

Communications Committee

Committee Members: S. P. Maher (Chair), C. Calderon-Acevedo, A. Canode, P. K. Connors, M. Dyck, K. Gorman, D. Green, B. Kohli, S. Liphart, J. M. Martin, S. B. McLaren, D. K. Odell, E. Siracusa, B. P. Tanis, L. Yohe

Mission:

At the 2007 annual meeting in Albuquerque, NM, the Board of the American Society of Mammalogists charged the newly redefined Informatics Committee to explore a redesign and improve the Society's web site and to maintain the existing web site during this period. At the 2024 annual meeting in Anchorage, AK, the Board changed the title to Communications, reflecting the role in web presence and on social media.

Information Items:

(1) An initial ASM web site (www.mammalsociety.org and www.mammalogy.org) based in Drupal went live on 17 March 2011 and a new version was launched in Fall 2024.

(2) The ASM web site is hosted on a dedicated server with InMotion Hosting.

(3) We maintain the ASM presence on social media sites including:

Facebook

(<https://www.facebook.com/American.Society.of.Mammalogists>)

Twitter

(@Mammalogists)

LinkedIn

(<http://www.linkedin.com/groups/American-Society-Mammalogists-4575484>)

Instagram account (@amersocmammalogists)

YouTube page (https://www.youtube.com/channel/UCA6tp7M-8d9YFLorYysHR_Q)

In 2022 and 2023, we established accounts on TikTok and Mastodon, but have not used them.

At the request of committee chairs and ASM leadership, we post items relating to the Society on our accounts and the website. Since 2018, we include Spanish translations to social media posts.

(4) Routine maintenance and updates were performed on an as-needed basis, as requested by Presidents Lessa and Smith, and committee chairs.

(5) We upload all standing committee reports to their respective webpages. We have begun to archive older reports and will maintain only 10 years of reports on the website starting with the new version. We will archive old reports on the server.

(6) Online submissions of fellowships administered by the Honoraria, Grants-in-Aid of Research, Cameron Award, Kaufmann Award, African Research Fellowship, Patton Award, and Latin American Fellowship Committees were conducted using the ASM web site. Additionally, we accepted nominations and applications for the J. Mary Taylor Award and the Black and Indigenous Scholars in Mammalogy Award.

(7) Requests for information, job postings, and announcements submitted to the web site were received by Dan Odell and routed accordingly. Odell answered directly and others were referred to the appropriate committee, business office, or OUP. Maher responded to inquiries through Facebook and Twitter. Committee chairs should always review their respective pages and the clarity of their contact information.

(8) ASM continues to operate a Members only area for blogging and a within community job board. Members must request access using their name and Membership ID. The Membership ID is available at the ASM Business Office (<https://asm.wildapricot.org/>). When you login to the Business Office you will see your ASM Customer Number. This number is used to verify your active ASM Membership. However, few members take advantage of this and it creates confusion with the Business Office login, which are independent.

(9) Beginning in 2015, we added a subscription service to Vimeo (\$199, Pro option) and uploaded selected Symposium talks from the 2015 and 2016 ASM meetings. We continue to make these available to members through the Business Office site. Additionally, in 2019, we uploaded videos to the YouTube page from speakers who gave appropriate permission. However, there has been limited use of this feature.

(10) Beginning in 2017, we worked with the Mammal Biodiversity committee to provide server access and support for the new Mammal Diversity Database. Since then, this committee has paid for the annual \$14.99 fee to maintain the domain, and the site has moved off the server.

(11) In 2019, we began partnering with the Program Committee to provide assistance on mammalmeetings.org. We now share a joint subcommittee to provide support and content updates.

Action Items:

(1) The sum of \$9,000 is requested from the 2025 budget. Hosting the ASM web site on a dedicated server is expected to cost ~\$2500 this year; this is an annual expense, but provides use of a server with sufficient resources to meet the demands of the website. We have monthly fees of \$40 that relate to server software (\$15) and server support (\$25). Additional costs include: \$45 per year to maintain the domains (mammalogy.org, mammalsociety.org, and mammaldiversity.org) and an annual subscription to Vimeo to support video delivery to

members, at \$199 per year. We request an additional \$5776 as a placeholder for potential expenses related to the Society's web site upkeep and adding minor bits of functionality.

(2) The sum of \$8000 is requested from the 2025 budget to reflect requests for larger projects that committee chairs would like to execute.

(3) The committee will explore alternative companies with experience and expertise with Drupal to assist in design and modifications to the ASM website.

Respectfully submitted,

Sean P. Maher, Chair

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