

## **Informatics Committee**

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

### **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 87<sup>th</sup> 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 new ASM web site ([www.mammalsociety.org](http://www.mammalsociety.org) and [www.mammalogy.org](http://www.mammalogy.org)) went live on 17 March 2011.

(2) The redesigned ASM web site is hosted on a new server and with a new web hosting company (InMotion Hosting) to better meet the requirements of the new web site. Annual web hosting fees are \$479.40 per year plus annual fee of \$11.95 to maintain our URLs.

(3) After receiving input from ASM membership, the next phase of the web site redesign is ongoing at an estimated cost of \$15,660 (\$4,920 spent as of April 2013).

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

#### FaceBook

(<https://www.facebook.com/American.Society.of.Mammalogists>; 630 "Likes" as of 1 April 2013)

#### Google+

(<https://plus.google.com/#s/american%20society%20of%20mammalogists67>; 46 "+1"s as of 1 April 2013)

#### Twitter

(@Mammalogists; 100 followers as of 1 April 2013)

LinkedIn (<http://www.linkedin.com/groups/American-Society-Mammalogists-4575484>; 26 Members as of 1 April 2013)

Along with the Membership 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. Announcements regarding issues of

Journal of Mammalogy, the Annual Meeting, grants and fellowship deadlines, and newsletters are posted through social media outlets.

(5) Routine maintenance and updates were performed on an as-needed basis, including posting of Open Access articles published in the *Journal of Mammalogy* and *Mammalian Species*. Committee pages and membership listings were updated, as requested by President Heske. Leadership pages, including changes in Editors, Officers and Elected Directors, were updated following the 2012 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 Odell and routed accordingly. Odell received 142 emails June 2012 – March 2013 compared with 310 for the 12 month period June 2011-May 2012. The decrease is attributed to the re-structuring of the ‘contact us’ options wherein all membership-related requests go directly to the Business Office, as appropriate.

(8) ASM has implemented 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 (<http://psfebus.allenpress.com/ebusasmm/default.aspx>). When you login to the Business Office you will see your ASMM Customer Number. This number is used to verify your active ASM Membership.

**Action Items:**

(1) The sum of \$10,491.35 is requested from the 2014 budget. Hosting the ASM web site on a virtual private server currently costs \$491.35 (server hosting and URL). This is an annual expense, but provides use of a server with sufficient resources to meet the demands of the new web site. \$10,000 is 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 2013 budget are not used up by 31 December 2013 and it is decided that additional functionality proposed by the design firm would benefit the ASM membership.

(2) Informatics is investigating using social media for electronic board meetings.

**Respectfully submitted,**

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