Informatics Committee

Committee Members: E. E. Gutiérrez, M. E. Hopton, C. A. Iudica, J.E. Light, S. P. Maher (Chair), S. B. McLaren, D. K. Odell, B. A. Roberts, B. J. Shaw, B. P. Tanis.

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 web site.

At the 87th Annual Meeting (2007) in Albuquerque, New Mexico, the Board of Directors of the American Society of Mammalogists charged the newly redefined Informatics Committee to explore improvements including a redesign of the Society's web site and to maintain the existing web site during this period.

Information Items:

(1) The ASM web site (www.mammalsociety.org and www.mammalogy.org) went live on 17 March 2011.

(2) The ASM web site is hosted on a server with InMotion Hosting. Annual web hosting fees are $479.40 per year. We will move the site to a dedicated server in 2015 in an effort to improve within site search and increase our capacity.

(3) Informatics paid design firm Acro Media to implement additional changes and fixes to the web site ($5,584.87). These included resolving problems, general support, and work on integrating the state list project for the Public Education Committee. This work is ongoing, but is expected to be completed in 2015.

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

Facebook
(https://www.facebook.com/American.Society.of.Mammalogists; 1970 "Likes" as of 1 April 2015; increase of 538 since last year)

Google+
(https://plus.google.com/#s/american%20society%20of%20mammalogists67; 65 "+1"s as of 1 April 2015; increase of 19 since last year)

Twitter
(@Mammalogists; 723 followers as of 1 April 2015; increase of 455 since last year)

LinkedIn (http://www.linkedin.com/groups/American-Society-Mammalogists-4575484; 98 Members as of 1 April 2015; increase of 31 since last year)

Along with the Mammal Image Library Committee, an "Image of the Week" is posted on the Facebook and Google+ sites, and tweeted via the Twitter account. In general, the Facebook page reaches over 1,000 views each week, sometimes exceeding 1,700 and Google+ has a number of other societies following us and more than 99,000 views. Announcements regarding issues of Journal of Mammalogy, the Annual Meeting, grants and fellowship deadlines, and the monthly ASM Newsletter also have been posted through social media outlets. We have begun posting mammal-related research on Facebook and Twitter, which has enhanced our presence.

(**5**) Routine maintenance and updates were performed on an as-needed basis, as requested by President Lacey and committee chairs. Leadership pages, including changes in Editors, Officers and Elected Directors, were updated following the 2014 Annual Meeting.

(**6**) Online submission of fellowships administered by the Honoraria and Grants-in-Aid Committees was 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 115 emails, June 2013 – March 2014 compared with 174 for the 12 months, June 2014 – 29 April 2015. Frequently, general inquiries are submitted by A) students inquiring about funding, B) people inquiring about the Image Library, C) members who have password issues with the Business Office, or D) people requesting a reprint item from the Journal. In these cases, the inquiries should have gone directly to the relevant chairs (A and B), or the Business Office (C and D). We will work with relevant committee chairs to try to resolve some of these issues.

(**8**) ASM continues to operate a Members only area for blogging and a 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.

(**9**) In 2014, Informatics provided an app for the ASM meeting through EventBase. Feedback on the app was positive, and we plan to provide another version for the 2015 Annual Meeting using this free software.

(**10**) In 2014, Matt Hopton stepped down as Informatics Chair after 7 years of service as chair. I would like to thank him for all of the time he spent on behalf of ASM in this position.

Action Items:

(**1**) The sum of $13,000 is requested from the 2015 budget. Hosting the ASM web site on a virtual private server is paid through August 2015. After this time, we will upgrade to a dedicated server, which is expected to cost ~$250/month ($3000 per year). This is an annual expense, but provides use of a server with sufficient resources to meet the demands of the new website. We request an additional $10,000 as a placeholder for potential expenses related to the Society's web site upkeep and added functionality. These funds would be used only if the

remaining funds from the 2015 budget are not used by 31 December 2015 and it is decided that additional functionality proposed by the design firm would benefit the ASM membership.

Respectfully submitted,
Sean P. Maher
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