Proposal for GLBTRT Resource Ad hoc Committee

Maintaining resources on the round table's "Popular Resources" page has been discussed for some time by round table leadership. A 2009 discussion of this issue led to creating topics and volunteer lists (GLBTRT Toolkit Development List), but that plan lacked an administrative structure and a project leader.   Since the round table site was not crawled by search engines until it was migrated to the ALA domain in Fall 2009, it was unknown if these resources would receive enough attention to warrant resource allocation. The American Library Association's (ALA) Information Technology Information Technology & Telecommunication Services (ITTS) implemented Google Analytics (GA) on our website in December 2009. Since that time, GA has gathered our website traffic data.

Over the last 19 months, resources on the "Popular Resources" page appear to have consistently received a sizable amount of traffic. To better understand the data, it was decided to compare the attention different parts the site received. Comparing traffic on individual pages with the Popular Resource pages was not practical to report on. The best approach was to cluster the most visited pages into categories and then report those numbers. The 47 most-visited pages fell naturally into seven categories. In the chart below, page-views for each category and their percentages are calculated. The complete list of the 47 most-viewed pages and additional data are at the end of this proposal.[i]

Total Page-views of the 47 Most-Visited Pages on the Round Table Website Considered in Categories, December 2009 to June 2011								
Categories (creation dates if after 12/2009)	Stonewall Pages	Main page / Redirects	Administrative Pages	"Popular Resources" Pages	Rainbow Books Pages[ii]	Over the Rainbow Books Pages (pages made 2/2011)[ii]	GLBT Reviews Pages (pages made 2/2011)[ii]	Totals
Pages in Category	9	3	16	10	6	2	1	47
Page-views	22,628	19,493	19,466	11,342	6,431	1,044	208	80,612
% of Total Page-views	28.07%	24.18%	24.15%	14.07%	7.98%	1.30%	0.26%	100.00%

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[i] More website traffic data is reported on in the GLBTRT Web Committee Report for 2011 ALA Annual Conference.

[ii] These projects have landing pages on our website which do not receive high traffic. Each project's resources are on individual blogs. For visitor data on the blogs, see the forthcoming Reviews Sub-committee report from Tracy Nectoux and the Over the Rainbow report from Arla Jones sent to the membership email list 5/28/2011. Rainbow Books was migrated to the ALA blog system recently so traffic data will be reported after 6 months to a year.

Pages in the *Popular Resource category* come in fourth place with 11,342 page-views and 14% of the total page-views. This may not seem high, but it is worth considering why some of the top categories receive so much attention. *Stonewall category* has 6 pages and gets a great deal of traffic because the award is incredibly significant and always attracts media attention. *Main page/Redirect category* has 3 pages which are often the top links in search engine results. The *Administrative category* has 16 pages which serve an active leadership, a large group of committees, about 800 members, and anyone who wants to know more about the round table. The *Popular Resources category* has only 9 pages and never gets publicity or attention. Some of the resources on the page even date back ten years but still garner a considerable share of the site's total page-views. Even subtracting the 4,617 page-views that the bullying resource got since it was posted in October 2010, the *Popular Resources category* is still the fourth most viewed area of the site with 6,725 page-views and 8.34% of the total page-views.[iii]

An analysis of the traffic data suggests visitors expect, or are willing to view, round table resources beyond our awards, reviews, and book lists. The success of the round table's bullying resource and the traffic numbers in the *Popular Resource category* suggest we must maintain these resources or remove them from our site. An ad hoc committee could be charged to create and maintain resources as well as evaluate existing resources on the Popular Resources page. The only resource being maintained on these pages is Don Bell's Religion and Spirituality Bibliography.

Recommendation

I recommend the GLBT Round Table charge an ad hoc committee to develop and maintain all resources not associated with our awards, book lists, and reviews. The committee charge could:

- determine topics for resources in the following manner:
  - consult the member-generated topic list on the [GLBTRT Toolkit Development List](#)
  - assess resources outside the GLBTRT to avoid duplication and link to them
  - assess existing Popular Resources pages for update or deletion
  - continually consult membership on the email list for suggestions and ideas
- Document a development and maintenance plan that includes:
  - leveraging the collective wisdom of membership on the email list for topics and specific resource suggestions
  - assessing resources outside the GLBTRT to avoid duplication and link to them
  - assessing existing resources with membership input and consideration of outside GLBTRT resources

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[iii] The Bullying resource was the 4th most visited page on our site in this 19-month time period but has only been up for 9 months. October 2010 became was our busiest month over the last 19 months. We had 5,065 visits; 4,406 unique visitors; and 6,963 unique page-views. The day the Speaking OUT Against Bullying resource was released (10/7/2011) we had 734 visits. This resource was publicized by: an ALA press release, mention in American Libraries, the GLBTRT member email list, and the round table's social networking presence.

Outcomes

A committee charged with creating and maintaining resources could:

- be the administrative body to coordinate resource development and maintenance;

- collaborate with other organizations with oversight from the External Relations Committee;

- create another pathway to engage with LGBT organizations;

- respond quickly to create resources on current events such as the Ugandan Kill the Gays Bill or link to existing resources;

- engage membership on the email list with polls and use suggestions in threads to begin new resources (i.e., the recent email thread, "Seeking Recommendations for Family Friendly GLBT films" is creating a resource, it only needs to be published on our site);

- leverage the power of ALA's domain as it has a great deal of search engine juice/power which assures our resources will get use by anyone;

- offer round table members another committee service opportunity; and

- provide another set of resources for the round table to share with the world.

Google Analytics Page-view Data

Most Visited Pages on GLBT Round Table Website, from December 2009 to June 2011 (all received more than 200 visits)				
Page	Page Views	Pages Per Visit	Time on Page	Avg. Time on Page
/glbtrt/index.cfm	**17,806**	1.3	245:18:10	0:01:34
/glbtrt/stonewall/index.cfm	**7,717**	2.01	85:22:19	0:01:00
/glbtrt/stonewall/honored/index.cfm	**7,690**	4.63	152:25:17	0:02:38
/glbtrt/popularresources/bullying.cfm	**4,617**	1.48	67:29:01	0:03:09
/glbtrt/stonewall/stonewallbook.cfm	**4,521**	1.37	51:55:44	0:01:21
/glbtrt/contacts/index.cfm	**3,097**	2.45	60:53:16	0:03:16
/glbtrt/rainbow/index.cfm	**2,860**	5.7	51:03:22	0:01:33
/glbtrt/popularresources/index.cfm	**2,783**	8.9	34:22:36	0:00:55
/glbtrt/rainbow/bibliographies.cfm	**2,489**	1.73	39:39:16	0:03:02
/glbtrt/news/index.cfm	**2,184**	4.33	42:44:24	0:01:57
/glbtrt/events/index.cfm	**1,992**	5.53	34:03:56	0:01:44
/glbtrt/committees/index.cfm	**1,951**	8.65	24:04:07	0:00:56
/glbtrt/socialnetworking/index.cfm	**1,781**	4.04	33:25:01	0:02:07
/glbtrt/initiatives/index.cfm	**1,287**	20.8	16:32:07	0:00:56

/glbtrt/news/newsletters/index.cfm	1,135	3.38	27:20:27	0:02:44
/glbtrt/membership/index.cfm	1,043	17.48	17:47:19	0:01:21
/glbtrt/	979	1.32	12:30:33	0:01:53
/glbtrt/bylaws/index.cfm	853	8.21	23:33:56	0:02:26
/glbtrt/40th/tshirt.cfm	841	1.99	8:58:25	0:01:36
/glbtrt/programs/index.cfm	835	4.61	11:26:55	0:01:18
/glbtrt/welcomeglbtround.cfm	708	1.13	7:09:09	0:02:07
/glbtrt/committees/form.cfm	695	2.3	24:12:09	0:04:06
/glbtrt/popularresources/religion3.cfm	648	1.57	10:15:01	0:03:46
/glbtrt/stonewall/history/index.cfm	641	10.36	11:33:48	0:01:23
/glbtrt/popularresources/overtherainbow.cfm	606	3.43	12:19:10	0:02:08
/glbtrt/popularresources/religion.cfm	594	1.37	3:42:28	0:01:28
/glbtrt/stonewall/awardcommittee/bookawardcommittee.cfm	574	6.19	13:01:06	0:02:16
/glbtrt/40th/index.cfm	562	10.6	4:17:52	0:00:33
/glbtrt/elections/index.cfm	560	3.34	11:09:43	0:02:00
/glbtrt/stonewall/procedures/	560	13	11:27:33	0:01:59
/glbtrt/popularresources/collection.cfm	552	3.36	9:29:03	0:01:39
/glbtrt/popularresources/teens.cfm	551	1.83	5:11:50	0:01:35
/glbtrt/popularresources/children.cfm	473	1.59	6:03:30	0:02:26
/glbtrt/otr/index.cfm	438	4.96	9:56:44	0:02:05
/glbtrt/popularresources/holocaust.cfm	432	1.44	4:02:48	0:01:55
/glbtrt/fundraising/index.cfm	403	13.04	4:33:47	0:00:49
/glbtrt/stonewall/	369	1.36	3:25:10	0:00:54
/glbtrt/popularresources/religion2.cfm	352	1.53	5:44:14	0:03:05
/glbtrt/popularresources/vocab.cfm	340	2.39	6:26:35	0:02:30
/glbtrt/stonewall/procedures/index.cfm	334	6.45	9:13:37	0:02:36
/glbtrt/popularresources/rainbowbib.cfm	316	1.7	7:21:03	0:03:26
/glbtrt/rainbow/procedures.cfm	271	7.45	4:05:15	0:01:14
/glbtrt/rainbow/history.cfm	250	10.81	3:08:52	0:00:55
/glbtrt/oversightgroups/index.cfm	247	1.15	0:56:06	0:01:22
/glbtrt/popularresources/rainbowchron.cfm	245	1.62	3:19:55	0:01:42
/glbtrt/stonewall/seal/index.cfm	222	11.82	2:37:38	0:00:55
/glbtrt/reviews/index.cfm	208	9.45	2:58:12	0:01:12