

ILA Web Master Annual Report

10/5/05

Web Site Year in Review

Though our site has had numerous content updates throughout the year – mostly consisting of new versions of forms and the addition of meeting records – very little backend structural change has been necessary. That's a positive sign indicating our current web design and infrastructure is a good fit at this time.

During the last year, the PR and Advocacy Resources page (<http://www.idaholibraries.org/divisions/pr/resources.htm>) moved to the ILA server from where it was hosted off-site. Additionally, this year's fall conference information has been provided on-site, rather than off-site as it has been in recent years.

This year we began using the mailing list functionality provided by our web host to maintain mailing lists for ILA divisions and committees. These appear to be helpful and to function as desired, though the web master is unable to determine the extent of their usage by the various groups.

Usage Statistics

Web Site Page Views from September of 2004 to August of 2005:

- 112,294

At the time of this report, we have not accrued two years' worth of statistics at this web host; however, we can compare the following ten month periods to get a comparative view of our web site's usage trend:

- Page Views for November 2003 to August 2004: 83,622
- Page Views for November 2004 to August 2005: 95,658
- The more recent figure represents an increase of approximately 14% over the previous ten-month period

Web Master's Support of Strategic Plan

Goal 4, Objective 2, Item 3: "Continue to maintain a web site, and review it on a continuing basis. (Webmaster, Board, Committee and Conference Chairs)"

Accomplished, ongoing.

Goal 4, Objective 2, Item 5: "Use the web site and the LibIdaho discussion list to encourage communication, continuing education and recruitment."

Addition of divisional mailing lists further encourages this end.

Goal 5, Object 2, Item 1: “Place appropriate articles and web links on the ILA Web Site.”

When sent to the web master, these are added to the site. In the last year, PR and Advocacy and Intellectual Freedom Committee page additions reflect this most prominently.

Goal 6, Object 3, Item f: “Review archiving on the ILA web site during 2005/06. (ILA Board, Webmaster, Committee and Conference chairs)”

To the web master’s knowledge, this has not been completed; the deadline, however, extends into 2006.

Respectfully Submitted,

Michael Samuelson