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MPLA Webmaster Report  
29 April 2008

## 2008 Conference Photos

I'm looking for people to take photos at the SLC conference next week to add to our Conference Photos collection. The Utah Library Association has asked me to take photos on their behalf, and I don't think I can be everywhere at the same time. If you take photos at events, please let me know if you'd be willing to share them. You can email me at [dan.chaney@okstate.edu](mailto:dan.chaney@okstate.edu)

## Web Statistics-o-rama

I've looked at the web access stats for the 2007 year. No particular surprises there. The most "popular" web pages continue to be (in order):

1. Jobline – 55,014 hits
2. The MPLA homepage ([www.mpla.us/index.html](http://www.mpla.us/index.html)) – 47,455 hits
3. MPLA Documents and Publications – 34,903 hits
4. Leadership Institute information page – 6,991
5. Conferences Page – 4,867
6. Executive Board Member page – 4,097
7. And for some reason our 2003 Lake Tahoe conference Meet the Authors photos page was hit 3,421 times, which I suspect was likely caused by folks searching for information on one of the authors.

It's always interesting to look at the most frequently downloaded files on the server. Last year, it was primarily issues of the MPLA Newsletter (in order):

1. June 2007 Newsletter – 11,809
2. February 2007 Newsletter – 10,366
3. August 2007 Newsletter – 10,158
4. April 2007 Newsletter – 2,913
5. August 2005 Newsletter – 2,866
6. December 2007 Newsletter – 2,642
7. June 2005 Newsletter – 2559

Some really esoteric trivia. Have you ever wondered what search terms result in people visiting our website? That is, when people search the web for information and wind up at the MPLA website – what search keywords were they using? Now, as you might expect, most of the top results are variations on MPLA, mountain plains library association, etc. Here are some of the more interesting search terms that brought people to our website (selected listing):

1. Generic interview questions (559 times)
2. Medical terminology filetype:ppt (139 times)
3. Teaching scenarios
4. National heritage months
5. Body language
6. Memberclicks (which just amuses me)
7. Birthday crown pattern
8. Erin kinney (44 times)

9. Marilyn henshaw (SIC) (42 times)
10. pig stealer in nursery rhyme (23 times)
11. jean hatfield (16 times)

Generalizations: I'm supposing the hits here are people looking for stuff and finding it in our Confernece Handouts Archive, which is a good thing. The people? Not sure. I didn't even make the list ☺

### Website Revamp

I've taken a shine to redesign the MPLA website, at present. If you recall, last year I mentioned that the MPLA website was a two phase project? The first phase was changing the colors and logos, and fixing some bad code. This time, it's a more graphical change. If you want to view the "playbox" website, as I tweak and experiment, you can view it at: <http://www.mpla.us/index-new.html>

At this time, the color scheme is purple, but that might change before we go live. If you have any suggestions, please feel free to let me know.


I'm including a couple of images here to give you an annotated listing of changes I'm toying with.  
TOP OF THE NEW PAGE



1. This area used to be below the logo on the homepage. I wanted to place it up top, and believe it or not, it's actually overlaying the image itself. One of my goals with the redesign is shifting us from a table (HTML) based file, to cascading style sheets for locations of the various parts of the page – the benefit will be faster loading pages, as tables in HTML stop the page from loading before the entire file has been received by the browser. Another benefit is it's just better code. The drawback is I've never done it without tables, so it's forcing me to learn on the fly.
2. This isn't a new logo – I'm calling it a header banner. I wanted to shift to a sleeker, more streamlined website. This is a little cleaner and less "busy" than the old logo banner. You'll notice the MPLA Logo is still featured prominently. (A personal dislike was the logo color scheme – sky blue and tan, with a gradient green mountain – that's two too many colors for a website (including the white background.)

3. These are the former links which ran down the left side of the page. I wanted to make them horizontal to bring them all up where everyone could see them without having to scroll down the page. They are all there, with a couple of tweaks – Organization is where the Executive Board and Committees listing is. I've added a direct link to the MPLA Newsletter, as that is a file frequently looked for online. I also wanted to relocate the navigation to the top of the page to free up some prime real estate on the heart of the page.
4. This is the heart of the page – MPLA News is essentially being expanded, to give people a more obvious place for what's going on.
5. Events and Opportunities may or may not remain – I like the idea of giving people some idea of what's going on elsewhere in the MPLA region – my initial thought was things MPLA members might want to know about. The caveat here is I rely on people to send things to me to post there, which Judy is good about. One thing I'm working on for this part of the page is a place to put some rotating images – some way to jazz up the site with photos from our Photo Archive. I haven't found a good (read: easy) way to do rotating images yet – although I've heard Flickr will do it (I want to keep it in house.) Roy and I have had some discussions of doing the rotating photos when we move the website over to the new server service. I'd look for that sometime this summer. It depends on how quickly we make that transition over to the new server.

**BOTTOM OF THE PAGE:**



**salt lake city**  
april 29–may 2, 2008

The deadline to submit a proposal is May 23rd, 2008.

The **REFORMA Third National Conference** will be held in El Paso, Texas, from September 18-21, 2008.

If there's a library event you'd like to publicize, feel free to pass it along to MPLA Webmaster, Dan Chaney ([dan.chaney@okstate.edu](mailto:dan.chaney@okstate.edu)) for posting in Events and Opportunities.

**MPLA: Celebrating 60 Years of Library Service!**

The **2008 ULA/MPLA Joint Annual Conference Handouts Archive** is now available.

It's never too early to start thinking about the **2009 KLA/MPLA Joint Annual Conference!** (PDF)

The MPLA 2008 election results have been certified by Nominating Committee Chair JaNae Kinikin and President Wayne Hanway. Newly elected officers are:

- Vice-President/President-Elect: Eileen Wright
- Recording Secretary: Annie Epperson

MPLA extends congratulations to both as they take on their new duties following the ULA/MPLA Conference!

The **2008 MPLA Award Winners have been announced** prior to the 2008 ULA/MPLA conference in April!

The **April 2008 MPLA Newsletter** is now available online!

Important information regarding the **MPLA Leadership Institute** has just been posted.

MemberClicks Login

Username:  Password:

[MemberClicks Help](#)

Contact Information:  
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 URL: <http://www.usd.edu/mpla/>  
[Website Statistics](#)

The only thing really going on here is the MemberClicks login box. It's always been on the bottom of the page, but people might have missed it. What's interesting is that just last week, Roy and I were talking about components of the website (because the Electronic Communities site should mirror the website, so I'm working in tandem with him on this) – and we discovered that the code MemberClicks supplies to us to allow remote login from our website was not only overly complicated (or not designed properly) but it also didn't work if you clicked on Forgot Your Password. And I have no idea how long it wasn't working. Roy and I were able to rework the code to allow us to lay it out differently, and also to streamline the login process. What's funny is MemberClicks probably will have no idea we can do it

easier than they suggest. The downside is we're likely paid no where what systems developers are at MemberClicks.

#### Website Relocation

Roy and I are trying to time when to relocate the MPLA website to the new server. It'll likely happen at the same time as the Electronic Communities come online. The reason why actually has more to do with the domain name as anything else. The www.mpla.us domain name points to OSU Library Server. When we create the ECs on a different server, we can't split the domain name between two different locations (as I understand it.) So, it all has to shift at the same time.

The benefit for me as webmaster is we can start to implement all sorts of new services on the traditional website – that is, my wish list of things people have asked for but because up until now we were relying on my Library Systems staff for support, I didn't feel comfortable asking – not to mention we weren't paying the OSU Library for hosting our site, but also because my Library Systems staff have plenty to do keeping the Library computers running, without adding to their work on non-essential MPLA bells and whistles. That will change.

Roy and I have started the transition of the website over. The forms are being re-worked to run in a new environment. The plus side is it should help forms to be submitted much easier. Hopefully, we can make Judy's job of processing membership renewals a much easier process (but we haven't talked about that yet.) MPLA Elections should become much easier to conduct by removing the "hassle" of MemberClicks from the equation.

We should be able to generate mpla.us emails for every board member. You can have the emails forwarded to your real email account or you can login to the server to access them. While this won't eliminate the evil of spam email (which is unfortunately the nature of the beast when you're online), we can offer board members an Association email if they prefer (for example: judy@mpla.us, executivesecretary@mpla.us, webmaster@mpla.us, waynehanway@mpla.us, etc.)

The MPLA is in a state of transition to a new phase of growth and development, and I'm excited about the coming year.

Respectfully submitted,

Dan Chaney  
MPLA Webmaster