North American Serials Interest Group

NASIG Newsletter

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Committee Reports

2010/2011 Electronic Communications Committee Annual Report

Submitted by: Beth Ashmore and Nancy Beals

Members

Nancy Beals, co-chair (Wayne State University)
Beth Ashmore, co-chair (Samford University)
Tim Hagan, vice co-chair (Northwestern University)
Wendy Robertson, vice co-chair (University of Iowa)
Jennifer Edwards, member (MIT)
Char Simser, member (Kansas State University)
Kathryn Wesley, member (Clemson University)
Clint Chamberlain, board liaison (University of Texas, Arlington)

Continuing Activities

Listserv Activities: The committee continues to maintain listservs and forwarding addresses for NASIG committees. Based on the feedback received from last year's survey of communication preferences, the Board asked the committee to re-introduce the NASIG-L listserv as a discussion list for members. The committee continues to develop policies regarding which messages should be directed to the discussion list, and which messages should be sent out as blast messages to the membership. The committee has also continued to respond to requests for changes to listservs, as well as troubleshooting any email address problems.

Website Activities: Tim, Kathryn and Char have continued to maintain the NASIG jobs blog (http://jobs.nasig.org) and Wendy, Char and Kathryn continue to maintain the NASIG blog at (http://nasig.wordpress.com/), including cross-posting NASIG blog items on the "What's New" column on the homepage, on Facebook, and on LinkedIn. The committee also continues to experiment with Twitter and Twitter lists as another forum for member discussion and communication, as well as communication with other serials/electronic resource organizations (e.g., ER&L). The committee also assisted the Nominations & Elections Committee in preparing for and conducting the Board elections, which were completed successfully using the ArcStone survey tool. The committee has also continued to respond for requests for assistances from other committees, board members, and the membership in whatever way necessary, including updating websites and forms. The committee also continues to update the ECC manual wiki at http://nasigeccmanual.pbworks.com/. Any issues that could not be resolved by the committee have been forwarded to Abigail Bordeaux, our ArcStone liaison, and have been addressed with their help.

Completed Activities

Listserv Activities: We set up, tested and implemented NASIG-L. We also setup a new listserv (ambassadors@list.nasig.org) for the Student Outreach Committee to facilitate communication between their library school ambassadors.

Website Activities: We have revised the "Electronic Services" page on the main website (http://www.nasig.org/about_electronic.cfm) to reflect all of the changes to the NASIG website and listservs, including renaming the page to "Member Communication." Wendy mounted the *2010 Conference Proceedings* on the website (http://www.nasig.org/conference_proceedings/2010.cfm) and the page was proofread by Tim. Char and Kathryn migrated the NASIG Jobs blog to wordpress.com so that both blogs would be on the same platform and easier to maintain. In conjunction with the *Newsletter* calendar editor, it was also determined that calendar events would be displayed rolling two months to keep the homepage from getting too long.

Budget

Budget Category	2012 estimate
Conference Calls	$0.00
Contracted Services	$0.00
Bee.Net ($500 per month - web email and listservs)	$6,000.00
ArcStone (NASIG website – estimate includes 10 hours of programming time that we may not need)	$9,500.00
Survey Monkey (Online surveys)	$200.00
UKSG Newsletter	$1,600.00
Contingency	$0.00
TOTAL	$17,300.00

Statistical Information

List & Email Address Statistics as of 4/27/11:

NASIG has 26 listservs.
NASIG has 38 @nasig.org email addresses.

Website Statistics (Oct 1, 2010 – April 27, 2011):

	Oct. 2010	Nov. 2010	Dec. 2010	Jan. 2011	Feb. 2011	Mar. 2011	Apr. 2011
Unique Visitors	493	1518	1339	2102	1672	2742	1939
Pageviews	2924	8327	5992	13444	13626	23824	15481
Visits (direct)	355	1091	845	1455	1135	2336	1266
Visits (via another website)	48	254	248	355	332	765	637
Visits (via a search engine)	270	782	658	1198	1209	1886	1414

Top Ten Pages	Pageviews
http://www.nasig.org	11469
http://www.nasig.org/conference_registration.cfm	8644
http://www.nasig.org/index.cfm	3861
http://www.nasig.org/conference_program.cfm	3834
http://www.nasig.org/registrationcontent.cfm	2865
http://www.nasig.org/conference_hotel.cfm	2471
http://www.nasig.org/about_history.cfm	2276

Top Ten Pages (Cont.)	Pageviews (Cont.)
http://www.nasig.org/committee-nominations-and-elections/candidates.cfm *	2154
http://www.nasig.org/members_directory.cfm	1802
http://www.nasig.org/members_directory.cfm?search=true	1587

*This page is no longer active. It is a temporary page with candidate information that gets taken down as soon as the election is over.

	May 2010	Jun. 2010	Jul. 2010	Aug. 2010	Sept. 2010	Oct. 2010	Nov. 2010	Dec. 2010	Jan. 2011	Feb. 2011	Mar. 2011	Apr. 2011
NASIG Blog Pageviews	453	505	218	294	345	273	389	463	644	575	1005	558
NASIG Jobs Blog Pageviews	N/A**	N/A**	N/A**	231	1041	1231	1172	1132	1691	1257	1503	1421

**There are no statistics for the Jobs blog before it moved to the wordpress.com platform in August 2010.

Submitted on: May 9, 2011