



**GEOSCIENCE
INFORMATION
SOCIETY**

newsletter

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President's Column:

By Jenna Thomson

As we settle into the new year, I am pleased and honored to be writing my first column as President of the Geoscience Information Society. It is a privilege to serve this community, and I look forward to working with all of you in the year ahead as we continue to support and advance the work of geoscience information professionals.

I would like to begin by welcoming our new members joining us from Atmospheric Science Librarians International (ASLI). This integration presents a valuable opportunity to broaden our perspectives and strengthen our community. One of my priorities this year will be ensuring that ASLI members feel fully welcomed and engaged within GSIS, and that we take the time to understand and respond to the professional interests and needs they bring with them.

Professional development remains central to GSIS's mission, and we will continue to explore opportunities for programming, knowledge sharing, and skill building that support our members across institutions, sectors, and career stages. Equally important is listening to our membership and assessing how well GSIS is meeting your needs. As the professional landscape continues to evolve, so too must the Society.

This year also brings several important leadership and communication transitions. I am very pleased to welcome Phoebe McMellon as our new Vice President and President-Elect, and I look forward to working closely with her in the coming year. I am also delighted to welcome Holly Dean and Matt Hudson as our new newsletter editors. They succeed Amanda Bielskas and Michael Noga, whose many years of dedication have made the newsletter an essential source of connection for our members. I am deeply grateful to Amanda and Michael for their service. I am also pleased to welcome Tia Colvin as our new Treasurer, and to thank Sharon Tahirkelli for her many contributions in that role.

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President's Column | by Jenna Thomson

(...continued from page 1)

I would also like to express my sincere appreciation to our outgoing leadership. Elise Gowen's term as President has been marked by thoughtful leadership and a strong commitment to GSIS and its members and Bob Tolliver has provided invaluable continuity and perspective as Past President. I am grateful for their work and for the solid foundation they built.

As many of you are experiencing firsthand, this is a challenging moment for information professionals. Access to US government information, long a cornerstone of geoscience research, education, and decision-making, has become more fragile, less predictable, and in some cases more difficult to locate. These shifts have real implications for our work, from reference and instruction to data stewardship and long-term preservation. One of GSIS's roles in this environment is to provide a professional community where members can share strategies, raise concerns, and support one another as we navigate these changes together. I welcome your thoughts on how the Society can best serve its members in this evolving information landscape.

Finally, I encourage members who are interested in becoming more involved to consider joining the Membership or Publicity Committees. Both play a critical role in sustaining GSIS by strengthening connections among members, welcoming newcomers, and ensuring that the work of the Society remains visible within and beyond our community. If you are interested or would like to learn more, please reach out; we would be glad to have you.

GSIS thrives because of the expertise, generosity, and engagement of its members. Thank you for your continued support. I wish you all a safe, productive, and restorative winter, and I look forward to what we will accomplish together in the year ahead.

A Note from the Editors

Hi All,

This is our last issue as GSIS editors! It has been a pleasure to edit, coordinate, and read all of the news and articles you have all been willing to contribute your time and effort to for the GSIS Newsletter these past many years. Thank you all for all the contributions you have sent it. We have been editors since 2017 and thought it was time to give someone else a chance :) We are pleased to be leaving you in great hands with two incoming co-editors Holly Dean and Matt Hudson! Thank you to them both for stepping up to volunteer, I'm sure they will welcome your submissions and will be starting with the next issue in the spring.

Amanda & Michael

Vice President's Column | by Phoebe McMellon

A Journey of Three G's: From GeoRef to GeoScienceWorld to the GSIS

As we roll into 2026 and I think about the year ahead, I feel excited, energized and a little daunted by stepping into the Vice President role; I am excited to connect with this community that has been so central to my professional life. I am energized about the work ahead, and a little daunted by the big shoes I have to fill. Like many of you, my path to GSIS and an interest in geoscience information began in a library.

As a first-year student at Earlham College, I was grateful to be a student in the digital age when I could leverage the world's geoscience information via GeoRef CDs. GeoRef sparked my deep appreciation of the value of indexing, organizing and curating information, of the benefits and importance of technology and technological innovation in making scientific information and resources accessible and accelerating research and discovery. It was a spark that never went out, though my path to fully embracing as a professional was not straight and more of a long and winding road.

My early campus jobs split my time between the bookstore and the Lilly Library. Later, as a CW Post in Brookville, New York, I continued library work and became friends with graduate students from the Palmer School of Library and Information Science. Those friendships were transformative. Through conversations with these future information managers and librarians, I gained an even greater appreciation for the incredible diversity of information professionals—the different specializations, the varied stakeholders served, and the distinct expertise required to meet the needs of everyone from undergraduates to researchers, to senior administrators and executives.

Today, my passion for geoscience information comes from three interconnected places. First, as a geoscientist, I understand how critical it is to catalog and organize resources in ways that serve researchers and students. The right information at the right time can be the difference between a breakthrough and a dead end or endless weekend nights in library or hanging with friends at a party. Second, as a citizen who loves science, I believe deeply that science literacy is essential for building healthy, thriving, sustainable, and resilient communities—whether local, regional, or global. When people have access to quality geoscience information, they're better equipped to make informed decisions about everything from natural hazards to climate adaptation to resource management.

Third, I'm incredibly fortunate to serve as CEO of GeoScienceWorld (GSW), a nonprofit collaborative whose mission aligns closely with that of GSIS. Since its founding in 2004 by seven leading geoscience societies, GSW has worked to aggregate and disseminate research to advance our understanding of the geosciences, strengthening the sustainability of our society partners and helping them remain independent. We've returned more than \$75 million to our partners in the form of royalties providing access to over 55 journals and 2,400 books, and 4.6 million GeoRef records—that same database that captivated me as a student all those years ago—to over 2.6 million researchers, students, professionals, curious citizen scientists and the public each year.

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What excites me most about GSIS is how it brings together the entire ecosystem of geoscience information: librarians, publishers, data managers, students, and researchers, working toward the same goal—ensuring that geoscience knowledge is accessible, discoverable, and impactful. The challenges ahead are significant, and there are far too many to name, but I am confident that by we can meet them and overcome them together.

I look forward to learning from you, collaborating with you, and serving the GSIS community; Please don't hesitate to reach out!

Musings

by Michael Noga

Last year I heard a comment about the expanding subject responsibilities of academic librarians. I started my library career in a branch geoscience library. The focus of the library were disciplines affiliated with geosciences. Many universities had similar branch geoscience libraries. These libraries were generally closed and merged into libraries with a broader STEM focus. In some cases, the branches were absorbed into a single campus library.

I decided to look at library support for academic geoscience programs. I looked at libraries that serve the top 390 geoscience programs in the United States according to "US News and World Report." I could not identify any librarians that specifically supported geology, earth science, geophysics, or geoscience at 45 institutions. Most were small colleges, but some larger institutions were included.

Some libraries assign subject responsibilities to STEM teams. Only 5 were specifically identified in this study, but this is clearly a growing trend as subjects become more interdisciplinary and library budgets are cut.

Only two librarians were responsible for just geosciences. Most librarians were responsible for 3 to 9 subjects, including geosciences. The most common assignments included 5 subjects. Two librarians had very broad assignments of 17 and 19 subjects.

One problem with this study is that there were no weights for the size of subject assignments. For example, a librarian might be responsible for the undifferentiated subject of engineering as well as geology.

This study did not include not include Canadian geoscience programs. It also did not weigh the number of assigned subjects by the size of the geoscience program and the size of the student population. However, it does give an indication of the larger subject responsibilities of geoscience librarians in academia.

Member News

The U.S. Government Publishing Office (GPO) has named Arthur Lakes Library at the Colorado School of Mines as the 2025 Federal Depository Library of the Year. The Golden, CO library was selected for its significant role in increasing access to and preserving Government information, including making publications from the United States Geological Survey (USGS) easily accessible to the public in digital formats.

More info in the press release:

<https://www.gpo.gov/who-we-are/news-media/news-and-press-releases/colorado-library-named-the-best-in-the-nation>

Common Read | Cynthia Prosser

The GSIS January Common Read was held on Thursday, January 8 and discussed the book: *The Source: How Rivers Made America and America Remade Its Rivers* by Martin Doyle. Conversation, as per usual, ranged widely, in this case on river basins, water rights, levees, hydroelectric dams, and more. It was great to see folks and indulge in good conversation. There were 11 in attendance and a good time was had by all. Please be on the look out for potential titles to recommend for the Summer Common Read. A call for titles will go out in late Spring.

Call for Volunteers for the GSIS-ASLI Integration Task Force

We're putting out a call for members for a new limited-term task force. This task force will explore what the absorption of ASLI into GSIS means for the Geoscience Information Society going forward, as well as using this as an opportunity to discuss broadening the scope of GSIS to be more inclusive of a wider array of earth science disciplines or other science disciplines to accommodate the increasingly interdisciplinary responsibilities of our members. The group will also make recommendations about the long-term preservation of ASLI resources like the archives, website, and more.

The expected deliverables would be a plan for the preservation of ASLI resources by May 1, 2026 and should include:

- Ensuring that ASLI budget and appropriate financial records are retrieved and preserved
- Developing recommendations for the maintenance, sunsetting, and/or preservation of the ASLI website, ASLI listserv, physical archives, and photo archives
- Determining how, if at all, ASLI programming like Atmospheric Science 101 and ASLI Choice Awards could be maintained or rolled into GSIS programming
- Evaluation and planning for integration and management of other ASLI operations

The expected deliverables will also include a report on the recommendations regarding potential changes to GSIS's scope by October 1, 2026 in advance of the Annual Business Meeting.

If you are interested in joining the task force, please contact Elise Gowen at egowen@smith.edu.

GSIS Audit | Cynthia Prosser

Cynthia Prosser reports that she has reviewed the Society's financial records for 2025 and found them to be complete and in good order.

Cynthia L. Prosser, 2025 Auditor

Renew your GSIS Membership

It's time to renew your membership to the [Geoscience Information Society](#) (GSIS).

Not yet a member? Please consider joining this amazing consortia of geoscience information professionals! GSIS is a great resource no matter the stage of your career, from new grads to those who have been in the profession for years.

Some of the benefits to GSIS membership include:

- Networking with other professionals interested in geoscience information
- Opportunities for presenting and publishing your research (annual meeting and proceedings)
- Opportunities for professional service on GSIS committees and taskforces
- Discount on GSA Annual Meeting registration and exhibits
- Access to GSIS Newsletter for latest geoscience information news
- Free, open access to GEONET-L discussion list
- **Visit [Membership Info](#) for all the details and the link to join and pay dues.**

Just a reminder:

- **Personal** memberships are available for \$25.
- **First time** memberships are \$20.
- **Student** memberships are FREE!
- **Retired members** are eligible for **free**, lifetime memberships--we just ask that you continue to update your information each year via our [membership form](#).

More information about GSIS is available at: <https://www.geoinfo.org/>

Please let me know if you have any questions,

Jen Simms, GSIS Secretary

GSIS Reports

i. **President and Executive Board report (Elise Gowen)**

The GSIS Executive Board met eight times in 2025 to discuss the operations of our society and our goals and activities. Here are some highlights from our work this year.

- We worked with ASLI leadership to plan a dissolution of the ASLI org due to lack of participation, and a smooth absorption of funds and remaining membership of ASLI members to GSIS if they so choose.

- The executive board began the process of undergoing a review of the site's resources pages to either update the information or sunset pages that are no longer relevant to our user's needs.
- We appointed a new webmaster this year, Renee Schofield, who has worked with GSIS to update and improve Geoinfo.org. This included a full website redesign that updated the look of the website, made the pages on the website more navigable, and implemented a new document management system for easy access of our newsletter archive of historic newsletters going back to 1966. Renee's work and initiative has been invaluable to GSIS this year, and we're all grateful for her contributions.
- The GSIS Task Force on Grants and Programs began meeting with the goal of determining ways that GSIS can spend excess funds to further the goals of GSIS, including potential scholarships, grants (travel and other). The task force expects to have their final recommendations ready to share with the Society by mid-quarter or mid-year 2026.
- 2025 saw GSIS boast 126 total members, an exciting number that was helped to grow by the policies implemented last year by the membership committee, including offering free membership to students. We had 36 student members in 2025, 20 of whom just joined this year.
- GSIS met with GSA and AGI as a member and allied society, and reconfirmed the offered perks GSIS members have through GSA and AGI, including AGI Training for the allied societies and this is a second round/extension, and a GSA annual meeting registration discount.
- Thanks to the enthusiasm of participants of this summer's Common Read hosted by Cynthia Prosser, GSIS will now host a Winter Common Read as well, also to be hosted by Cynthia Prosser, and we thank her for her continued commitment to the Common Read.
- The executive team reviewed and developed updates to our bylaws, including ensuring that the barrier to start the annual business meeting is lowered in the future by lowering the number of people required to have a quorum. We also developed new guidelines around how new members who sign up late in the calendar year will be handled, ensuring that people who sign up after October 1 will have their membership extend through the next year.

The GSIS executive team worked this year to ensure the continued and improved operation of the Society and update our processes to reflect the digital future of GSIS. Thank you to Bob Tolliver, Jenna Thomson, Jennifer Simms, Sharon Tarikheli, Amanda Bielskas, and Michael Noga for their service.

ii. Auditor (Cynthia Prosser)

I have reviewed the Society's financial records for 2024 and found them to be complete and in good order.

iii. ALA/ACRL/STS representative (Ed Lener)

The ACRL Science and Technology Sections Liaisons Committee is intended to promote and coordinate the work of STS Liaisons to different professional groups. However, committee leadership is in transition. The committee did not meet in 2025 and info on the website is becoming dated. STS continues to coordinate with AAAS to provide sponsored (free!) registration for science librarians to attend the annual AAAS meeting. The 2026 AAAS Annual Meeting will be in Phoenix, Arizona from

February 12-14, 2026 (in-person only). Also coming up soon is the STS College Science Librarians Virtual Discussion on “The Cost of Librarianship” which will be on November 20th starting at 1 PM EST.

iv. Past-President / Nominating committee chair (Bob Tolliver)

This year elections were held for GSIS Vice-President/President-Elect and Treasurer. The proposed slate of candidates was approved with 44 members voting. Phoebe McMellon will be the incoming Vice-President and Tia Colvin will be the new Treasurer. Please congratulate and thank our colleagues for their willingness to serve.

v. Archivist (Shaun Hardy)

One box (0.5 linear feet) of print records spanning 1988-2023 was deposited in the Society's archives at the University of Illinois. Included were files contributed by Thelma Thompson (Guidebook Committee, Best Paper Award Committee, Best Guidebook Award Committee, and Preservation Committee); Shaun Hardy (Publicity Officer), Linda Musser (VP/President, 2022-2023), and Sharon Tahirkheli. Also deposited were hardcopies of Executive Board and Business Meeting minutes from 2006-2023. Past officers, appointees, and representatives are encouraged to send non-current files to Shaun Hardy for transfer to the archives, especially any significant correspondence, working documents, and reports that haven't been published in the Annual Report or Newsletter.

vi. Webmaster (Renee Schofield)

See end of newsletter for the Webmaster 2025 report.

vii. Geonet moderator (Emily Wild)

423 subscribers for GEONET listserv

Note, as librarians and information professionals are retiring or leaving government, they are continuing GEONET subscription to stay connected

viii. Newsletter (Amanda Bielskas and Michael Noga)

The GSIS Newsletter is published quarterly on a seasonal basis (winter, spring, summer, and fall) and have hit our loose target publications deadlines for the most part! We have been receiving content to publish each edition, but are always looking for content for future issues. Desired content types can include but are not limited to: news or information from your Library/institution, member news or updates, book/resource/tool reviews, geoscience related pictures or interesting tidbits (GeoWonders), editorial columns or opinion pieces, share outs of events or conferences of interest to GSIS members, and GSIS committee reports or updates.

Thank you to everyone that regularly contributes content to the GSIS Newsletter. The current Newsletter co-editors have been the GSIS Newsletter Editors since 2017. If anyone else is interested in

taking over as editor, we would be happy to relinquish responsibilities.

ix. Guidebooks Committee (Kristen Adams)

In 2025, the Guidebooks Committee consisted of one chair (Kristen Adams) plus 4 members (Amanda Bielskas; Sydney Burke; Holly Dean; Elliot Rose). The chair and one member were returning members, the other three members were new to the committee. Group communication was via email. The committee collected and solicited nominees for each of the three categories: best series (4 nominees), best professional (7 nominees) and best popular (5 nominees). Reviewed all nominees as a group using a shared spreadsheet, and selected winners in each category. All nominees will be sent to our contact person at AGI's Guidebooks of North America Database for inclusion.

x. Mary B Ansari Distinguished Service Award Committee (Clara McLeod)

The Mary B. Ansari Distinguished Service Award committee continue to solicit nominations for the award and received two nominations for the 2025 award. The award is being given to Amanda Bielskas, Director of the Science, Engineering, & Social Sciences Libraries at Columbia University and the GSIS Newsletter co-editor. As stated by a nominator, Amanda's "lengthy and impactful years of service to Columbia University, the profession, the Geoscience Information Society and her colleagues" makes her very deserving of this honor.

The award will be presented during the awards ceremony by our GSIS member A.J. Pathak during the virtual GSIS Annual Meeting on October 30, 2025. Amanda will receive a plaque, certificate and a monetary gift.

The committee has sent information about Amanda's selection to the administration at Columbia University Libraries, Mr. Nazir Ansari, and Dwight Hunter, the chair of GSIS publicity and social media committee.

xi. Geoscience Librarianship 101 Committee (Clara McLeod)

The two-day virtual GSIS Geoscience Librarianship 101 (GL101) webinar this year was held on October 28 - 29, 2025. The co-hosts were the Earth and Planets Laboratory Library at Carnegie Institution of Washington and the University of Colorado Libraries, Pueblo. The planning team members were Clara McLeod and Joyce Shaw, coordinators, Justin Easterday, Reid Otsuji, Anon Cadieux and Meghan Carafano. The instructors were Emily C. Wild (Princeton University), Tracy Englert (University of Southern Mississippi), Ryan Wallace (Washington University in St. Louis), Amanda Bielskas (Columbia University), Natalie Raia and Andrea Thomer (University of Arizona) and Hannah Madonna (University of Southern Mississippi) .

The webinar had 90 registrants and opened each day with remarks about the history of GL101, noting that it has now been around 21 years. The networking and discussion sessions now consist of a ten-minute lightning presentation.

Presentations were given by instructors Alma Elizabeth Parada (Stanford University) and Shahinur Rahman (The University of Southern Mississippi). Participants were encouraged to complete an evaluation form. Information from these forms continue to be used to allow participants to share their views and assist in the planning process.

Questions and comments received during the virtual meeting indicated that attendees continue to view the workshop as a valuable resource for the geoscience community. The slides and some presentations will be available on the GSIS website.

The committee has also requested permission from the Board to give \$25.00 gift certificates to the GL 101 team and presenters this year.

GSA Publications Committee Report

The spring meeting was held on April 17, 2025, via Zoom. The committee focused on selecting editors to fill several open positions across GSA journals. There was a strong pool of applicants, with significantly more qualified candidates than available openings.

The fall meeting took place on October 18, 2025, during the GSA Connects conference in San Antonio, TX, with some members joining remotely via Zoom. The discussion centered on the overall health of GSA publications and strategic planning.

Key Updates:

- GSA publications remain generally healthy, though there is a slight but noticeable decline in revenue, attributed to reduced library subscriptions.
- Titles that had raised concerns in recent years are showing signs of recovery, except for *Geosphere*, which continues to struggle with submission volume.
- Book sales are steady, and the team is actively seeking new titles to publish.
- Trade publications are performing particularly well.
- Sales of book packages to libraries have seen a drop in sales/revenue.
- *GeoScienceWorld* remains a strong partner, now offering editorial services that have been well received by authors. They are also expanding partnerships with other societies.
- GSA is relocating to a new building and downsizing its physical archive. They possess several complete hardcopy runs of their journals and have reached out to libraries regarding potential donations. However, most libraries already hold these print runs and lack space to accept more. If GSIS member libraries are interested and willing to cover shipping costs, they are encouraged to contact the GSA Publications team.

Janelle Hedstrom

GSIS Representative to the GSA Publications Committee

GSIS 2025 Budget (see below)

Geoscience Information Society 2025 Budget

Prepared by Sharon Tahirkheli, Updated, Jan. 5, 2026

	Amount Budgeted	Actual To Date			
MEETINGS			Checking		\$12,893.47
			Regular savings		\$5,176.93
GSA 2025 (abstract fees, meals)	\$ -	\$ -	Ansari - Service		
			(\$500 given each year)		\$1,773.02
Subtotal	\$ -	\$ -	Ansari - resource		
			(\$500 given each year)		\$3,830.29
Membership			Pay Pal		\$2,438.33
Dues & unrestricted gifts	\$ 1,300.00	\$ 1,535.00	CD		\$18,217.64
PayPal fees	\$ (75.00)	\$ (58.82)	CD		\$18,558.92
Subtotal	\$ 1,225.00	\$ 1,476.18	Total		\$62,888.60

**Internet Domain Name
Services & website hosting**

Blue Host: Domain Privacy + Protection - due Feb 2025	\$ (15.00)	\$ (15.00)		
Blue Host: Domain Name Registration - Due Feb 2025	\$ (21.00)	\$ (21.17)		
Blue Host: Sitelock Security - Due Jan 2025 (est \$83.88)	\$ (96.00)		Upgraded to Firewall Protection	
Blue Host: Word Plus Hosting - Due Jan 2026 (est \$503.64)	\$ -	\$ (539.64)	Due Jan 2029	
Blue Host: Codeguard Basic - Due Jan 2026 (est \$143.64)	\$ -	\$ (47.88)	Due Jan 2027	
Blue Host: Firewall protection Due Jan 2027 (est \$359.88)		\$ (462.84)	Due Jan 2027	
Blue Host: SSL Certificate		\$ (227.77)	Due Sept 2028	
Subtotal	\$ (132.00)	\$ (1,314.30)		

MISCELLANEOUS

Ansari Awards, Award certificates, frames, plaques	\$ (1,175.00)	\$ (1,030.00)		
Geoscience Librarianship 101	\$ (250.00)	\$ (592.72)		

AGI Member Society dues -			
Due in October	\$	(250.00)	\$ (250.00)
DC.Gov Bi-annual filing fees -			
Due April 2025 (est \$130)	\$	(130.00)	\$ (80.00)
Bank charges	\$	(15.00)	\$ (4.00)
Postage reimbursements	\$	(75.00)	\$ (64.06)
Interest	\$	1,100.00	\$ 1,417.46
Subtotal	\$	(795.00)	\$ (603.32)
TOTAL	\$	298.00	\$ (441.44)

2025 GSIS Webmaster Report

Renee Schofield | schorenee@gmail.com

Geoscience Information Society Webmaster | www.geoinfo.org

OVERVIEW

Since assuming the role of Webmaster in January 2025, I have focused on modernizing our web presence, improving site functionality, and establishing better tools for monitoring and securing our online infrastructure. This report summarizes the major accomplishments, current status, and recommendations for future improvements.

MAJOR ACCOMPLISHMENTS

COMPLETE WEBSITE REDESIGN

I successfully completed a comprehensive redesign of the Geoscience Information Society website, which included:

- A fresh, modern visual design that better represents our professional community
- Reorganized information architecture to improve navigation and user experience
- Updated content throughout the site to ensure accuracy and relevance

ENHANCED FUNCTIONALITY THROUGH PLUGIN IMPLEMENTATION

To improve the website's capabilities and user experience, I implemented several strategic plugins:

- **Document Management:** Established an organized newsletter archive for easy access to historical publications (FileBird Lite and FileBird Document Library Lite)
- **Contact Form:** Implemented a robust forms plugin to create a professional Contact Us form, as WordPress's built-in functionality was insufficient for our needs (WPForms Lite)
- **Social Media:** Implemented a plugin that turns the Facebook menu item into an icon (WP Menu Icons)
- **Search Bar:** Added a website search bar to find information easily (Ivory Search)
- **Site Maintenance:** Added several plugins to proactively monitor the site for issues and to improve security and performance (Broken Link Checker, Jetpack, Jetpack Boost).
- **Announcements:** Installed a sticky bar feature to prominently highlight important announcements and upcoming events (My Sticky Bar)
- **Spam Reduction:** Disabled comments on media attachments, significantly reducing spam comments (Disable Comments)

SECURITY AND ANALYTICS INFRASTRUCTURE

Upon reviewing our Bluehost hosting service, I discovered that we had not been utilizing several valuable security and metrics tools included in our hosting package. I have since:

- Enabled and configured security tools to better protect our website from threats

- Activated analytics and metrics tracking tools to monitor site performance and visitor engagement

CURRENT METRICS

Since the metrics tools were not previously activated, we do not have historical data for comparison. However, I am now collecting comprehensive visitor statistics and site performance data. I will provide a detailed statistical report as an addendum to this document, which will serve as our baseline for measuring future growth and engagement resulting from the website improvements.

ONGOING MAINTENANCE

Throughout this period, I have addressed various questions and requests regarding:

- Outdated content requiring updates or removal
- Suggestions for additional site improvements
- Questions about site functionality and navigation

These interactions have been valuable in identifying areas for continued enhancement of our web presence.

RECOMMENDATIONS FOR FUTURE CONSIDERATION

Based on feedback from members and my assessment of our current site, I recommend we consider the following improvements:

1. **Content Audit and Updates:** Conduct a systematic review of existing content to identify outdated information for update or removal
2. **Membership Dues Payment System:** Explore options for streamlining the online payment process for membership dues
3. **Cross-posting Content:** Consider cross-posting content from GEONET listserv whenever appropriate.
4. **AI Literacy and Tools Section:** Create a page for AI literacy and AI tools, focusing on tools most useful for our audience.
5. **Ongoing Site Enhancements:** Continue to assess and implement additional features based on member needs and society evolution.

These improvements would further strengthen our digital infrastructure and better serve our membership.

CONCLUSION

The past ten months have been focused on establishing a strong foundation for the Society's web presence. The redesigned website, enhanced functionality, and newly activated security and metrics tools position us well for continued growth and improved service to our members. I look forward to

building on this foundation in the coming year and welcome feedback from the membership on additional ways we can enhance our digital presence.

Acknowledgements

This report was written with the help of AI (Claude). Content was manually checked and revised.

APPENDIX: WEBSITE INSIGHTS

All-time annual insights

Year	Total posts	Total comments	Avg comments per post	Total likes	Avg likes per post	Total words	Avg words per post
2020	7	0	0.0	0	0.0	596	85
2021	5	0	0.0	0	0.0	408	68
2022	5	0	0.0	0	0.0	112	22
2023	13	0	0.0	0	0.0	1,539	118
2024	5	0	0.0	0	0.0	1,953	326
2025	9	0	0.0	0	0.0	1,084	120

All-time highlights

All-time stats

-  Views 8,925
-  Visitors 4,031
-  Posts 78
-  Comments 1

Most popular time

Best day
Monday
21% of views

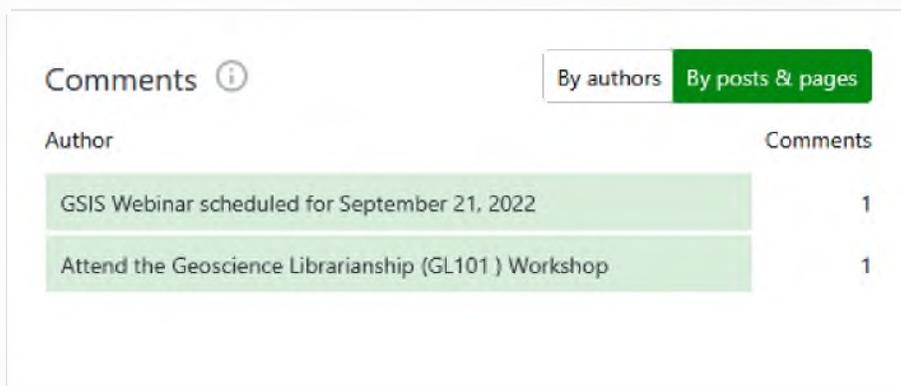
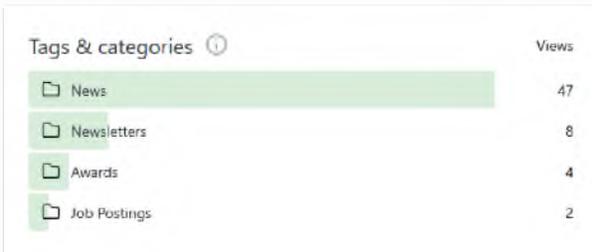
Best hour
4:00 PM
9% of views

Most popular day

Day
March 2
2020

Views
559
6% of views

All-time insights



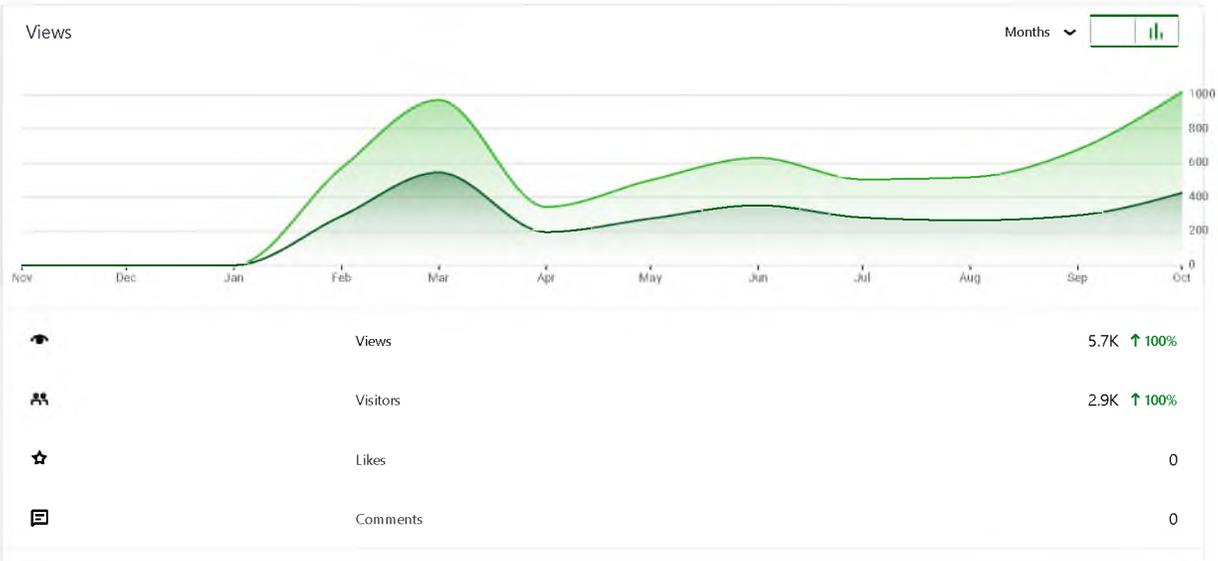
- Bluehost
- Dashboard
- Stats
- Jetpack
- Posts
- Media
- Pages
- Comments
- Ivory Search
- WPForms
- Appearance
- Plugins 2
- Users
- Tools
- Settings
- FileBird
- Link Checker
- My Sticky Bar
- WP Menu Icons
- Document Library
- Collapse Menu

Jetpack Stats

Traffic Insights

Last 12 months

Nov 1, 2024 - Oct 30, 2025



	Views	5.7K ↑ 100%
	Visitors	2.9K ↑ 100%
	Likes	0
	Comments	0

Most viewed ⓘ

Posts & pages Archive

Posts & pages	Views
Home	1,898
Newsletter	416
Distinguished Service Award	248
Membership	209
Join	204
Geoscience Librarianship 101	192
Leadership	188
Best Research Resource Award	156
Geoscience Online Resources	151
Membership Directory	125

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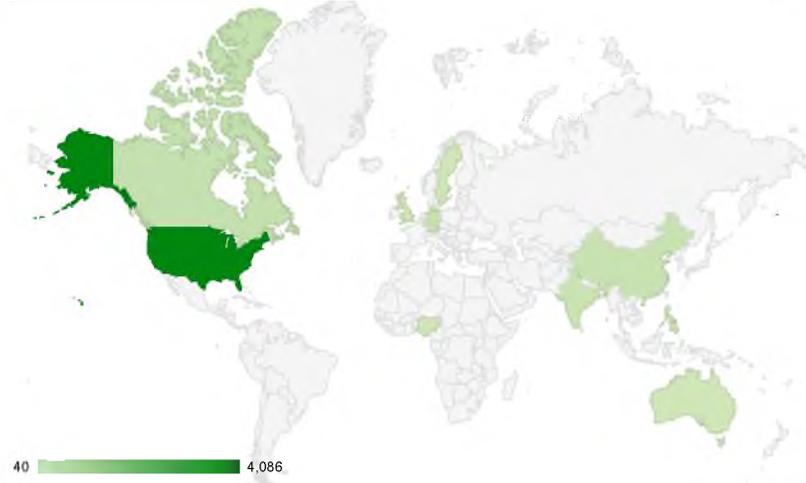
Referrers ⓘ

Referrer	Views
Search Engines	734
geoinfo.org	40
paypal.com	16
Facebook	13
scrub.sourcescrub.com	13
WordPress Dashboard	12
information.americangeosciences.org	12
chatgpt.com	11
play.triviamafia.com	10
su.se	9

[View all](#)

Locations ⓘ

Countries	Regions	Cities
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Top countries

Country	Views
United States	4,086
Canada	279
Germany	218
China	196
Philippines	146
India	143
Sweden	54
United Kingdom	48
Australia	48
Nigeria	40

[View all](#)

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Clicks ⓘ

Views

geoinfo.org	228
us-east-2.protection.sophos.com/?d=usm.edu&u=aHR0cHM6Ly9saWJndWlkZXMuYm9vZ2VzSSZHUvZ2wxMDEvaG9tZQ==&i=NWlzZm10MTBhNzJjNjQxNzA0NjJkMjhh...	31
guides.library.csupueblo.edu	29
lists.princeton.edu	22
information.americangeosciences.org/specialty-databases/guidebooks/	19
www.geoinfo.org	19
docs.google.com/forms/d/e/1FAIpQLSejU4QZPy5dadpRL67B6vWHtqCIYTUol926_hgs0_PC9c92SQ/viewform?pli=1	14
geoscienceinformationsociety.pbworks.com/w/page/53130326/GSIS%20Wiki%20Homepage	13
facebook.com/groups/92251907454	10
americangeosciences.org/georef/geologic-guidebooks-north-america-database	9

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Authors ⓘ

Views

Renee Schofield	4,969
Geoscience Information Society	208
Dwight Hunter	49
Amanda Bielskas	42
GSIS webmaster	26
Linda Musser	7

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