

Web Officer Report – BALEAP AGM 2021, 7th April, online

In the last 12 months (1 April 2020 – 31 March 2021), the website attracted 30,746 users, three quarters of whom were new visitors. Compared to the previous 12-month period, the overall number of visitors was 50% smaller and interestingly the visits were mostly in the spring and summer months. The use of the website dropped considerably in autumn and winter. This may have happened for different reasons, with Covid 19 being the biggest factor. When the world went into lockdown in spring 2020, many planned events were postponed and the users may have been checking the website for updates. The spring/summer period makes the website very popular with job seekers as well as is the time when membership is renewed so that may have been the reason why the visits continued. A lot of membership communication was carried out through the JISC mailing list so perhaps the members had fewer reasons to visit the website in the autumn/winter period.

In terms of the countries, the visitors logged from, as before, 41% were based in the UK. When it comes to the 59% from overseas, China-based users constituted 13%, followed by Australia, Spain and USA (each around 4%) and Hongkong, Japan, Greece Italy and Poland (between 1.5-2% each). The popularity of the website among visitors from China experienced a 100% increase compared to the previous period, an interesting change.

As before, the most popular section was jobs, followed by information about BALEAP, resources and events.

During the last year, the work of the Web Officer included:

- Working with the website provider, the administrator and the BALEAP Exec to ensure the smooth running of the website (for example, a new event plug-in got installed making the events page easier to navigate).
- Setting up email addresses, forwarders, and access to Google Drive for new Exec members as well as SIGs.
- Overseeing the renewal of memberships via the website, supporting the Administrator.
- Setting up events both on the website and correspondingly in the accounting system to allow for funds to be automatically directed to the correct account.
- Archiving events and ensuring their legacy by adding presentation slides, relevant links and recordings of plenaries (through the dedicated BALEAP YouTube channel: <https://www.youtube.com/channel/UCntv6h3p8PBEEETtPUngHnA>)
- Ongoing support and editing (for example, creating a SIGs section on the website).
- Non-web related activities included setting up an election poll for ordinary members in late spring 2020, assisting the R&PO in selecting the winner of the BALEAP Covid Research Fund in autumn 2020.

Some of the plans for the 2021-21 period:

- Updating the website (values statement, SIGs section, research and scholarship) and creating medium and longer-term plans of how to keep the website relevant, useful and visually attractive.
- Setting up and overseeing a BALEAP dedicated Zoom account in order to make the online event organisation easier.

- Creating guidelines for online event organisation.
- Assisting the Testing Officer in organising an online Testing Roadshow.

Member institutions are encouraged to submit news items they wish to share and to advertise EAP-related Events and TEAP courses they run (email the web officer at web@baleap.org), as well as jobs (submit directly on the website).

Ania Rolinska, BALEAP Web Officer, 29/3/21