Informatics Committee

Committee Members: S. P. Maher (Chair), V. Apkenas, C. Calderon-Acevedo, P. K. Connors, D. Green, R. Jakopak, B. Kohli, J. M. Martin, S. B. McLaren, D. K. Odell, E. Siracusa, B. P. Tanis, D. Villalobos, 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.

Information Items:

(1) The ASM web site (www.mammalsociety.org and www.mammalogy.org) went live on 17 March 2011 and has continued to function through the current year.
(2) The ASM web site is hosted on a dedicated server with InMotion Hosting.

(3) Informatics paid design firm Acro Media to implement additional changes and fixes to the web site ($1380).

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

Facebook
(https://www.facebook.com/American.Society.of.Mammalogists; 6932 "Likes" as of 31 March 2021; increase of 289 since last year; 7239 Followers)
Twitter
(@Mammalogists; 4989 followers as of 31 March 2021; increase of 839 since last year)

LinkedIn
(http://www.linkedin.com/groups/American-Society-Mammalogists-4575484; 228Members as of 31 March 2021; increase of 12 since last year)

Instagram account (@amersocmammalogists 781 followers as of 31 March 2021; increase of 314 since last year)

YouTube page (https://www.youtube.com/channel/UCA6tp7M-8d9YFLorYysHR_Q; 82 subscribers; increase of 37).

Along with the Mammal Images Library Committee, an "Image of the Week" has been posted on the Facebookpage, and tweeted via the Twitter account. In general, the Facebook page can reach over 3,000 people each week through various posts (although direct interaction with posts is less). Twitter and Instagram are increasing in response and outreach. Announcements regarding newly published issues of Journal of Mammalogy, the Annual Meeting, and grants and fellowship deadlines also have been posted through social media outlets as requested by relevant committee chairs. We also provide a "Mystery Mammal" photo quiz on the Facebook and

Instagram accounts each week. Since 2018, we have added Spanish translations to social media posts.

(5) Routine maintenance and updates were performed on an as-needed basis, as requested by President Kelt and committee chairs.

(6) We upload all standing committee reports to their respective webpages. In 2021, we will begin to archive older reports and maintain only 10 years of reports on the website.

(7) 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. Beginning in December 2019 and into January 2020, web forms were expanded for individual programs including the new Kaufman and Cameron awards. All letters of recommendation can be submitted through the website.

(8) Requests for information, job postings, and announcements submitted to the web site were received by Dan Odell and routed accordingly. Odell received 50 emails since mid-2020,an equivalent number of messages from the previous year. Topics included membership issues, broken/incorrect links to OUP, job postings, career advice, GIAs, species ID, permission to use images, publishing in the Journal, request to link to a 3rd party web site, and donations. Odell answered directly and others were referred to the appropriate committee, business office, or OUP. Committee chairs should always review their respective pages and the clarity of their contact information.

(9) 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 only one blog post has been added since this feature was established.

(10) 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 2018 and 2019, we contributed to delivering content to the App and included some of the fees as part of our budget request for 2021. Because we do not require an App for the 2021 meeting, we volunteered to move this allocation to support student research.

(11) 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.

(12) Beginning 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 2018, 2019, and 2020.

(13) 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.

(14) In 2018 and 2019, we worked with the Program Committee and the Human Diversity Committee to develop web forms to allow submissions and requests through the ASM site.

(15) 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 continued to update content as available and where errors have been identified. As of 2020, we have provided the committee with access to update and correct errors independently.

(16) In 2018 and 2019, we worked with the Ombudspersons to update page content and establish a web form for submission of a report of alleged misconduct. We do not monitor the content of this web form.

(17) In 2019, we began partnering with the Program Committee to provide assistance on mammalmeetings.org.

Action Items:

(1) The sum of $8,000 is requested from the 2022 budget. Hosting the ASM web site on a dedicated server is expected to cost $1919.88 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). These were previously included in the annual package, but they were parsed out beginning in 2021 and increased. 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 $1000 to contribute towards a meeting app (as noted in #9, above). We request an additional $4356.12 as a placeholder for potential expenses related to the Society's web site upkeep and added functionality.

(2) We request $31,160 from the Society as part of a new build of the website. Previously, we estimated the cost to be $45,000 and split the request between two years with the board allocating $20,000 for 2021. In May 2021, we received a bid for $56,160 for the project from AcroMedia (the design and support firm we have contracted with since 2008) which includes a rebuild to the site under an updated version of the Content Management System (CMS) and for the site to be responsive on all devices (desktop, laptops, tablets, and phones). This new version will have increased security options and allow for easier changes in the basic design of the homepage as requested (something the current CMS does not allow). Included in the development price is automated content migration from the old version to the new version. The estimated number of hours for volunteers from Informatics to move content could delay the launch of the site by nearly one year because of the volume of pages and information. This does not include quality control and verification (something relevant to the MIL and States List). No

one on the committee has the knowledge or skills to automate the migration, so we believe this cost is worthwhile. Therefore we request $31,160 for 2022 to cover the remaining bid. To address our increased request, 1) we have reduced our usual budget request in Action Item 1 by ~$6000 and 2) we also will request $5000 for our placeholder allocation from 2021 towards costs of the rebuild.

(3) We request $3200 to include multi-lingual support for the ASM website. We requested AcroMedia to breakout the cost to allow support of additional languages for content. This does not include automated translations, so the Society would be responsible for translations. After translation by the Society, specific pages could more easily be made available in non-English. We include this as a separate Action Item from the full new build because it is not necessarily an immediate for the website. However, we consider this something the Society should pursue.

Respectfully submitted,
Sean P. Maher, Chair
(asm.informatics@gmail.com)