

MEMORANDUM

TO: HSLI Board

FROM: Newsletter Committee (Eric Edwards and Joyce Pallinger)

SUBJECT: Report

DATE: June 5, 2017

The number of posts in 2016 was almost 200% greater than the total for 2015. The table below shows the year-by-year increase in posts since the introduction of the newsletter blog in July, 2010.

<u>Year (Months if less than a full year)</u>	<u># of Posts</u>
2010 (July through December)	21
2011	34
2012	28
2013	37
2014	59
2015	167
2016	491
2017 (January through May)	274

The project to revise the category titles, taxonomic relationships and assignment to posts was completed. Ongoing maintenance to ensure usefulness of the categories for analyzing and finding the posts is planned. Posts are assigned at least two categories when possible. Analysis of the indexing is shown in the attached report. The average number of times a category was assigned to posts was 37. Highlighted on the report are the categories used more than the average amount of times; these most used categories cover:

- Awards, Grants and Scholarships (non-HSLI)
- Calls and Requests
- Conferences – both HSLI and non-HSLI
- Legislation
- Library Organizations
- Member News
- Professional Development
- Webinars

Batched alerts to the HSLI discussion list about *Newsletter* posts continued to be sent.

Posts were authored and/or published primarily by editor and *Newsletter* Committee member Eric Edwards. Publishing rights remain available to other HSLI Board members, and the Committee will publish on behalf of others. In continued support of communication and collaboration with IACRL, the Committee shared the information contained in *Newsletter* blog posts with the IACRL listserv.

Respectfully submitted,
Eric Edwards
Joyce Pallinger

Newsletter Committee Report - Category Assignment through May 31,2107 (2017 06 05)

Awards, Grants, and Scholarships (HSLI)	17
— Jira Scholarship	1
— President’s Award	1
— Star Fish Thrower Award	11
— Syed Maghrabi Scholarship	23
Awards, Grants, and Scholarships (non-HSLI)	116
Calls and Requests	67
Committees (non-HSLI)	11
Conferences	56
— 2010 Conference	16
— 2011 Conference	15
— 2012 Conference	10
— 2013 Conference	9
— 2014 Conference	8
— 2015 Conference	4
— 2016 Conference	18
— 2017 Conference	2
Conferences and Meetings (non-HSLI)	292
Continuing Education	66
Exhibits	4
Group Purchasing and Discounts	6
HSLI Governance	1
— HSLI Committees	4
— HSLI Board	4
Illinois State Library	3
Jobs	29
Legislation	42
Library Organizations	172
— American Library Association (ALA)	105
— Association of College and Research Libraries (ACRL)	120
— Consortium of Academic and Research Libraries in Illinois (CARLI)	43
— Greater Midwest Region NN/LM	65
— Illinois Association of College and Research Libraries (IACRL)	22
— Illinois Library Association (ILA)	24
— International Federation of Library Associations (IFLA)	1
— Medical Library Association (MLA)	25
— — Midwest Chapter MLA	9
— OCLC	1
— Reaching Across Illinois Library System (RAILS)	11
Member News	38
National Library of Medicine (NLM)	19
Open Access	9
President’s Message	16
Professional Development	107
Reports	21
Scholarly Publishing	27
Studies on Library Trends	16
Surveys	10
Vendors	1
Webinars	118
TOTAL	1816
Mean # of times a category was used	36.32
Median # of times a category was used	16

Highlighted categories were used more than the mean # of times

Guidelines: Health Science Librarians of Illinois (HSLI) Newsletter Website

Part I: Overview

Purpose

The HSLI Newsletter website is a public site meant to inform members and non-members about news and events relevant to the organization and the profession as a whole.

Content Scope

The content scope includes information relevant to the work of HSLI as stated at www.hsli.org. That work is the promotion of "...the professional and educational development of Illinois librarians, information professionals, and library students in the health sciences".

Continuing education (CE) opportunities (i.e., workshops, seminars, or certificate programs) and other events that are relevant to the professional interests of the HSLI membership may be posted on the blog if any the criteria listed below are met.

- Sponsored by an organization that is an HSLI member
- Sponsored by a respected, recognized professional organization or academic institution.
- Approved for CE credit awarded by and respected, recognized professional organization or academic institution.

Site Structure

The HSLI Newsletter website is part of the HSLI website. Information on the Newsletter website is divided into the pages listed below.

- Home
- Library Jobs
- Member News
- Search

Governance

- Any or all HSLI Newsletter Committee member(s) serve as the blog editor(s) and, therefore, manage content of the Newsletter website.
- Editors work with the HSLI webmaster, who manages the design of, and access to, the Newsletter website.

Part II: Content Management

Selection and Approval

- Content is selected by the editor(s) from requests sent to the editor(s), or from other sources of information within the scope. In some instances, the content may be generated by the editors themselves.
- Requestors are notified about acceptance or rejection of their content request.

Adding Posts to the Home Page

- Text Formatting - Default settings for font style and size are used.

- Photos and Images - Adding photos or other images, when appropriate to the content of the post (for instance, a news item featuring an HSLI member), is acceptable.
- Cross-References to Websites
 - Hyperlinked text (using the html editor), not pasted URLs, is used.
 - Hyperlinks to a page on the HSLI website are set to open in the same window/browser tab.
 - Hyperlinks to a page outside the HSLI website are set to open in a new window/browser tab.

Organization of Posts on the Home Page

- Organization by Date
 - Recent Posts – Default listing is reverse chronological order.
 - Archives - Posts are automatically indexed by year consequent to the time/date stamping function of the content management software.
- Organization by Subject - Categories are assigned to index posts by subject.

Assigning Categories to Posts on the Home Page

- Specific Categories
 - If relevant, at least two categories should be assigned to a post. One category alone may be assigned when a second relevant one does not exist. There is no limit to the number of categories that may be assigned to a particular post, as long as all of the assigned categories are relevant to that post.
 - When a child category is selected for assignment, the parent category is also selected. A parent-child combination is considered one subject, and selection of a second category is indicated when possible.
- “Other” Category - When no existing category is relevant, the “Other” category is assigned. In other words, "Other" is used only when no specific categories are applicable. It is not used in combination with specific categories.

Managing the Library of Categories

- Word Form for Category Labels –All category names must take the form of a plural noun.
- Adding Categories
 - When there are at least three posts with only the “Other” category assigned, and the posts share a theme, then a category may be added.
 - Posts with only one specific category should also be evaluated for emerging themes and the need for new or revised categories.
- Revising/Deleting Categories - When necessary, the editor(s) revise or delete categories, so that category titles accurately reflect current and evolving trends in professional terminology.

Adding Tags to Posts on the Home Page

- Tagging is not used.

Adding Comments to Posts on the Home Page

- The site is set for “manual moderation” so that comments are published only if approved by the editors.
- Comments on newsletter home page posts are moderated by the editors.

- The editor(s) receive e-mailed notification of a posted comment, and the comment is either "approved" or "deleted" by an editor.

Adding Content to Other Pages (Library Jobs, Member News, Search)

- Text Formatting - Default settings for font style and size are used.
- Cross-References to Websites
 - Hyperlinked text (using the html editor), not pasted URLs, is used.
 - Hyperlinks to a page on the HSLI website are set to open in the same window/browser tab.
 - Hyperlinks to a page outside the HSLI website are set to open in a new window/browser tab.
- The "Search" page is exclusively for access to the search engine for keyword searched of the newsletter postings on the home page.

Part III: Promotion

To promote the Newsletter website and an awareness of current events and issues, the editor(s) send notifications to the HSLI membership, via the HSLI discussion list.

Template for Discussion List Messages

The standardized subject line and content for the message are below.

Subject Line: New Posting on HSLI Newsletter Website

Content/Body of Message:

Title of story: [insert]

For the full story go to: <http://hsl.org/newsletter/>

If you have news for the HSLI Newsletter blog, please send it to your newsletter editor(s):

[insert editor name(s) and email(s)]

Timing of Discussion List Notifications

- To inform HSLI members of news, the editor(s) send alert-type messages to the HSLI discussion list after posts are added to the blog.
- The discussion list notifications may have a batch of links corresponding to multiple recent posts.
- Timing and batching of notifications is under the discretion of the editor(s) by taking expediency into account.

Body of Email from Stacey Knight-Davis
May 13, 2016

Eric, Miranda, and Joyce have been on this thread since the beginning. Tagging in Daneen and Heather so that the full Executive Board is in the mix.

Since I did not document this anywhere else that I can remember, please save this email for future reference.

Since the consortial purchasing committee disbanded, we have been posting special offers from vendors to HSLI members on the website/Newsletter and to the listserv.

When I was president, I forward the offer to the board for approval before posting. This is not written down anywhere but here, so y'all on the Executive Board can come up with a new procedure if you want to. We have done several Rittenhouse offers in the past, so this particular offer didn't seem to warrant emailing everyone since Miranda and Eric were already involved anyway.

When a vendor post goes on the Newsletter, be sure to check off the "Group Purchasing and Discounts" category as shown below. Checking this off makes the post go to the page that is linked on the left menu on the website.

In the past, Rittenhouse used to send a PDF and a JPG of the flyer. This time they only sent the PDF. If you only have the PDF, you need to convert to JPG, PNG, or some other graphic format to put the image in the post. If you are running Window 7 or higher, the easiest was to do this is to open the PDF in Acrobat and then using Snipping Tool to capture the flyer off the screen. Save the snip, and you can insert that into the post. That is what I did for this one. Wordpress will automatically make the image small in the post and link the image in the post to a larger version that the user can read by clicking on the image.