

## **Informatics Committee**

**Committee Members:** V. Apkenas, A. F. Brokaw, B. R. Costelloe, C. Gerdes, D. Green, G. Griffiths, E. E. Gutiérrez, M. K. Halsey, M. E. Hopton, T. T. Hammond, P. Kurnath, P. Larsen, J. E. Light, S. P. Maher (Chair), J. F. Martin, S. B. McLaren, D. K. Odell, E. Siracusa, R. Stephens, B. P. Tanis, L. Yohe.

### **Mission:**

The Informatics Committee is responsible for addressing issues that arise with continuing changes in technology and information processing, retrieval, etc. as they relate to mammalogy. In recent years, the committee has been primarily involved with maintaining and further developing the Society's website.

At the 2007 Annual Meeting in Albuquerque, New Mexico, the Board of the American Society of Mammalogists charged the newly redefined Informatics Committee to explore a redesign and improve the Society's website and to maintain the existing website during this period.

### **Information Items:**

(1) The ASM website ([www.mammalsociety.org](http://www.mammalsociety.org) and [www.mammalogy.org](http://www.mammalogy.org)) went live on 17 March 2011.

(2) The ASM website is hosted on a server with InMotion Hosting. Annual web hosting fees are \$2,279.88 for 2018 and it now is hosted on a dedicated server, which improved within site search and increased our capacity.

(3) Informatics paid design firm Acro Media to implement additional changes and fixes to the website (\$90).

(4) ASM has a presence on a number of social media including:

**(a) Facebook**

(<https://www.facebook.com/American.Society.of.Mammalogists>; 4920, 3907 "Likes" as of 31 March 2018; increase of 1,013 since last year)

**(b) Twitter**

(@Mammalogists; 2800 followers as of 31 March 2018; increase of 721 since last year)

**(c) LinkedIn**

(<http://www.linkedin.com/groups/American-Society-Mammalogists-4575484>; 177 Members as of 31 March 2018; increase of 12 since last year)

**(d) Instagram** account (@amersocmammalogists 291 followers as of 31 March 2018; increase of 30 since last year)

(e) **YouTube** page ([https://www.youtube.com/channel/UCA6tp7M-8d9YFLorYysHR\\_Q](https://www.youtube.com/channel/UCA6tp7M-8d9YFLorYysHR_Q)); 20 subscribers; increase of 6)

(f) **Google+**

(<https://plus.google.com/#s/american%20society%20of%20mammalogists67>; 78 “+1”s as of 31 March 2018; increase of 5 since last year)

(g) Along with the Mammal Images Library Committee, an “Image of the Week” is posted on Facebook and Instagram, and tweeted via the Twitter account. In general, the Facebook page reaches over 3,000 people each week through various posts (although direct interaction with posts is less). Google+ does not seem to have such a reach and activity there has been reduced. Twitter and Instagram do not provide summarized feedback. Announcements regarding newly published issues of Journal of Mammalogy, the Annual Meeting, grants and fellowship deadlines, and ASM Newsletters also have been posted through social media outlets. We have been posting mammal-related research on Facebook and Twitter, which has enhanced our presence. We also provide the Mammal Image of the Week on Facebook, Twitter, and Instagram, and a “Mystery Mammal” photo quiz on the Facebook page each week.

(5) Routine maintenance and updates were performed on an as-needed basis, as requested by President Sikes and committee chairs. Leadership pages, including changes in Editors, Officers and Elected Directors, were updated following the 2016 Annual Meeting.

(6) Online submissions of fellowships administered by the Honoraria, Grants-in-Aid of Research, Patton Award, and Latin American Fellowship Committees were conducted using the ASM web site.

(7) Requests for information, job postings, and announcements submitted to the web site were received by Dan Odell and routed accordingly. Odell received 74 emails June 2015 – 9 April 2016 compared with 66 between June 2016 –27 April 2017 and 63 emails from June 2017 through March 2018. The most common requests are meeting notices and employment notices for posting on the web site. The rest were a wide variety of inquiries including journal use permissions, broken links on the Oxford JM site, lost password, membership, requests to link external web sites to the ASM site (denied by policy), internship and scholarship questions, emails intended for the UK Mammal Society (issue corrected) and a few crackpot emails. There were no robo/bot generated emails. As usual, not everyone looks for the proper place to send their query (e.g. Business Office), although we have updated our 'contact us' page to better direct individuals for inquiries. 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 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 ASMM Customer Number. This number is used to verify

your active ASM Membership. However, few members take advantage of this and only one blog post has been added since this feature was established.

(9) In 2016, an upgraded meeting app, Guidebook, was provided by the University of Minnesota, and Informatics and the Program Committee worked together to upload information. This platform provided many advantages to the free EventBase platform Informatics provided in 2014 and 2015. In 2017, we contributed to delivering content to the App and part of our budget. For the 2018 (and 2019) Annual Meetings, we expect to do the same.

(10) In 2015, we added a subscription service to Vimeo (\$199, Pro option) and uploaded selected Symposium talks from the 2015 and 2016 ASM Annual Meetings. These were made available to members through the Business Office site. Additionally, we uploaded videos to the YouTube page from speakers who gave appropriate permission.

(11) In 2016, members of the Committee provided content and images related to March Mammal Madness, which is a science outreach activity on Twitter developed by non-ASM members. Specifically, we provided post “battle” information about the loser, as well as preliminary images of the combatants, usually from the Mammal Images Library. We have continued that outreach in 2017 and 2018.

(12) In 2017, we worked with the Mammal Biodiversity Committee to provide server access and support for the new Mammal Diversity Database.

(13) In 2017 and 2018, we worked with the Program Committee and the Human Diversity Committee to develop web forms to allow submissions and requests through the ASM site.

(14) In 2016, the State List Project, in conjunction with the Public Education Committee, was launched on the ASM webpage (<http://www.mammalogy.org/mammals-list>). We have updated content as available and where errors have been identified.

### **Action Items:**

(1) The sum of \$13,000 is requested from the 2019 budget. Hosting the ASM website on a dedicated server is expected to cost \$2,279.88 per year; this is an annual expense, but provides use of a server with sufficient resources to meet the demands of the new website. 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 \$1,000 to contribute towards a meeting app. We request an additional ~\$9,476.12 as a placeholder for potential expenses related to the Society’s website upkeep and added functionality. The website may require substantial software upgrades in 2018 and 2019, in part due to known security issues with the Content Management System.

**Respectfully submitted,**

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