*

### **WEB TEAM MEMBERS**

#### **Editors (Ex-Officio to Publications):**

Elspeth Healey (2013-2016) – Web Editor (2014-2015)

Melanie Griffin (2012-2015) – Senior Web Editor

Valerie Prilop (2014-2017) – Assistant Web Editor

#### **Liaisons:**

Randal Brandt (2009--) – Bibliographic Standards Committee Liaison

James Capobianco (2011--) – Security Committee Liaison

Alison Clemens (2013--) – Task Forces Liaison, Scholarship Committee Liaison, Membership and Professional Development Liaison, 2015 RBMS Conference Website Liaison

Laura French (2014--) – Diversity Committee Liaison

Melanie Griffin (2012--) – Exhibition Awards Committee Liaison

Ryan Hildebrand (2012--) – Controlled Vocabularies Liaison

Kate Hutchens (2014--) – Publications Committee Liaison and Preconference media coordination

Valerie Prilop (2012--) – Executive Committee Liaison

Jason Dean, Shannon K. Supple, and Lynne M. Thomas – Social Media Liaisons

#### **Web Editors Emeriti:**

James P. Ascher

Christian Yves Dupont

Melissa Hubbard

Jason Kovari

John Pull

Christopher Thomas Smith

Shannon K. Supple

# REPORT

## I. Overall Website Statistics

Since the website statistics were last reported (27 May 2014) until now (7 January 2015), [rbms.info](http://rbms.info) has had 64,765 visits, and 134,109 page views with an average of 2.07 pages per visit. “Your Old Books” received the most hits (17,586 page views, 13.11%), followed by the main [rbms.info](http://rbms.info) landing page (16,344 page views, 12.19%), Membership and Professional Development Committee’s Educational Opportunities Directory (8,843 views, 6.59%), Controlled Vocabularies (7,754 views, 5.78%), and the main conferences page ([rbms.info/conferences/](http://rbms.info/conferences/)) (2,694 views, 2.01%). New visitors accounted for 66.96% of sessions, while returning visitors accounted for 33.04% of sessions.

60.65% of traffic to the site comes from search engines, with Google accounting for 58.60% of total traffic. Though users’ privacy settings prevent analytics from reporting 93% keyword searches driving traffic to the site, the top five keywords during this period were “rbms” (0.33% of visits), “<http://rbms.info/dcrm/dcrmmss/>” (rather surprisingly at 0.13%), “old books” (0.09%), “dcrm maps” (0.09%), and “RBMS 2014” (0.04%). Additional sources of traffic include direct traffic (19.90% of visits) and referrals from [loc.gov](http://loc.gov) (1.72%) and [ala.org](http://ala.org) (1.21%).

IP addresses in the United States accounted for 47,315 visits (73.06%), followed next by the UK (3,285 visits, 5.07%) and Canada (2,499 visits, 3.86%). English is by far the dominant language of users’ browser settings at 93.04% of visits (combining US, UK, and unspecified English). Spanish is the second most common browser language setting at 421 visits (0.65%). The most commonly used browsers to access the site are Chrome (37.96% of visits), Firefox (27.11%), Safari (15.72%), and Internet Explorer (13.79%). Windows remained the dominant operating system at (65.17%), followed by Mac (15.87%), and the mobile platforms iOS (9.98%) and Android (6.54%), and though desktop/laptop computers accounted for 81.62% of visits, mobile devices and tablets were responsible for 12.15% and 6.23% of visits respectively. This reflects a notable (3%) increase in mobile use from the same summer/fall period in 2013 when mobile devices accounted for only 9.18% of visits.

## II. Website Editorial Team

Valerie Prilop has taken a new job and will be leaving the University of Houston on January 23, 2015. Her new position is not in Special Collections, and so she will be resigning her position as Assistant Web Editor effective on that date. The Web Team would like to thank Valerie for her tremendous service as Executive Committee Liaison (2012--) and as Assistant Web Editor (2014--), where she was an integral part of the website migration. Many thanks and best wishes for your new position, Valerie!

Emiko Hastings of the University of Michigan has agreed to take on the role of Executive Committee (Minutes) Liaison and Alison Clemens of Yale has agreed to take on the role of Assistant Web Editor. In the coming months, the Website Editorial Team will work together to determine the best way to handle the transfer of responsibilities in the chain of succession. Welcome, Alison and Emi!

## III. Website Future Plans

After completing the migration of the [rbms.info](http://rbms.info) website from flat html to a new content management

system, WordPress (see below for more information on the migration), the Web Editorial Team will now set to work on refining the new site to make it as user-friendly as possible for section members and other visitors. Already, the new site offers a much more responsive interface for access via mobile devices. The new [Wordpress Multisites](#) installation has facilitated the launch of two new blogs alongside the RBMS News Blog (<http://rbms.info/news-blog/>): the Theft Report Updates blog (<http://rbms.info/theft-reports/>), which launched with the new site in November and offers a new format for the Incidents of Theft reports, and the “Chair’s Blog,” which launched on December 31, 2014 (inaugural post available at: <http://rbms.info/chairs-blog/2014/12/31/welcome-chairs-blog/>). The new content management system is able to support the creation of additional committee-led blogs in the future, and the Web Team anticipates further growth of the site with the upcoming publication of the Standard Citation Forms revision and at least one new major web project in the proposal stage.

In the coming weeks, the Web Editors will be contacting committee chairs about the possibility setting up a current committee member to edit that committee’s pages in the new WordPress site. As always, it will also be possible to send edits to committee pages via the [editor@rbms.info](mailto:editor@rbms.info) email address.

#### **IV. Website Content**

The Web Editors would like to remind RBMS committees that committees are responsible for updating the information on the webpages under their purview. Committees can update links by following these link-checking procedures: <http://rbms.info/committees/website/linkchecking/>. Web Team members have neither the content expertise nor time to complete research for this extensive task. The Web Team relies on our fellow RBMS members to keep the content current. Committee members and other users of the site can always send updates to [editor@rbms.info](mailto:editor@rbms.info) and the Web Team will respond as swiftly as possible.

#### **V. Individual Project Reports**

##### **A. Web Site Migration:**

Last spring, the Web Team hired a web designer to assist in the design and initial development of the new RBMS website; his work was coordinated by Melanie Griffin and his contract is now complete and has been paid in full by ACRL. The designer created a demo shell of the new site, which was shared at the 2014 RBMS Preconference in Las Vegas. The Web Editors solicited feedback at the Preconference and following Annual via an online survey advertised on the RBMS listserv. In August of 2014, the web designer migrated the revised test site to the RBMS servers and the process of migrating content began in earnest. Despite valiant investigations into a variety of tools by Melanie Griffin, it was not possible to automate the migration of content and so the three Web Editors (Melanie Griffin, Elspeth Healey, and Valerie Prilop) implemented the migration by hand. They were assisted by Ethan Henderson, who helped migrate the content of the RBMS News Editor’s blog, and Emi Hastings, who assisted with the migration of legacy Incidents of Theft reports into a new Theft Report Updates blog. Prior to launch, the Web Editors also solicited images from the section membership to be used in the slider now featured on the rbms.info home page (<http://rbms.info>). These images were selected with the assistance of pertinent committees/committee chairs. The Web Team anticipates that these images will be refreshed periodically.

The new rbms.info website launched on November 30, 2014. In addition to a new look and a responsive mobile interface, the new site permits editing via a web interface (something that should ultimately make it easier for committees to maintain and edit the materials that fall under their purview). Due to some unanticipated directory conflicts, the “Committees” portion of the website was not included in the initial

launch, but went live on December 31, 2014. With this, the migration is now complete, and only the independent pre-2013 Preconference websites and two large resources (Latin Place Names and Controlled Vocabularies) remain in flat html format. As part of the migration process and in response to requests from section membership, these two popular resources were given more user-friendly URLs: Controlled Vocabularies is now available at <http://rbms.info/vocabularies/> and the Latin Place Names File is available at [http://rbms.info/latin\\_place\\_names/](http://rbms.info/latin_place_names/).

The migration has been a long-desired project and was initiated in response to the findings of the RBMS Website Survey Report of 2011 (<http://rbms.info/files/committees/website/RBMSWebsiteSurveyReport.pdf>). Heartfelt thanks go out to the Web Editors Emeriti (especially Shannon Supple, Jason Kovari, and Melissa Hubbard) who made the migration possible through their work on earlier stages of the project. The Web Team would like to thank all those who offered assistance, feedback, and expertise.

## **B. Social Media Projects:**

As RBMS members and committees continue to show a strong interest in social media platforms, Lynne Thomas, Shannon Supple, and new addition Jason Dean continue exploring possibilities of engagement with the RBMS Twitter feed and Facebook page. The official RBMS Twitter stream was started on 21 January 2010 at <http://twitter.com/RBMSinfo>. As of 5 January 2015, we have 2323 followers (compared to 1523 in December 2013). Our policy is to follow anyone who follows us as long as they are at least vaguely related to libraries, archives, the book trade, or special collections. We have tweeted over 12,000 times since launch and are regularly retweeted and tweeted to by various ALA groups as well as SAA groups and individuals, so we are considered a reasonably good network of special collections professionals for sharing information. In April 2011, we added an automatic feed using [dlvr.it](http://dlvr.it) allowing the News Editor's and Chair's blog posts to feed directly into our Twitter stream.

RBMS's official Facebook page was created on 19 July 2010. As of 5 January 2015, we have 1,367 "likes" (compared to 590 in December 2013). Our professional presence continues to grow, and the page is routinely used to promote section activities, such as the preconference, along with relevant job postings. With Jason Dean joining the social media team, the RBMS presence on Facebook has become significantly more engaging and lively. Beyond these official communications, the page is also used to share book and manuscript related items of interest, such as articles and photos of RBMS members in the course of their normal work. (See, for example, the photo of Katharine C Chandler and Jill Lepore.) A new RBMS Facebook page feature for 2015 will be interviews with RBMS members on a biweekly schedule.

The Web Team uses AddThis, a linking service that allows users to transmit web pages via social media, email, and other services. For the period 1 July 2014 to 5 January 2015, we have had 37 total shares. The most shares are for *Your Old Books* (14), Controlled Vocabularies (4), and List of ALA-accredited library schools (3). (The other shares are spread throughout the website with 1-2 shares per page.) Unexpectedly, 17 of these shares are via print, 8 are via Facebook, and 3 are via Twitter; email rounds out the rest. These numbers continue to be small but AddThis is an easy service to keep running. We plan to continue our current approach but are also open to suggestions from RBMS members and others who use these services.

## **C. Standard Citation Forms Project**

Led by Kelli Hansen and Melissa Hubbard, the Standard Citation Forms Revision Project is nearing completion. The Executive Committee has approved its publication by online vote, and Melissa Hubbard will

soon migrate the current SCF Sandbox site to the main rbms.info WordPress Multisite install. It is anticipated that the resource should go live by Midwinter.

#### **D. 2015 Conference Website**

This year, the 2015 Conference website was again built using WordPress. Implementation of the site is overseen by Victoria Ondrla from ACRL, with assistance from the Web Editors and Alison Clemens.

#### **E. 2014 Preconference Documentation:**

Led by Kate Hutchens, the Preconference documentation team has recorded and mastered the audio for 17 RBMS LV sessions. The Documentarian is now in the process of collecting PowerPoint slides and PDF handouts from the 2014 RBMS presenters. These materials will be posted to rbms.info by the Web Team as they become available. Access to the 2014 Preconference Documents page is available at <http://rbms.info/conferences/2014docs/>.

#### **F. RBMS Blogs:**

The RBMS News Blog, overseen by News Editor Ethan Henderson, successfully migrated all of its archived information to the new site and continues to look for ways to share information with the RBMS community. The News Editor encourages section membership to continue to send job postings, new acquisitions, conferences, symposia, etc. to [news@rbms.info](mailto:news@rbms.info) and follow us on Twitter @RBMSinfo.

As noted above, the Web Team facilitated the launch of two new RBMS blogs in 2014: the Theft Reports Update Blog, which operates under the auspices of the Security Committee (<http://rbms.info/theft-reports/>) and the Chair's Blog, overseen by the Section Chair (<http://rbms.info/chairs-blog/>).

#### **G. Site Security:**

The Web Team experienced two hacking attempts this fall. Because WordPress offers a web interface for site editing, it, like other content management systems, is subject to web-based attack. After an initial breach of the pre-publication site while under development, Senior Web Editor Melanie Griffin coordinated a security recovery and sweep with our hosting service and installed additional security plugins. These are now installed on all RBMS WordPress sites. The primary method of attack seems to be brute force login attempts, and though the site has plugins in place to limit login attempts, it will be vital for all Web Team members create strong passwords. A second hacking attempt occurred shortly after launch of the new site and may have involved exploitation of a plugin. Web Editor Elspeth Healey reviewed all plugins, and revised existing security settings. To limit vulnerabilities, only recently updated plugins from the official WordPress Plugins Repository should be used. All plugins should be kept current in order to avoid the possibility of exploitation. Happily, in both incidents, there was no significant interruption in service for rbms.info.

#### **H. Site Hosting:**

Led by Elspeth Healey, the Web Editors have submitted a proposal to the Budget and Development Committee to upgrade the RBMS webhosting plan with DreamHost from a shared hosting plan to a virtual private server (VPS) plan in order to improve our capacity to handle traffic to the site. If approved, this upgrade should help facilitate the future growth of the website while limiting the risk of site slowdowns

and outages during high traffic periods.

#### **I. Collaborative Editing with [digress.it](#):**

Currently, there are nine Digress.it sites being used by the section: Your Old Books Revision, DCRM(B) Examples, DCRM(S) Examples, DCRM(G) Review, Controlled Vocabularies Scope Notes Project, Leab Exhibition Awards Criteria, an online seminar about creating Electronic Exhibits, DCRM(MSS) Review and the Standard Citation Forms Review.

As reported at Annual in 2014, the activity for digress.it is flat. The Web Team may contact the relevant groups to inquire whether the platform is still serving their needs.