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)
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:
<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page Contract 24 hours (September 1, 2013 – August 30, 2014)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1 years renewal of website domain address (<a href="http://dbiosla.org/">http://dbiosla.org/</a>) April 15, 2014</td>
<td>$15.00</td>
</tr>
<tr>
<td>Landing site resides on the SLA domain on HostGator for one year</td>
<td>$40.00</td>
</tr>
<tr>
<td>Total</td>
<td>$ 1,055.00</td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>2013</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1,471</td>
<td>5,548 (3.77 visits/visitor)</td>
<td>32,618 (5.87 Pages/Visit)</td>
</tr>
<tr>
<td>February</td>
<td>1,475</td>
<td>4,774 (3.23 visits/visitor)</td>
<td>15,048 (3.15 Pages/Visit)</td>
</tr>
<tr>
<td>March</td>
<td>1,940</td>
<td>3,990 (2.05 visits/visitor)</td>
<td>14,043 (3.51 Pages/Visit)</td>
</tr>
<tr>
<td>April</td>
<td>2,081</td>
<td>3,051 (1.46 visits/visitor)</td>
<td>13,795 (4.52 Pages/Visit)</td>
</tr>
<tr>
<td>May</td>
<td>1,834</td>
<td>2,724 (1.48 visits/visitor)</td>
<td>9,498 (3.48 Pages/Visit)</td>
</tr>
</tbody>
</table>

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.