Informatics Committee

Committee Members: M. E. Hopton (Chair), C. A. Iudica, S. P. Maher, 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 InMotionHosting. Annual web hosting fees are $479.40 per year plus $11.95 domain name registration.

(3) Informatics paid design firm Acro Media to implement additional changes and fixes to the web site ($9300). This included a refresh of committee pages, changes to the online submission of grants and fellowships, general support, and work on a mammal database for the Public Education Committee. This work is ongoing.

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

Facebook
(https://www.facebook.com/American.Society.of.Mammalogists; 1232 "Likes" as of 1 April 2014)
Google+
(https://plus.google.com/#s/american%20society%20of%20mammalogists67; 46 "+1"s as of 1 April 2014)
Twitter
(@Mammalogists; 268 followers as of 1 April 2014)
LinkedIn (http://www.linkedin.com/groups/American-Society-Mammalogists-4575484; 67 Members as of 1 April 2014)

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 1000 views each week, sometimes exceeding 1700 and Google+ has a number of other societies

following us and more than 32,000 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.

(5) Routine maintenance and updates were performed on an as-needed basis, as requested by President Heske and committee chairs. Leadership pages, including changes in Editors, Officers and Elected Directors, were updated following the 2013 Annual Meeting.

(6) Online submission of grants and fellowships administered by the Honoraria and Grants-in-Aid Committees was conducted using the ASM web site. Informatics continues to work with these committees to improve the submission process.

(7) Requests for information, job postings, and announcements submitted to the web site were received by Dan Odell and routed accordingly. Odell received 112 emails June 2013 – April 2014 compared with 150 for June 2012-May 2013.

(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 (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.

(9) Blair Roberts led the effort to create a smartphone app for this year's Annual Meeting. The app provides access to program information (e.g., speakers, abstracts, and event locations) on a mobile device. We used a free platform this year to assess interest and use and gauge the value of paid platforms with additional features for future meetings. Download *Eventbase* from the App Store or Google Play and search for "ASM 2014 Annual Meeting" in the app.

(10) Informatics did not identify a managed hosting solution for the ASM web site ($8000 was budgeted for this purpose). A number of potential hosts were contacted and none provided acceptable services for the cost. Informatics continues to perform these functions, but will continue to search for the best solution for the Society.

Action Items:

(1) The sum of $14,500 is requested from the 2015 budget. Hosting the ASM web site on a virtual private server currently costs $491.35 ($479.40 + $11.95). This is an annual expense, but provides use of a server with sufficient resources to meet the demands of the ASM web site. $10,008.65 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 2014 budget are not used up by 31 December 2014 and it is decided that additional functionality proposed by the design firm would benefit the ASM membership. A placeholder ($4000) for a managed hosting solution would be used only if an acceptable solution is identified.

Respectfully submitted,
Matthew E. Hopton

(m.hopton@yahoo.com)