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MPLA Webmaster Report
12 July 2003
Denver, Colorado

Statistical Activities Overview

Out of morbid curiosity, I began tracking web updates this year. Every time I "touched" a web page on the MPLA website, I recorded it. As of 30 June 2003, I had made 888 changes to the website. These changes ranged from subtle changes (such as noting the date of update for the Jobline on the home page or noting the most recent Newsletter online on the home page, etc.) to changes in committee appointments, board members, meeting minutes, to more substantial web projects such as changing the copyright date at the bottom of every page (which wasn't as easy as you might think because I discovered some consistent bad code at the same time.) I've attempted to quantify and qualify web updates in a manner which, while far from perfect, should give the Board some idea of how I spend my time as Webmaster. The numbers below represent the number of changes or updates or additions I have made to the following pages or areas on the website:

- 13 Committees (members, documents, Awards Committee dates, forms, etc.)
- 3 Sections (contact information/chair names, etc.)
- 1 Executive Officers
- 34 Board Reports/Minutes
- 5 State Reps/Associations
- 44 2002 Conference (42 photos added, 2 web pages)
- 10 2003 Conference (links to NLA site, NLA PR posted, announcements etc.)
- 35 Board Choice Awards (major project was a revamp of the lists of nominees)
- 3 Newsletter
- 14 Faces of MPLA (Board member pictures)
- 14 Leadership Institute
- 304 Jobline
    - o 125 Positions Added
    - o 117 Positions Removed
    - o 31 Jobline Index changes
    - o 31 Home Page Date Update
- 23 Coding Errors
- 385 Routine Updates (copyright date change = 360)
- **Addendum**: perhaps reflecting the "flight of the bumblebee" manner in which the website needs to be updated (and ye olde Webmaster chooses to operate), owing in large part to the need to post the Board Reports submitted prior to the Board meeting today (N.B: much thanks to all for passing those in to me early!) from 30 June to 09 July 2003, I've made an additional 103 updates not reflected in the numbers above. Maybe next time, I'll break the numbers out by month/date.

Other Curious Numbers

I placed hit counters on all MPLA web pages on 01 May 2002 to track numbers, just in case people were curious. Prior to that date, counters were on just a few pages that Joe asked me to have one on. So, the dates that we began counting vary. Of course, I know I account for a lot of those hits, but not all. The "hit" totals, as of 02 July 2003 (and unless otherwise specified, assume the date we started the counts is 01 May 2002):

- The MPLA home page has been visited 6,256,253 times since 13 November 1998 (or an average of 1.39 million hits per year). Wow.
- Welcome from the President = 1,243
- About MPLA = 1,872
- Executive Officers list = 1,572
- State Representatives list = 1,591
- Sections and Chairs list = 1,443
  - Academic Section = 458
  - Children's and School Section = 607
  - Government Documents Section = 362
  - New Members Round Table = 316
  - Preservation Section = 277
  - Public Libraries Section = 305
  - State Agencies Section = 286
  - Technical Services = 308
- Committees and Chairs list = 1,590
  - Awards = 430
  - Bylaws = 314
  - Continuing Education = 434
  - Electronic Communications = 337
  - Finance = 305
  - Intellectual Freedom = 340
  - Leadership Institute (Committee page, not the information site) = 287
  - Nominating = 325
  - Public Relations/Membership = 291
  - Scholarship = 127 (since 01 November 2002)
- "Other MPLA Folks" (Newsletter Editor, Web Master) = 1,172
- "The Faces of MPLA" (Board Member Photos) = 1,798
- State Associations list = 1,380
- Leadership Institute Information site = 3,508
- Leadership Institute Application web form = 1,010
- Membership Information Page = 1,913
- Past/Upcoming Conference Schedule = 655 (since 28 January 2003)
- MPLA Listserv Information page = 1,135
- MPLA Jobline index page = 101,008 (since 13 November 1998)
- Board Choice index page = 1,015
- Executive Board Meeting Minutes = 1,447
- Board Reports Archive index = 1,338
- Newsletter index = 1,752
- Manual of Procedure Index = 1,244

- Long Range Plan = 1,034

So, what does it all mean? We can draw some conclusions:

1. I don't think we can resonably assume the website is really being hit 1.39 million times per year. I suspect a lot of that activity is caused by web spiders and robots indexing our pages for search engines such as Google, etc. We are getting a lot of visitors, however.
2. Our second most popular feature is the Jobline.
3. Most visitors appear to go about 2 levels into the web structure and stop there, for whatever reason. By the time people get to committee and section pages, they've stopped (good or bad thing?)

More Interesting Trivia About the MPLA Website

We currently have approximately 267 sites linking to ours. While I didn't canvas every single one closely, a quick inspection revealed links from outside the MPLA region (in no particular order): California Library Association, EBSCO, Michigan Association for Media in Education, the Library School at Arizona State University, ILLWeb (Illinois), Himmel & Wilson (Library Consultants), American Library Association, Information Professional's Guide to Career Employment, University of North Carolina - Chapel Hill Health Sciences Library, Google's Web Directory, the Lunar and Planetary Institute (Houston, TX), Florida Library Association, AskERIC.org, and Concordia College Library (Minnesota). Just for the record, my personal website didn't pop out of the results list until page 14 ;-) The MPLA Jobline is linked on 173 other sites, which is pretty interesting.

Respectfully submitted,

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