



SLA Biomedical & Life Sciences Division

**SLA BIOMEDICAL AND LIFE SCIENCES DIVISION (DBIO)**

**2014 Statistical Report– DBIO Home Page Committee \***

**January 1, 2014 – December 31, 2014**

**1. EXECUTIVE SUMMARY: Developing and maintaining an up-to-date website that meets the information needs of the membership**

**2. MEMBERSHIP:**

Monica Kirkwood ('11--) Webmaster/Co-Chair

Claudia Lascar (11'--)- Home Page Content Manager/Co-Chair

Michael Dziabiak (8/'11-'15)

Neyda Gilman ('14-'16)

Suzanne Grubb ('14-'16)

David Matthews, --Web designer (Ink Stain design, <http://inkstaindesign.com>)

(September, 2013-August 31, 2014; September, 2014-August 31, 2015) —contractual agreements

Carol Lepzelter Berry ('97-2010) –Retired, Chair Emerita

**3. ACTIVITIES:**

- Updated Current Officers and Committee Page. The page has been visited 1,808 times.
- Archived 2013 Conference information.
- Posted 2014 Conference materials. The 2014 DBIO Program page has been visited 335 times.
- 493 jobs have been posted by Neyda Gilman, Suzanne Grubb, and Michael Dziabiak. The number of jobs posted is big, so is the amount of time it takes to post properly each position. The team follows a very specific format. The Job Offerings page was visited 6,035 times
- DBIO News and Medical Section have been posted by Suzanne Grubb.
- Posted [2012](#) and [2013](#) . Members' Publication Lists have been formatted according to MLA style and posted by Michael Dziabiak.
- Posted the Division's newsletter "Biofeedback" in a timely manner. 2014 Biofeedback has been downloaded 1,101 times.
- [2014 Conference Photo Gallery](#) was created by Michael Dziabiak.
- Content changes on the following pages:
  - [Careers](#) page. This page has been visited 1,815 times.
  - [Continuing Education](#)

- [Revised \(April 4, 2014\) Recommended Practices](#) prepared by the Director, Peggy Murphy. The Recommended Practices documents have been downloaded 326 times.
- [Benefits of Joining](#)
- New Content/ New pages added/Content deleted:
  - [SLA CLICK University](#)
  - Nominations & Elections section split for added transparency: (1) [Nominations](#), (2) [Elections](#)
  - [Events](#) section has been reorganized into new subcategories for added clarity, accuracy, and ease of use--- at the request of our Webmaster/ Co-Chair, Monica Kirkwood. This is a very important improvement to the navigation and usability of the website.
  - RSS Feed for Jobs—this project was initiated and carried out by Suzanne Grubb. The DBIO RSS feed link is located on the [Job Offerings](#) page and on our [Landing site](#). The [DBIO RSS Feed](#) was visited 1, 812 times during September to December 2014. In addition the *Biofeedback* issue published on August 18, 2014, which carried the article by Suzanne Grubb (V 39, N3, summer 2014, pg 6) describing this service has been downloaded 533 times.
  - [Career Advice](#) page for students has been created by Gwen Short (School of Library and Information Science, Kent State, and the recipient of the 2013 Travel Stipend) in her capacity as member of the Career Guidance & Employment Committee. It is a very well done page.
  - SLA Alignment Project page has been removed since the program has ended.
- David Matthews has been very busy with changing the websites (DBIO, Medical Section) template to accommodate the addition/ deletion of pages; checking whether blank Award nomination form submissions are error or spam; investigating problems with the landing site and communicating with Quan O. Logan SLA Chief Technology Officer; preparing with Monica Dreamweaver’s instructions for our new Committee members; testing HostGator PHP upgrade; fixing problems with the code of the Job Posting page, and continuously during the year reducing server file size to 10GB to allow for automated backup, which he also performed on a monthly basis.

**BUDGET REQUESTED** (Approved by the DBIO Board on 9/9/14)

<b>Home page Contract 24 hours (September 1, 2014 – August 30, 2015)</b>	<b>\$1,000.00</b>
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<b>Total</b>	<b>\$ 1, 000.00</b>

Month	Unique visitors	Number of visits	Pages
Jan 2014	2,112	3,751	13,928
Feb 2014	2,248	3,972	13,670
Mar 2014	2,792	4,638	13,537
Apr 2014	3,138	5,525	17,562
May 2014	3,309	5,461	14,542
Jun 2014	3,322	5,522	14,006
Jul 2014	3,265	5,535	17,575
Aug 2014	3,417	5,622	15,308
Sep 2014	3,773	6,515	16,240
Oct 2014	3,737	7,528	18,689
Nov 2014	3,677	6,556	21,581
Dec 2014	3,232	5,613	12,871
<b>Total</b>	<b>38,022</b>	<b>66,238</b>	<b>189,509</b>

<b>Pages most viewed in 2014</b>									
<b>DBIO home page</b> < <a href="http://dbiosla.org/">http://dbiosla.org/</a> >—	<b>18,813</b>								
Top 100 journals in biology and medicine—	16,441 (via AJCN website)								
Download Biofeedback—	10,652								
Board & Business Meetings—	9,835								
Conference Contributed Posters—	8,442								
Job Offerings --	6,035								
Top 10 Journals in Biology and Medicine—	5,823								
In 1935 column—	4,870								
DBIO Email List—	4,060								
Career Development—	2,364								
DBIO News—	2,020								
Careers—	1,815								
Jobs Feed—	1,812								
Current Officers & Committees—	1,808								
<b>Landing Site Home Page</b> < <a href="http://bio.sla.org/">http://bio.sla.org/</a> >—	<b>1,730</b>								
Inside DBIO—	1,730								
<b>Medical Section Home Page</b> —	<b>1,058</b>								
Officers & Committees—	999								
DBIO History--	999								
Governance--	840								
Past Officers & Committees--	821								
Volunteer for service --	639								
Systems Thinking Perspective—	536								
Strategic Plan—	493								
DBIO Program of events at SLA Conference—	335								
Download DBIO Recommended Practices—	326								
<b>2014 BIOFEEDBACK: DOWNLOADS—1,101</b>									
<table border="1"> <tbody> <tr> <td>Volume 39 Winter 2014</td> <td style="text-align: right;">231</td> </tr> <tr> <td>Volume 39 Spring 2014</td> <td style="text-align: right;">224</td> </tr> <tr> <td>Volume 39 Summer 2014</td> <td style="text-align: right;">533</td> </tr> <tr> <td>Volume 39 Fall 2014</td> <td style="text-align: right;">113</td> </tr> </tbody> </table>		Volume 39 Winter 2014	231	Volume 39 Spring 2014	224	Volume 39 Summer 2014	533	Volume 39 Fall 2014	113
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**Analysis:** The statistics prove that the DBIO home pages have seen a lot of traffic. The numbers speak for themselves, but nevertheless several conclusions can be taken:

- Access is predominantly via <http://dbiosla.org/> (18,813 visits), rather than via <http://bio.sla.org/> (1,730) which is the Landing Site.
- There is interest in the history of the Division, since DBIO History page has been visited 890 times.
- The Systems Thinking Perspective has been visited 536 times as a result of DBIO offering a program at the Annual Meeting where Lorri A Zipperer's work "*Knowledge management in healthcare*" was discussed.
- The Volunteer for Service page has been visited 636 times.

\* This report supersedes the semiannual report submitted on August 3, 2014