



BOTANICAL SOCIETY OF AMERICA

Mission: The Botanical Society of America exists to promote botany, the field of basic science dealing with the study and inquiry into the form, function, development, diversity, reproduction, evolution, and uses of plants and their interactions within the biosphere.

The objectives of The Society are to: sustain and provide improved formal and informal education about plants; encourage basic plant research; provide expertise, direction, and position statements concerning plants and ecosystems; and foster communication within the professional botanical community, and between botanists and the rest of humankind through publications, meetings, and committees.

GENERAL INFORMATION

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Welcome to the website for the Botanical Society of America!

Annual Report 2004 – 2005

Webmaster & Web statistics, Botanical Society of America

To be presented to the Botanical Society of America Council Meeting and the Business Meeting, Sunday, August 14th, and Tuesday, August 16th, 2005, Austin, Texas

1. Introduction

One million, one hundred and ninety one thousand, one hundred and four (**1,191,104**) visitors came to the Botanical Society of America's main website from July 1, 2004, to June 30, 2005. This is up 80 percent on the previous year and reflects website statistics across the board.

The BSA website is continuing to develop as a major support tool for the Society in impacting its mission. To support our efforts we have hired a web specialist, Rob Brandt. He has done much of the development work on the BSA conference site and will oversee the integration of all our systems over the coming year.

Rob and Claire Hemingway will drive our educational outreach presence on the web in 2006. This will also take member participation. The potential for reaching people interested in botany and/or plants, in line with our mission, is almost unlimited. The key is having content that keeps people coming back and telling others to visit.

Again this year I ask for your assistance in adding web content. The Education Committee and Teaching Section are setting up structures for the review of images and educational resources. If you have some spare time, they could use your help. And what of those old educational resources and images you developed that are just sitting on a hard drive somewhere - we can help people find, and use, these items.

We have completed or made substantial progress on all of the projects listed in last year's report. Our accounting systems are now all online. As those attending the Botany 2005 conference can attest, we have made major changes to the conference support systems on

the web, and this component will continue to evolve. Our educational outreach is gathering momentum and will be a big part of what we accomplish over the coming year. The Scientific Inquiry through Plants project remains our single largest effort.

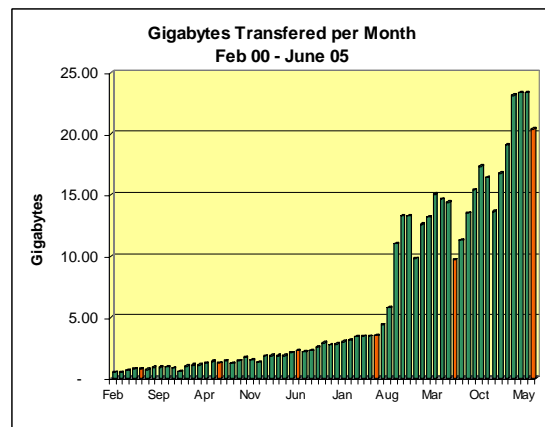
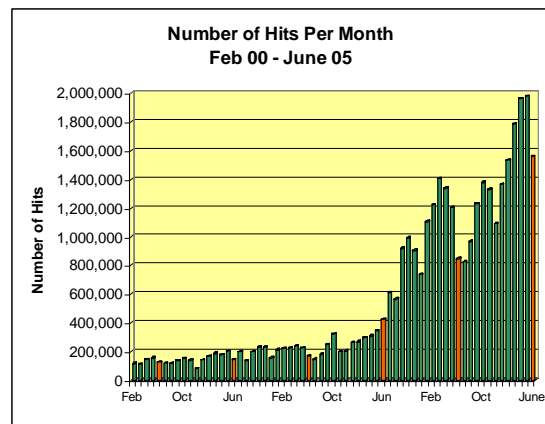
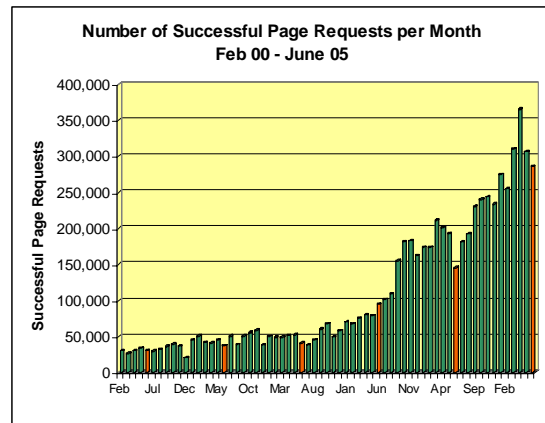
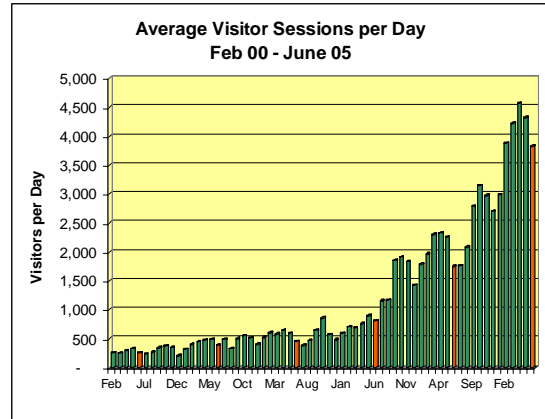
2. Statistics – BSA site

As the “Average Visitor Session per Day” diagram indicates, the trend for people accessing the BSA website continues to grow. Over the past few months we have had roughly 4,000 people a day visiting the site. For the same period last year the number was about 2,000 and 800 people per day in 2003. Our highest rate of visitors per day was achieved in April with an average of 4,571 (2,330 in 2004). April 2005 was also our busiest month to date with over 137,000 visitors.

For the month of June 2005 the Botanical Society of America’s website experienced 1,558,729 successful hits (848,544 in 2004, 423,993 in 2003). The “successful hits” trend for the period February 2000 through June 2005 is highlighted in the diagram to the right. Our record high was achieved in April 2005 with 1,961,056 hits.

In June of 2005 we transferred 20.39 gigabytes of data to visitors (9.73 in 2004, 3.51 in 2003). Our highest month for data transfer was April 2005 at 23.37 gigabytes. With increased content it is important to note that people are also spending longer at our site.

In the 2003 & 2004 reports I pointed out that the website is a tool with two main purposes. It acts as: 1.) a means of storing and communicating information to the BSA membership; and 2.) a medium for the dissemination of information that supports our wider mission. I also asked that you consider the fact that the vast majority of people



visiting our website are not botanists. They are coming to research, explore, or find out something about botany. The website's job, if it is aimed at our mission, is to promote botany by getting people to the website and having them stay and explore what we/it has to offer. Over time our goal is to ensure: more people are coming to the site; people who visit are exploring more pages; and they are staying longer.

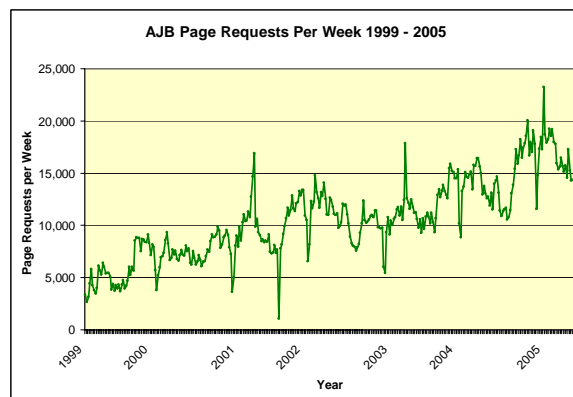
Developments over the past year have focused on the mission and appear to be producing the desired outcomes. Trends indicate more people are coming, they are visiting more pages, and they are staying longer. To continue this we must develop meaningful, challenging, and changing content. Again I'd like to stress the fact that our potential to reach people, including potential future botanists, is nearly unlimited but very much related to the effort we put into the content we place for use on the site. We could reach thousands more teachers and young people by simply dropping an advertisement in the NABT or NSTA monthly magazines, but we need the content to engage them and bring them back.

Over the past year we have added significantly to the foundations of the BSA website. We have continued the task of creating a tool that provides impact on our mission (and the promotion of the science of botany). We look forward to continued developments in the year ahead.

Website statistics can be viewed online in the reports section of the website at: <http://www.botany.org/newsite/reporting/webstats.php>

3. Statistics - *American Journal of Botany*

The overall trend for use of the *American Journal of Botany* online remains positive. Access after the introduction of paid online subscriptions continues to grow. We will monitor this closely over the coming months as we continue to add links from the main site directly to AJB articles. We hope to dramatically increase traffic over the next twelve months.



We currently have 1,404 (1,476, 1,505 in 2004 & 2003 respectively) members and 1,038 (764, 182 in 2004 & 2003 respectively) institutions activated for online access to the *American Journal of Botany*. We are working with subscription agents to ensure as many institutions as possible activate and use the online component of their subscriptions.

4. Statistics & Development – Botany Conference Site

Over the past year we have worked to establish one of the better abstract submission and display sites on the web. We've moved meeting management to a new level for the BSA and its partner Societies.

5. BSA Educational Outreach

In early 2006 the BSA's main website will begin to support a range of educational activities. Stop for a moment and consider the potential. For example, a topic in the "Scientific Inquiry through Plants" project may include in its resource list images for the main site, links to articles in the AJB, links to articles in the PSB, links to specific members works or links to the new "Classroom PLANT talking points". Our goal is to link our resources together wherever and whenever appropriate. Member contributions and support have, and will, continue to play a critical part of site development.

Thank you to Beverly Brown and members of the teaching section who have begun reviewing the old BSA image Collection. They will review the images we have online and make corrections and suggestions for updating the text. We will be seeking specific sectional support for assistance wherever possible.

Thank you also to members who donated images to the site. Over the past year we were able to add over 400 new images.

6. Functional Developments

Over the past year we have continued to develop the BSA websites as centers for our educational outreach, business, and conference operations. We have streamlined our processes in an effort to improve accuracy, reduce manual input, and improve timeliness of and accessibility to information.

7. Summary

In 2005 the BSA staff adopted/created what we call the BSA's **3M concept**, with the three Ms being: Mission, Member Services & Support, and Member Recognition. We trust you'll find the concepts carrying forward to the BSA websites in that we are: #1 moving forward and delivering on the BSA's mission; #2 making things easier for you in all aspects of member support and services; and #3 if you are producing work for the Society, be it in the AJB, PSB, images, educational resources... we'll make sure people find your work if they are looking.

I look forward to your contributions and, wherever possible, your involvement over the coming year. Your feedback is most appreciated.

Thank you for your time.

Sincerely,

Bill Dahl