



SLA Biomedical & Life Sciences Division

SLA BIOMEDICAL AND LIFE SCIENCES DIVISION (DBIO)

Annual Report– DBIO Home Page Committee

August 1, 2012 – May 31, 2013

Presented on June 8, 2013 at the DBIO Annual Business Meeting (Evening)

SLA Annual Conference, San Diego, CA

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

2. MEMBERSHIP:

Monica Kirkwood ('11--) –Co-Chair

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

Michael Dziabiak (8/'11-'13)

Jao-Ming Huang ('8/11-'13)

David Matthews, ('10-'11) --Web designer—contractual agreement, (Ink Stain design, <http://inkstaindesign.com>)

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

3. ACTIVITIES:

- Updated Current Officers and Committee Page
- Archived 2012 Conference information
- Posted 2013 Conference materials
- Posted 80 jobs (representing a slow job market)
- Posted News
- Posted 2010 and 2011 Members' Publication Lists
- Finished troubleshooting all problems related to moving the DBIO website to the new HostGator server such as fixing form links with .CFM/.PHP conflict, fixing capitalizations in Biofeedback file names, restoring broken links etc.
- Changed the drop-down navigation menus: added “DBIO Events” to the “Events” category for listing local events organized by the Division; and added “Board & Business Meetings” to the category “Governance.”
- Posted the minutes of the Board & Business Meetings from 2003 to present.
- Posted the Division’s newsletter “Biofeedback” in a timely manner
- Monica Kirkwood created a QR Code for Biofeedback, a scannable shortcut to our DBIO website landing page (<http://bio.sla.org>) from a smartphone equipped with a barcode scanner
- Updated our digital content system and links to accommodate the organization and functionality of the newly designed SLA website.
- DBIO blog (by Tony Stankus) recorded over 21,000 hits during this time, predicating its relevancy and value.

BUDGET REQUESTED:

Home page Contract 24 hours (September 1, 2013 – August 30, 2014)	\$1,000.00
1 years renewal of website domain address (http://dbiosla.org/) April 15, 2014	\$15.00
Landing site resides on the SLA domain on HostGator for one year	\$40.00

Total \$ 1, 055.00

4. BUDGET EXPLANATION:

The renewal of the maintenance contractual agreement with Ink Stain Design will assure that the websites will be maintained expertly to meet the present and future needs of the Division.

STATISTICS January-May 2013

2013	Unique visitors	Number of visits	Pages
January	1,471	5,548 (3.77 visits/visitor)	32,618 (5.87 Pages/Visit)
February	1,475	4,774 (3.23 visits/visitor)	15,048 (3.15 Pages/Visit)
March	1,940	3,990 (2.05 visits/visitor)	14,043 (3.51 Pages/Visit)
April	2,081	3,051 (1.46 visits/visitor)	13,795 (4.52 Pages/Visit)
May	1,834	2,724 (1.48 visits/visitor)	9,498 (3.48 Pages/Visit)
Pages most viewed in January 2013			
Jobs--12,593			
DBIO home page--733			
Top 100 journals in biology and medicine--701			
Contributed posters--403			
Biofeedback--330			
Email Discussion List--251			
Medical Section home page--174			
DBIO News--119			
Pages most viewed in February 2013			
Jobs--3,941			
Top 100 journals in biology and medicine--853			
DBIO home page--762			
Biofeedback-- 495			
Contributed posters--335			
Medical Section home page--155			
DBIO News--84			
Pages most viewed in March 2013			
Top 100 journals in biology and medicine --1,634			
Jobs-- 1,569			
DBIO Home page-- 1,026			
Contributed posters-- 466			
Email Discussion List-- 279			
Medical Section home page--179			
Biofeedback--149			
Current conference program -- 106			
DBIO News--98			
Medical Section News--98			
Pages most viewed in April 2013			
Top 100 journals in biology and medicine--1,398			
DBIO Home page--881			
Contributed posters-- 426			
Jobs--267			
Email Discussion List--256			
Biofeedback--152			
Medical Section Home Page --140			
Current conference program--101			
Pages most viewed in May 2013			
DBIO Home Page--1,009			
Top 100 journals in biology and medicine--951			
Contributed posters-- 852			
Email Discussion List--322			
Board & Business Meetings-- 260			
Biofeedback--181			
Medical Section home page--165			
Jobs--124			

Analysis of statistics

Although that the statistics only cover only 5 months of the years, we can see a pattern of use:

- The DBIO home page and the Medical Section home page had a fairly steady use from month to month
- The Biofeedback was accessed most heavily in February, and January (probably due to the winter 2013 issue. The spring 2013 issue got less hits.
- “Top 100 journals in biology and medicine” page has been visited heavily, due to the fact that the *American Journal of Clinical Nutrition* (<http://ajcn.nutrition.org/>) links to our website. The most common keyword searches related to our website is to locate this page.
- The “Contributed posters” page was visited heavily.
- The “Email Discussion List” page was visited on a constant basis.
- The Jobs offerings pages were used heavily in January, February, and March.

Prepared June 3, 2013 Claudia Lascar