Informatics Committee

Committee Members: V. Apkenas, B. R. Costelloe, D. Green, G. Griffiths, E. E. Gutiérrez, M. E. Hopton, P. Larsen, J. E. Light, S. P. Maher (Chair), S. B. McLaren, D. K. Odell, 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 $1371.84 for 2016 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 web site ($6914). These included resolving problems, general support, and work on integrating the State List Project for the Public Education Committee.

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

Facebook
(https://www.facebook.com/American.Society.of.Mammalogists; 2972 "Likes" as of 4 April 2016; increase of 1002 since last year)
Google+
(https://plus.google.com/#s/american%20society%20of%20mammalogists67; 70 "+1"s as of 4 April 2016; increase of 5 since last year)
Twitter
(@Mammalogists; 1362 followers as of 4 April 2016; increase of 639 since last year)
LinkedIn
(http://www.linkedin.com/groups/American-Society-Mammalogists-4575484; 131 Members as of 4 April 2016; increase of 33 since last year)

In 2015, we added an **Instagram** account (@amersocmammalogists 113 followers as of 4 April 2016), and a **YouTube** page (https://www.youtube.com/channel/UCA6tp7M-8d9YFLorYysHR_Q).

Along with the Mammal Images Library Committee, an "Image of the Week" is posted on the Facebook, Instagram, and Google+ sites, and tweeted via the Twitter account. In general, the Facebook page reaches over 1000 views each week, sometimes exceeding 1700 and Google+ has a number of other societies following us and more than 99,000 views. Announcements regarding newly published 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 been posting mammal-related research on Facebook and Twitter, which has enhanced our presence. Due to the success of the Mammal Image of the Week, we added 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 Lacey and committee chairs. Leadership pages, including changes in Editors, Officers and Elected Directors, were updated following the 2015 Annual Meeting.

(6) Online submission of fellowships administered by the Honoraria, Grants-in-Aid of Research, Patton Award, and Latin American Fellowship 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 176 emails June 2014 – May 2015 compared with 74 between June 2015 –9 April 2016. We have altered our contact us page to better direct individuals for inquiries, but there are still occasional issues where individuals fail to look for the right contact especially: journal/editorial questions, emails intended for the UK Mammal Society due to similar email addresses; questions that should have gone to the Public Education Committee. Overall, it appears that many of the problems we have seen over the past few years have been corrected. 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 no one has taken to blogging.

(9) As in 2014, Informatics provided an app for the 2015 ASM Annual Meeting through a freely available platform, EventBase. Feedback on the app was positive, and a meeting app will be provided again through University of Minnesota in 2016. This platform was made available without cost, but generally does require some purchase or subscription. Depending upon the reception and use, we will evaluate whether there is value in paying for a platform at future meetings.

(10) In 2015, we added a subscription service to Vimeo ($199, Pro option) and uploaded selected Symposium talks from the 2015 ASM Annual Meeting. These were made available to members through the Business Office site.

(11) In 2015, 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.

Action Items:

(1) The sum of $13,000 is requested from the 2017 budget. Hosting the ASM web site on a dedicated server is expected to cost $2279.88 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: $30 per year to maintain the domains (mammalogy.org and mammalsociety.org) and an annual subscription to Vimeo to support video delivery to members, at $199 per year. We request an additional ~$10,491.12 as a placeholder for potential expenses related to the Society's web site upkeep and added functionality.

Respectfully submitted,
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