

RBMS Web Team

Report for ALA Midwinter 2016

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 Alison Clemens, Web Editor (2015-2016)

WEB TEAM MEMBERS

Editors (Ex-Officio to Publications):

Alison Clemens (2015-2017) – Web Editor (2015-2016)
Elspeth Healey (2013-2016) – Senior Web Editor
Kelli Hansen (2015-2018) – Assistant Web Editor

Liaisons:

Randal Brandt (2009--) – Bibliographic Standards Committee Liaison
Amy F. Brown (2015--) – CV Comments Blog Liaison
Rachel D'Agostino (2015--) – Security Committee Liaison
Alison Clemens (2013--) – Task Forces Liaison, Membership and Professional Development Liaison, RBMS
Conference Website Liaison
Laura French (2014--) – Diversity Committee Liaison
Melanie Griffin (2012--) – Exhibition Awards Committee Liaison
Kelli Hansen and Melissa Hubbard – Standard Citation Form Liaisons
Emi Hastings (2015--) – Executive Committee Liaison
Elspeth Healey (2014--) – RBMS Conference Website Liaison
Ryan Hildebrand (2012--) – Controlled Vocabularies Liaison
Kate Hutchens (2014--) – Publications Committee Liaison and Preconference media coordination
Audrey Pearson (2015--) – Security Committee—Theft Reports Updates Liaison
Lynne M. Thomas and Jason W. Dean – Social Media Liaisons

Web Editors Emeriti:

James P. Ascher
Christian Yves Dupont
Melanie Griffin
Melissa Hubbard
Jason Kovari
John Pull
Christopher Thomas Smith
Shannon K. Supple

REPORT

I. Overall Website Statistics

From 18 May 2015 until 15 December 2015, rbms.info had approximately 58,796 visits and 131,813 page views, with an average of 2.24 pages per visit. The main rbms.info landing page received the most hits (~13,000 page views or 9.95% of traffic), followed closely by “Your Old Books” (~12,800 page views or 9.74% of traffic), Controlled Vocabularies (9,261 views, 7.03%), and the jobs thread of the News Blog [<http://rbms.info/blog/category/news-events/jobs-positions/>] (4,774 views, 3.62%). New visitors accounted for 56.1% of sessions, while returning visitors accounted for 43.9% of sessions.

56.13% of traffic to the site comes from search engines (with Google as the dominant search engine). Additional sources of traffic include direct traffic (26.21% of visits), referrals (13.18% of visits, with loc.gov as the top source of referrals at 1.49% of total traffic), and other and social sources (4.12% of visits), such as dlvr.it, twitter, and Facebook.

IP addresses in the United States accounted for 71.52% of visits, followed next by the UK (6.76%) and Canada (3.94%). English is by far the dominant language of users’ browser settings at 92.6% of visits (combining US, UK, Canadian, and unspecified English). Spanish is the second most common browser language setting at 584 visits (0.99%). The most commonly used browsers to access the site are Chrome (40.42% of visits), Firefox (29.3%), Safari (14.23%), and Internet Explorer (11.95%). Windows remained the dominant operating system at 67.13%, followed by Mac (15.1%), and the mobile platforms iOS (9.48%) and Android (6.44%). The use of mobile devices and tablets has remained relatively constant since the last report, with desktop/laptop computers accounting for 84.53% of traffic, mobile devices for 11.44%, and tablets for 4.03%.

II. Website Editorial Team

Following ALA Annual, Alison Clemens assumed the position of Web Editor and will serve for the 2015-2016 term. Kelli Hansen joined the Web Editorial Team as Assistant Web Editor. Elspeth Healey became Senior Web Editor, and Melanie Griffin graduated to esteemed Web Editor Emerita status.

III. Website Future Plans

The Web Team anticipates that there will be additional needs for committee-initiated web resources in the future, particularly centering on the future of the Controlled Vocabularies (described in section J of “Individual Project Reports”) and other committee projects. The Web Editorial Team continues to contemplate ways to refine the new site to make it as user-friendly as possible for section members and other visitors. The Web Editorial Team will also continue explore the best mechanism for soliciting and refreshing the slider images that appear on the main landing page. The Team is also working to revise and expand its documentation of Team practice.

IV. Website Content

Since Annual, the Web Team has continued to provide WordPress committee accounts, enabling committees to edit their parts of the website. Committees with editing accounts include Bibliographic Standards, Conference Development, the Controlled Vocabularies Editorial Group, Diversity, Membership and

Professional Development, Security, and Seminars. A significant addition to these accounts was an account to migrate and edit the Latin Place Names File (described below in section D of “Individual Project Reports”). Additional committee chairs who would like to receive a committee user account to edit their committee pages are encouraged to contact the Web Editorial Team at editor@rbms.info.

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/>. Since Web Team members lack the content expertise and time to complete research for this extensive task, we rely 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, and the Web Team will respond as swiftly as possible.

V. Individual Project Reports

A. Committee Editing Accounts for rbms.info:

For information on committee editing accounts for rbms.info, please see Section IV above (Website Content).

B. Social Media Projects:

Lynne Thomas and Jason Dean continue to explore engagement opportunities 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 17 November 2015, we have 3119 followers (compared to 2628 in May 2015). 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 19,000 times since launch. We are regularly retweeted and "tweeted at" by various ALA groups as well as SAA groups and individuals, so we are considered a strong network of special collections professionals for sharing information. In April 2011, we added an automatic feed using dlvr.it allowing the News Editor's and Chair's blog posts to feed directly into our Twitter stream. The Theft Reports blog is also now set up to automatically tweet through the RBMS Twitter account.

RBMS's official Facebook page was created on 19 July 2010. As of 17 November 2015, we have 1880 "likes" (compared to 1596 in May 2015). Posts to the RBMS facebook page average between 350 and 620 "impressions" (i.e. views), with job ads getting the most views. 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. The page continues to be a group effort, with Arvid Nelsen, Lynne Thomas, and Jason Dean being the most frequent "posters" to the page. Colleen Theisen is also an administrator for the page.

One member of the Social Media Liaison Team, Shannon Supple, stepped down earlier this year. We are seeking another person who would be interested in replacing her. A suggested job description/request was sent on to the Pub Comm chair, but we have yet to get a response on the proposal for a call for volunteers.

C. RBMS News Blog: (<http://rbms.info/news-blog/>)

The News Editor notes that job postings and other announcements are welcome and encouraged. The news@rbms.info email address welcomes submissions.

D. Latin Place Names Project:

Audrey Pearson of the Bibliographic Standards Committee generously volunteered to migrate the Latin Place Names File (http://rbms.info/latin_place_names/) to WordPress. The Latin Place Names are currently stored in flat HTML on the legacy RBMS website. Audrey began migrating the entries in October 2015 and is more than halfway done. The Web Team is grateful for her hard work on this big and important project.

E. Collaborative Editing with digress.it:

This fall, two new collaborative editing sites were created using digress.it to help support the work of RBMS Task Forces: a review site for the Guidelines on Competencies for Special Collections Professionals (<http://rbms.info/digress/competencies/>) and a review site for the Guidelines on the Selection and Transfer of Materials from General Collections to Special Collections (<http://rbms.info/digress/transfer/>). Both sites allowed for the solicitation of paragraph level feedback on the respective guidelines under review. Since Digress.it is no longer being supported by its plugin creator, customization becomes more and more limited with each new WordPress version. If paragraph level commenting is desired for future RBMS projects, the Web Team should explore other alternatives.

F. Site Hosting and Security:

The Web Editorial Team continues to monitor use and capacity of the site, particularly with an eye toward eventually upgrading to a virtual private server (VPS) plan in order to better handle site traffic. We anticipate that an upgrade may be necessary in the not-too-distant future, especially as the resources hosted by rbms.info continue to grow; however, it may be possible to wait a little longer before undertaking the upgrade, which, once initiated, will involve a permanent (\$110) increase to the webhosting budget.

The Web Editorial Team also notes that it will likely be desirable to transition RBMS.info from HTTP to HTTPS, a secured version of the HTTP protocol. The HTTPS protocol encrypts data transmitted between a visitor's web browser and a website. This is accomplished by adding an SSL security certificate to the domain. The Web Editorial Team is in the process of proposing this transition to the Budget and Development Committee; the security certificate would require a \$15 yearly fee.

G. RBMS Rosters:

Following Annual, the Web Team removed the RBMS rosters from the RBMS website and instead link to official rosters on the ACRL site. As of July 2015, users visiting the Roster page on the rbms.info site (http://rbms.info/committees/committee_roster/) are directed to the roster of record for each committee on the ACRL website.

H. RBMS Conference Websites:

New WordPress instances were created for the 2016 and 2017 RBMS Conferences, and site development is currently underway. The 2016 RBMS Conference website was built as a standalone WordPress site. Victoria Ondrla of ACRL and Jay Sylvestre and Pat Villanueva of the University of Miami are overseeing its implementation, with assistance from the Web Editors. With an eye to long-term maintenance, the 2017RBMS Conference site was created as the first site in a new WordPress Multisite instance. Melissa Hubbard is overseeing its implementation with support from the Web Editors. Future RBMS Conference websites will be added to the new RBMS Conference WordPress Multisite instance.

I. Standard Citation Forms Project (<http://rbms.info/scf/>):

The SCF site was completed and migrated to its permanent URL as part of the new rbms.info multisite in January. Its availability as a resource was publicly announced shortly thereafter, and it has received active and steady use since then. Since Annual, Kelli Hansen and Melissa Hubbard continue to make improvements to the site and fix bugs as they are requested by the SCF team. Allison O'Dell added HTML microdata to the templates for individual citations of the site.

J. Controlled Vocabularies Migration and Hosting Project:

The Controlled Vocabularies team of the Bibliographic Standards Committee is currently considering options for migrating the Controlled Vocabularies. The team is exploring options for providing the Vocabularies as linked open data and will discuss further at Midwinter. The Web Editorial Team has been advising on the project.

K. Leab Award Gallery (<http://www.rbms.info/leab-gallery/>):

Melanie Griffin and Kelli Hansen are working to update the Leab Award gallery to a mobile-friendly format. This work, which will require using a different plugin than the NextGen Image Gallery that currently powers the site, is ongoing.