



BHL

Biodiversity Heritage Library



Quarterly Report

Biodiversity Heritage Library

April - June 2013: Q3 FY13

A Global Resource

The Biodiversity Heritage Library is a growing international consortium, with program nodes in Australia, Brazil, China, Egypt, and Europe as well as the US and UK. This quarter, we celebrated continued global growth with the official launch of BHL Africa, the Fourth Annual Global-BHL meeting and BHL's active participation in the ICADLA conference, both held in Morocco.



On April 15, 2013, we welcomed BHL-Africa as the most recent node in the BHL global consortium. The launch was hosted at the South African National Biodiversity Institute (SANBI) at the Pretoria National Botanical Garden in Pretoria, South Africa and kicked off with a launch ceremony, at which Dr. Tanya Abrahamse, SANBI CEO and Nancy Gwinn (Chair of the BHL Executive Committee) signed the BHL-Africa MOU. Over the next two days, workshop sessions addressed workflow and organizational questions, covering topics such as collections development, copyright, communication, and infrastructure. The final day of the meeting was spent identifying preliminary tasks for a two-year BHL-Africa workplan and electing a BHL-Africa Steering Committee.

In May, efforts to strengthen global initiatives continued with the Fourth Annual Global-BHL Meeting held in Fez, Morocco, May 27-28, 2013. Eight members representing all Global-BHL nodes (with the exception of BHL-SciElo in Brazil) convened to report on their accomplishments over the last 12 months and to discuss goals for extending content, services and participation within each of the nodes. Later that week, several attendees continued on to Ifrane, Morocco for the 3rd International Conference on African Digital Libraries and Archives (ICADLA).



The US/UK component continues to collaborate on actively broadening visibility and access for the collections available through the original BHL portal. On May 6-7, the US/UK component of BHL gathered for the 7th Annual Institutional Council Meeting held at the Marine Biological Laboratory in Woods Hole, MA. Topics included the approval of the 2013 Dues Budget; proposed updates to the BHL membership structure; and fundraising possibilities. Additionally, new mission, vision and goal statements—outlined on the following page—were approved.

In addition, we have expanded visibility for US/UK collections by serving as a content hub for the Digital Public Library of America (DPLA), which launched on April 18. As a result of BHL's participation, links to over 115,000 BHL volumes have been made available within the DPLA portal. Through the DPLA, the Biodiversity Heritage Library is collaborating with renowned libraries, universities, archives and museums to reach a wide national audience. Finally, in May, BHL received the Charles Robert Long Award of Extraordinary Merit from the Council on Botanical and Horticultural Libraries (CBHL).

Mission, Vision and Goals

The Biodiversity Heritage Library is a consortium of natural history and botanical libraries that cooperate to digitize and make accessible the legacy taxonomic literature of biodiversity held in their collections and to make that literature available for open access and responsible use as a part of a global “biodiversity commons.” To help guide the BHL’s extensive efforts in global collaboration and open access, the BHL Steering Committee has approved new Mission, Vision and Goal Statements. Work on these statements began at the September 2012 BHL Staff and Technical Meeting. Two staff subcommittees drafted suggestions from that meeting into vision and goal statements. The BHL Secretariat then took all of the recommendations provided by staff and produced the vision, mission, and goal statements which were presented at the 2013 BHL Institutional Council Meeting, May 6-7, in Woods Hole, MA. The BHL Steering Committee applied final revisions and approved the statements as BHL’s new official vision, mission, and goals:

Vision:

Inspiring discovery through free access to biodiversity knowledge.

Mission:

The Biodiversity Heritage Library works collaboratively to make biodiversity literature openly available to the world as part of a global biodiversity community.

Goals:

Goal 1: Relevant Content

Build and maintain the BHL as the largest reliable, reputable, and responsive repository of biodiversity literature and archival materials.

Goal 2: Tools and Services

Develop services and tools which facilitate discovery and improve research efficiency of BHL content.

Goal 3: User Engagement

Increase global awareness about the BHL through outreach, learning and education, and branding through engagement and collaboration with existing and new user communities.

Goal 4: Membership and Partnerships

Grow BHL consortia membership and partnerships while fostering cross-institutional collaboration that continues to serve as a model for digital library development.

Goal 5: Financial Sustainability

Ensure sustainability and relevance by being flexible, adaptable, and financially sound while the content and services remain openly and freely available.



Highlights

BHL-Africa Launches

April 15th, BHL-Africa officially launched. The event was marked by a three-day launch and workshop hosted by the South African National Biodiversity Institute (SANBI) at the Pretoria National Botanical Garden in Pretoria, South Africa. BHL-Africa's mission is to provide open access to the valuable biodiversity literature found within African libraries and institutions. The workshop addressed the BHL-Africa MOU, workflows and organizational strategies, identifying a two-year work plan and electing a Steering Committee representing each of the three nodes: North/Central; Eastern; and Southern. We look forward to seeing great things from BHL-Africa!

Fourth Annual Global BHL Meeting

The Fourth Annual Global BHL Meeting was held in Fez, Morocco, May 27-28. The meeting provided an opportunity for representatives from each BHL Node (with the exception of Brazil) to convene, share their accomplishments and discuss their goals. William Ulate, Global BHL Coordinator & BHL US/UK Technical Director, said of the event: "Learning from each other's successes and experiences helps us to keep working together, ensure redundancy and resilience, while at the same time increasing new unique content, tools and services that provide novel opportunities for collaborations."



BHL at ICADLA- 3

BHL participated in the 3rd International Conference on African Digital Libraries and Archives in Ifrane, Morocco, May 30-31, 2013. Program Director Martin Kalfatovic moderated a special panel presentation by members of the Global Biodiversity Heritage Library community. Panelists demonstrated how their work on the BHL global nodes can serve as a model for other large-scale digital library collections. Attendees also had an opportunity to learn about other exciting digital library initiatives, notably the Moroccan Digital Library discussed by Mr. Driss Khrouz, Director of the National Library of the Kingdom of Morocco.

CBHL Long Award of Extraordinary Merit

In May, the Biodiversity Heritage Library received the Charles Robert Long Award of Extraordinary Merit from the Council on Botanical and Horticultural Libraries (CBHL). The highest honor bestowed by CBHL, this award recognizes outstanding contribution and meritorious service to CBHL or to the field of botanical and horticultural libraries or literature. The award letter states: "In an era that is increasingly focused on biodiversity, BHL has become an indispensable resource for many scholars, scientists and students." As part of the honor, BHL received a certificate and lifelong institutional membership to CBHL.

Highlights, continued...

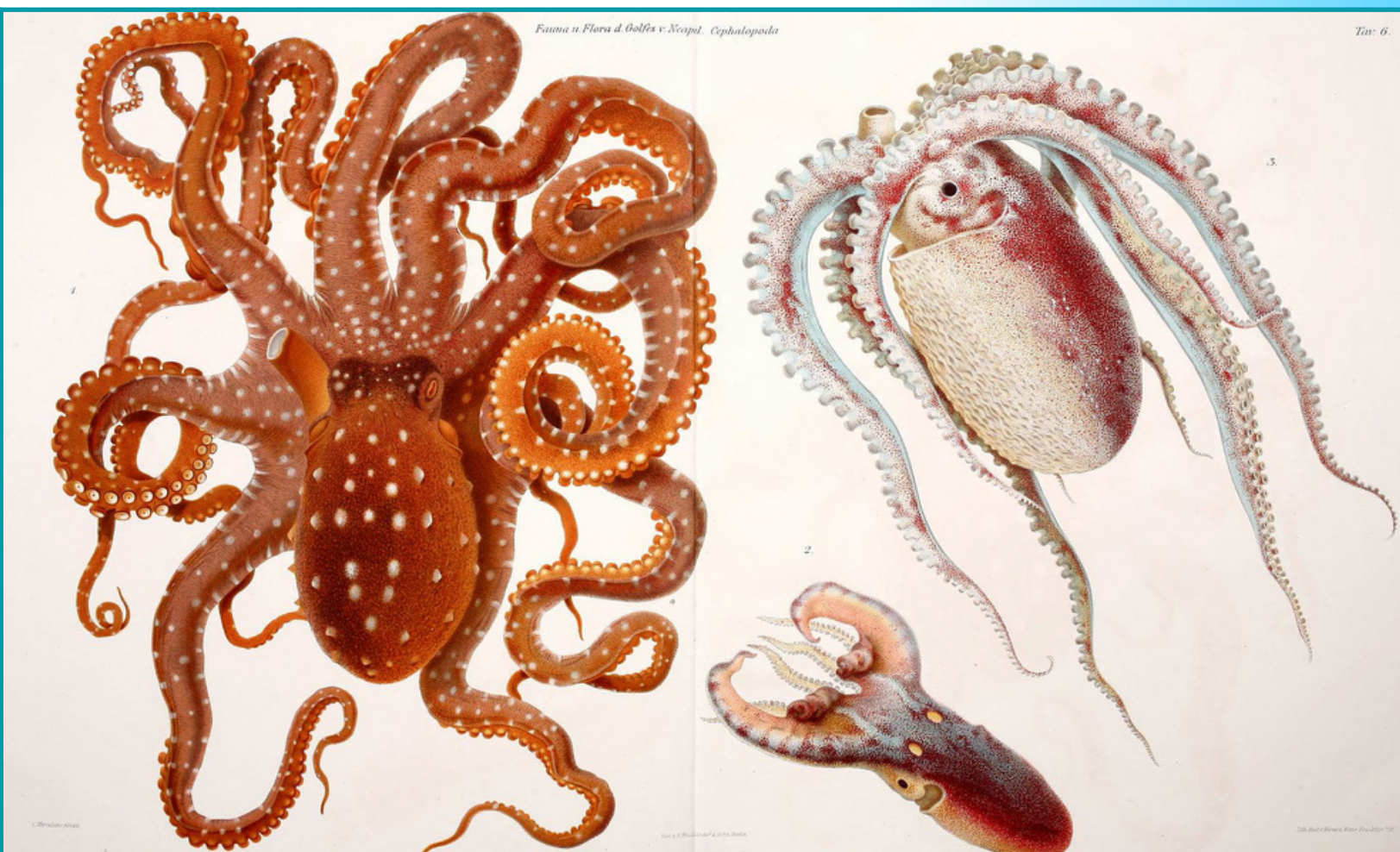
Celebrating Aquatic Biodiversity

BHL celebrated the International Day for Biological Diversity in May and the World Oceans Day in June. As this year is also the International Year of Water Cooperation, the theme for this year's International Day for Biological Diversity was also focused on marine and freshwater life. BHL celebrated both days by showcasing aquatic biodiversity on the BHL blog, Facebook, Twitter, and Flickr. Posts included highlights of books in BHL, factoids about various aquatic species, and information on protecting the Earth's ocean life and water supply.

Dear Biodiversitylibrary,

I would like to thank you all very much for the invaluable work and support you do. I just down-loaded a pdf-file from a more than century old (1893) journal paper (regional naturalist society paper, published in Finland), to get copy I should take 500 mile drive to our university library. Now I have it quickly in high-quality pdf-copy. Cordial thanks and all success in continuing your highly valuable mission.

Truly,
Tonu Talvi, conservation biologist
from Estonia.



collections profile

growth & management



collection stats

Content for BHL is collected via a variety of methods. Primarily, BHL partner institution scan items within their collection to build the BHL corpus. BHL also harvests materials from other digitization projects that match BHL collection criteria. Statistics presented below represent those of the BHL US/UK portal.

114,857

TOTAL ITEMS IN BHL

439,398

TOTAL MANUALLY PAGINATED PAGES

278
TOTAL

permissions agreements received

2,930
Q3 FY13

items scanned

113,903
Q3 FY13

pages manually paginated

593,546
Q3 FY13

pages scanned

1,778,885
Q3 FY13

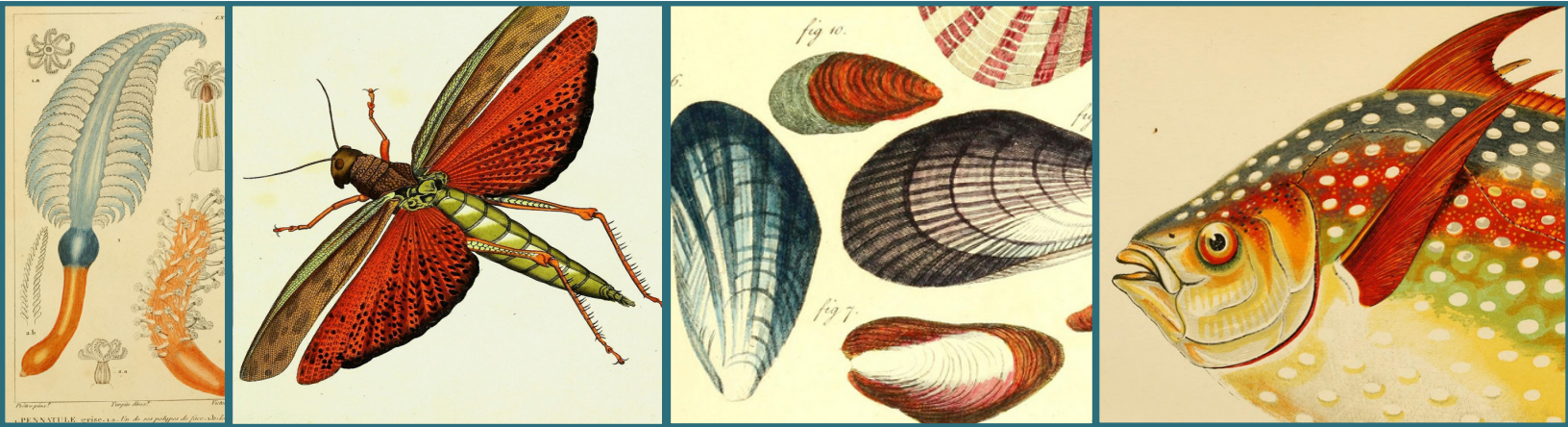
names added to bhl

40,989,686

TOTAL PAGES IN BHL

151,693,941

TOTAL NAMES IN BHL



collection stats continued

364,954

TOTAL PAGES
CONTRIBUTED
BY GLOBAL
BHL PARTNERS

161,319

TOTAL PDFS
GENERATED ON BHL

55,801

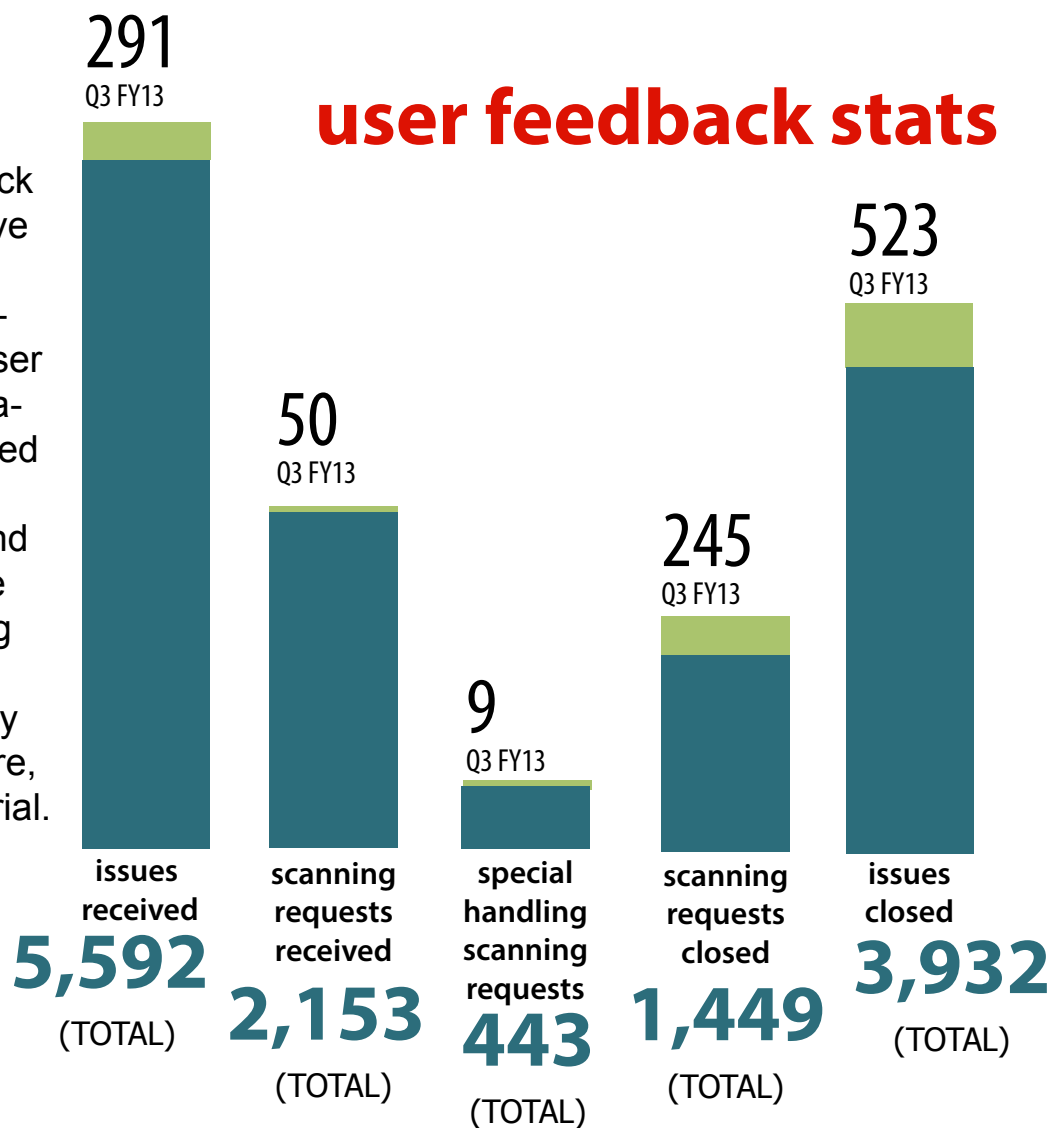
TOTAL DOIS
ASSIGNED IN BHL

92,854

TOTAL ARTICLES
ADDED TO BHL

BHL collects user feedback and collaborates to resolve feedback using an issue tracking system, Counter-soft's Gemini product. User feedback includes notifications of errors with scanned content, suggestions for service improvements, and requests for content to be scanned. Some scanning requests are considered "Special Handling" as they constitute requests for rare, oversized or fragile material.

user feedback stats



bhl content usage

measuring the use of bhl resources

Measuring the use of BHL resources involves more than simply tracking website visits. BHL content is dispersed amongst a variety of databases and websites, including the BHL blog and Flickr. Furthermore, thanks to the DOIs (digital object identifiers) associated with our collections, we can also track usage originating from users clicking on citations to BHL content in external sources. The statistics presented here attempt to capture a complete picture of BHL usage while also considering the original usage source.

WEBSITE & BLOG VISITS QUARTERLY COMPARISONS

Q3 FY13	WEBSITE VISITS 341,688		BLOG VISITS 9,334		TOTAL VISITS 351,022
Q2 FY13	WEBSITE VISITS 401,097		BLOG VISITS 10,804		TOTAL VISITS 411,901
Quarterly Ave Over Past Year	WEBSITE VISITS 362,356		BLOG VISITS 9,001		TOTAL VISITS 371,357



Q3 FY13 USAGE BY COUNTRY

TOP COUNTRIES:

UNITED STATES: 85,503 visits

GERMANY: 27,954 visits

UK: 21,605 visits

FRANCE: 15,406 visits

BRAZIL: 12,861 visits

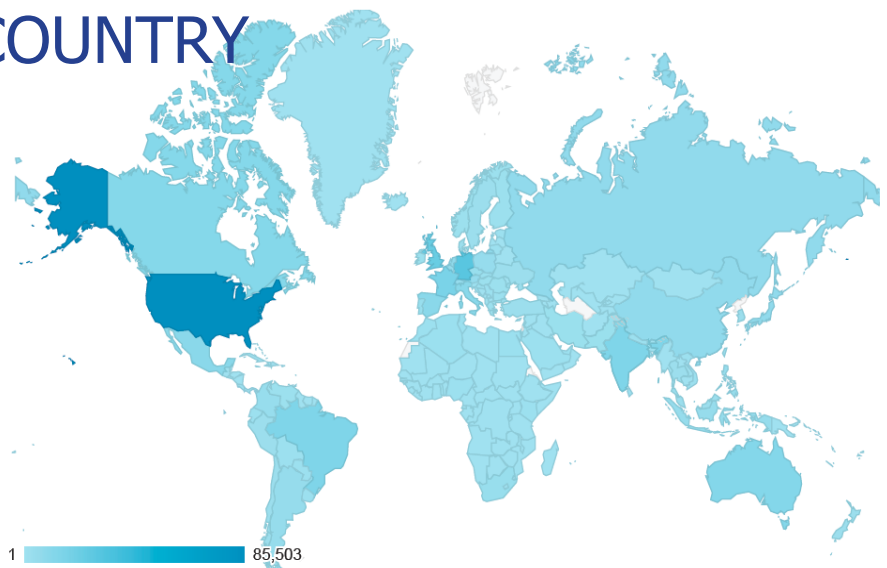
INDIA: 12,761 visits

AUSTRALIA: 10,528 visits

CANADA: 9,648 visits

ITALY: 9,421 visits

SPAIN: 8,730 visits



DOIs

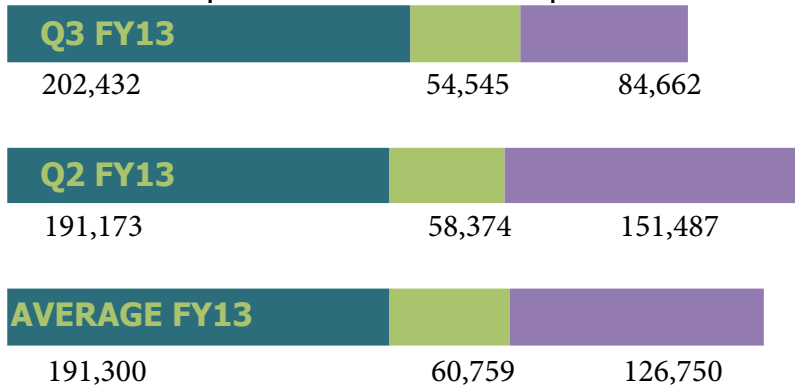
Q3 FY13 = 18,446 | Q2 FY13 = 29,253
total resolutions past year = 76,224

Each DOI resolution translates to a visit to BHL. When users cite BHL resources, they can include the DOI (essentially a link) to that item in BHL. Thus, DOI resolutions represent a baseline for how much traffic comes to BHL because users cite our collections.



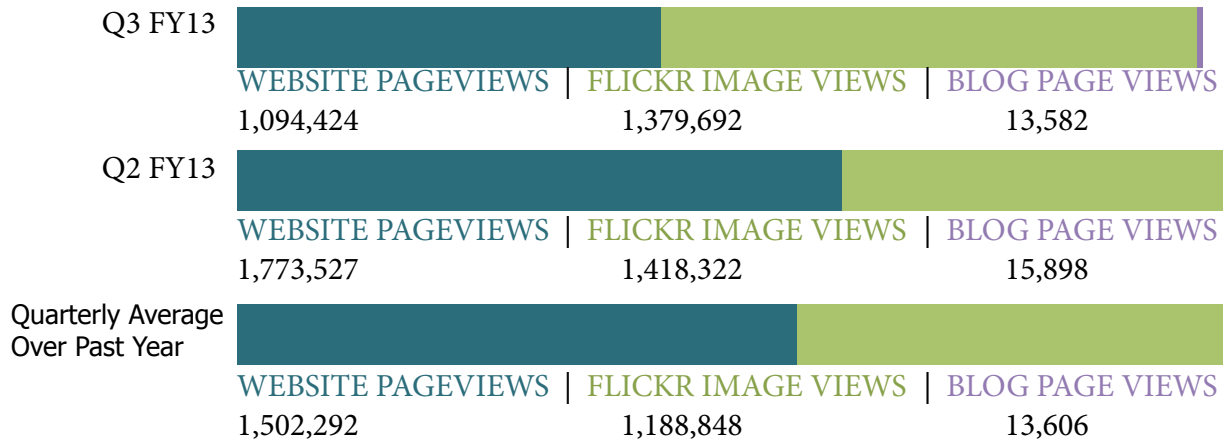
WEBSITE TRAFFIC SOURCES

SEARCH TRAFFIC | DIRECT TRAFFIC | REFERRAL



VIEWS

Q3 FY13 VIEWS COMPARED TO QUARTERLY AVERAGE



VISITS TO BHL FROM SOCIAL MEDIA PLATFORMS

JULY 2011-JUNE 2012 VS JULY 2012-JUNE 2013

Twitter	2,951 4,399	Flickr	6,777 16,538
Facebook	5,901 11,088	Pinterest	215 3,072

TOTAL
26,556 | 47,734

BHL came to the rescue when a planned trip to work in the Mertz Library at The New York Botanical Garden had to be cancelled due to Hurricane Sandy. Thanks to the online resources available through BHL I was able to source most of the key works I needed, with their supporting bibliographic information. Further use of BHL occurred when building work at the Linnean Society of London limited access to some of the book I had been able to use from that collection.

*Gina Douglas,
Hon. Archivist,
Linnean Society of London*

bhl users

measuring the bhl audience

BHL audience is much greater than simply the number of visitors to the BHL website. It also encompasses those that use BHL resources on our other outreach platforms, including Flickr, our blog, Twitter, Facebook, and Pinterest. To reflect a complete picture of our audience, we must measure all of these users.

UNIQUE VISITORS

	WEBSITE	BLOG	TOTAL
Q3 FY13	211,279	7,444	218,723
AVERAGE	205,479	7,297	212,776

3%



NEW VS RETURNING VISITORS

46% new visitors

54% returning visitors



534,992
Q3 FY13
new
visitors

635,027
Q3 FY13
returning
visitors



...measuring the bhl audience,
continued

TWITTER FOLLOWER GROWTH	TOTAL FOLLOWERS AS OF JUNE 2013 2,956	NEW FOLLOWERS IN Q3 FY13 265	58% SINCE JULY 2012 
FACEBOOK FOLLOWER GROWTH	TOTAL FOLLOWERS AS OF JUNE 2013 5,812	NEW FOLLOWERS IN Q3 FY13 822	102% SINCE JULY 2012 
FLICKR FOLLOWER GROWTH	TOTAL FOLLOWERS AS OF JUNE 2013 2,977	NEW FOLLOWERS IN Q3 FY13 409	123% SINCE JULY 2012 

A wonderful resource and image bank, but also an excellent example of use of social media: @BioDivLibrary via Twitter, from mtechman

*Always enjoy everything you provide and the wealth of information you provide. Making this available is like having Shaw's garden in by backyard and it use to be :-D
via Facebook, from Ken George*

*For an exemplary use of Pinterest - for science! - check out the Biodiversity Heritage Library @BioDivLibrary (& they tweet in Latin! :)
via Twitter, from Nina Sandlin @nsandlin*

*A useful (& free) site for accessing older literature - I find it very useful for botanical references: biodiversitylibrary.org @BioDivLibrary
via Twitter, from BotanistBriggs*

meaningful usage

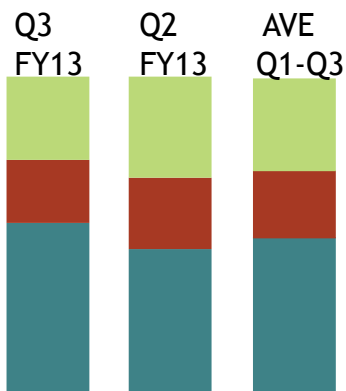
measuring user engagement



Measuring the success of BHL is about more than just tracking usage and audience. We also want to evaluate whether our users are having meaningful interactions with our content. How much time does a user actually spend on our site, how many pages do they view when they visit us, and how frequently are they returning to use our services? Within our other outreach platforms, are users simply passively monitoring what we're posting, or do they actually interact with it, have conversations with us about it, enhance it, and share our content with other people? The metrics presented in this spread attempt to reflect how engaged our users really are with us and our resources.

WEBSITE ENGAGEMENT

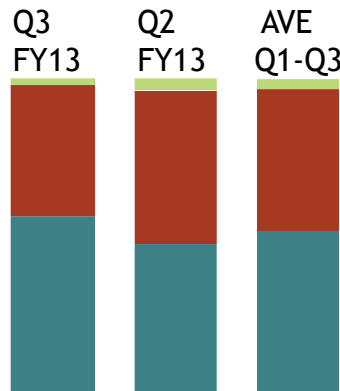
FREQUENCY



Maximum: Visits from users that come to BHL 9+ times per month
Moderate: Visits from users that come to BHL 2-8 times per month
Minimum: Visits from users that come to BHL 1 time per month

29% AVERAGE MAXIMUM
22% AVERAGE MODERATE
49% AVERAGE MINIMUM

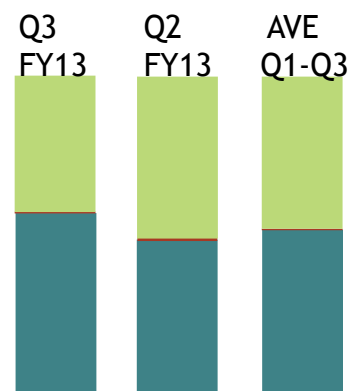
DEPTH



Maximum: Visits that involved viewing 20+ pages in BHL
Moderate: Visits that involved viewing 2-19 pages in BHL
Minimum: Visits that involved viewing only 1 page in BHL

3% AVERAGE MAXIMUM
45% AVERAGE MODERATE
52% AVERAGE MINIMUM

LENGTH



Maximum: Visits that last more than 3 minutes
Moderate: Visits that last 1-3 minutes
Minimum: Visits that last less than 1 minute

48% AVERAGE MAXIMUM
1% AVERAGE MODERATE
52% AVERAGE MINIMUM

measuring user engagement continued

JULY 2012 - JUNE 2013

RETWEETS/
MENTIONS **2,724**

TWITTER ENGAGEMENT

9%
Q3 over 12 mo. quarterly average

CLICKS ON
LINKS **2,501**

31%
Q3 over 12 mo. quarterly average

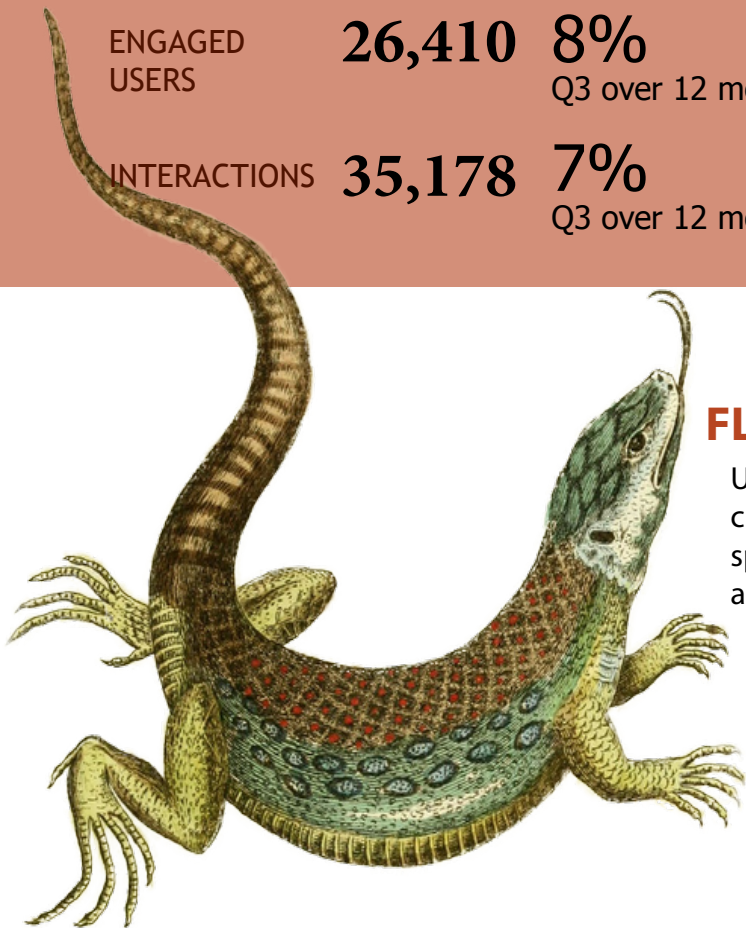
JULY 2012 - JUNE 2013

ENGAGED
USERS **26,410**

8%
Q3 over 12 mo. quarterly average

INTERACTIONS **35,178**

7%
Q3 over 12 mo. quarterly average



FLICKR ENGAGEMENT: TAGGED IMAGES

Users can add tags to BHL images in Flickr. If these are species name machine tags, e.g. , "taxonomy:binomial=Genus species" the images can be automatically ingested into EOL and associated with the corresponding species page.

75,176
IMAGES IN FLICKR

10,992
IMAGES TAGGED

scientist profiles

& the biodiversity heritage library



Who: Dr. Eric Danell, botanist

Where: Director, Dokmai Garden, Chang Mai, Thailand

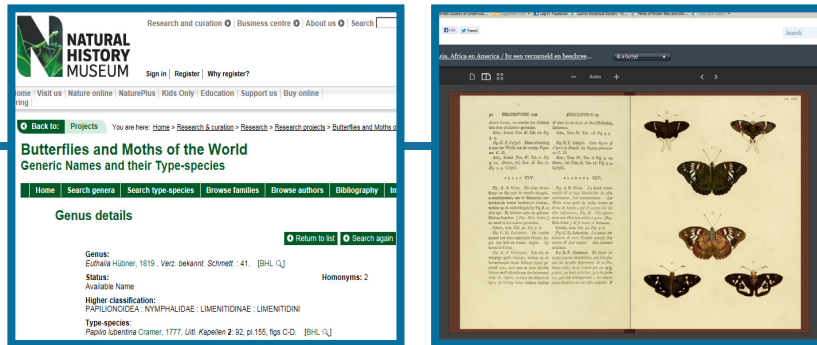
Research Specialty: Gardens and botanical research

BHL Use: Eric uses BHL several times a week, typically verifying plant species descriptions online but occasionally also downloading PDFs. He finds Linnaeus' Species Plantarum (1753, volumes 1-2) to be an especially useful resource found in BHL. "This is the origin of plant research and so many important plants, also in the tropics, are described here. [Linnaeus'] spelling, his comments, and his references are crucial to botanical research."

BHL Impact: "BHL is a crucial tool since I am located in the Asian tropics. Although I have a private rare books collection in Sweden, I dare not bring it here due to termites and moulds. The fact that I can sit in a remote corner of the world and access rare books is awesome! BHL is my favorite."

scientist profiles

& *the biodiversity heritage library*



Who: Dr. Brian Pitkin and Paul Jenkins

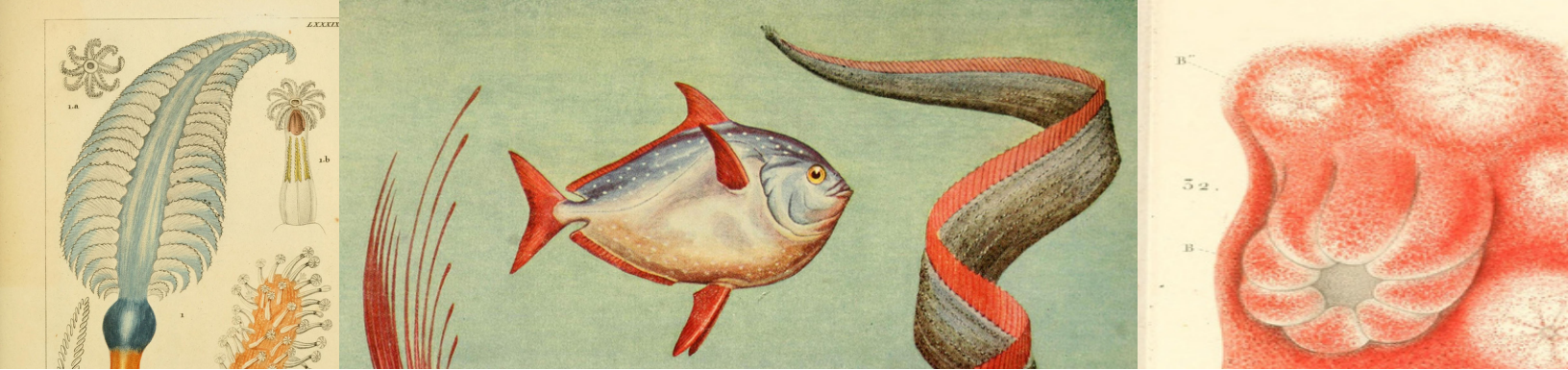
Where: The Natural History Museum in London

Research Specialty: Lepidoptera

BHL Use: Brian and Paul have used BHL to update and revitalise the Generic Names of Moths of the World: Generic Names and their Type Species, a catalogue of more than 32,000 genus-group names Lepidoptera, by adding links to BHL content to the cited references.

BHL Impact: Information in the catalog now includes:

- 54% (17,479) of the 32,188 included genus-group names have links to BHL scanned images.
- 64% (17,976) of the 27,891 included type species have links to BHL scanned images.
- 58% (2,297) of the 3,944 included type species designations have links to BHL scanned images.
- The catalogue bibliography includes 8,863 references, of which 3,741 (42%) have been scanned by BHL.



about bhl

The Biodiversity Heritage Library (BHL) is a consortium of 15 natural history and botanical libraries that work collaboratively to make biodiversity literature openly available to the world as part of a global biodiversity community.

The BHL consortium works with the international taxonomic community, rights holders, and other interested parties to ensure that this biodiversity heritage is made available to a global audience through open access principles. Today, in partnership with the Internet Archive and through local digitization efforts, BHL has digitized over 41 million pages of taxonomic literature, representing over 61,000 titles and 116,000 volumes (August 2013).

The published literature on biological diversity has limited global distribution; much of it is available in only a few select libraries in the developed world. Biologists have long considered that access to the published literature is one of the chief impediments to the efficiency of research in the field. Among other results, free global access to digitized versions of the literature would repatriate information about the earth's species to all parts of the world.

Since 2009, the BHL has expanded globally. The European Commission's eContentPlus program has funded the BHL-Europe project, with 28 institutions, to assemble the European language literature. Additionally, the Chinese Academy of Sciences, the Atlas of Living Australia, Brazil (through SciELO and BIREME), and the Bibliotheca Alexandrina have created regional BHL nodes. The newest global node, BHL-Africa, officially launched in April, 2013. These projects will work together to share content, protocols, services, and digital preservation practices.

Awards Received by the Biodiversity Heritage Library

- Charles Robert Long Award of Extraordinary Merit. Council on Botanical and Horticultural Libraries. 2013.
- Laureate. IDG's Computerworld Honors Program. 2013.
- (BHL-Australia) Victorian Government Arts Leadership Recognition Award. 2012.
- Outstanding Collaboration Award. Association for Library Collections & Technical Services (ALCTS). 2010.
- John Thackray Medal. The Society for the History of Natural History. 2010.

Five Recent Publications that Highlight the Biodiversity Heritage Library

- Marhold K, Stuessy, T (2013) The Future of Botanical Monography: Report from an International Workshop, 12-15 March 2012, Smolenice, Slovak Republic. *Taxon*. 62 (1): 4-20.
- Seltmann KC, Péntzes Z, Yoder MJ, Bertone MA, Deans AR (2013) Utilizing Descriptive Statements from the Biodiversity Heritage Library to Expand the Hymenoptera Anatomy Ontology. *PLoS ONE* 8(2): e55674. doi:10.1371/journal.pone.0055674.
- Ang Y, Puniamoorthy J, Pont AC, Bartak M, Blanckenhorn WU, Eberhard WG, Puniamoorthy N, Silva VC, Munari L, Meier R (2013) A Plea for Digital Reference Collections and Other Science- based Digitization Initiatives in Taxonomy: Sepsidnet as Exemplar. *Systematic Entomology*. doi: 10.1111/syen.12015.
- Robert JR, Drost, CA (2012) Biodiversity Heritage Library. *College & Research Libraries News*. 73 (10): 626-627.
- Bieler R, Petit RE (2012) Molluscan Taxa in the Publications of the Museum Godeffroy of Hamburg, with a Discussion of the Godeffroy Sales Catalogs (1864-1884), the Journals des Museum Godeffroy (1873-1910), and a History of the Museum. *Zootaxa* 3511: 1-80.



BHL Staff & Member Institutions

Secretariat:

Program Director: Martin Kalfatovic
Program Manager: Carolyn Sheffield
Collections Coordinator: Bianca Crowley

Technical Team:

Technical Director: William Ulate
Lead Developer: Mike Lichtenberg
Data Analyst: Trish Rose-Sandler

BHL Executive Committee:

Chair: Nancy Gwinn (Smithsonian Libraries)
Vice-Chair: Connie Rinaldo (MCZ Harvard)
Secretary: Susan Fraser (The New York Botanical Garden)

BHL-Global Executive Committee:

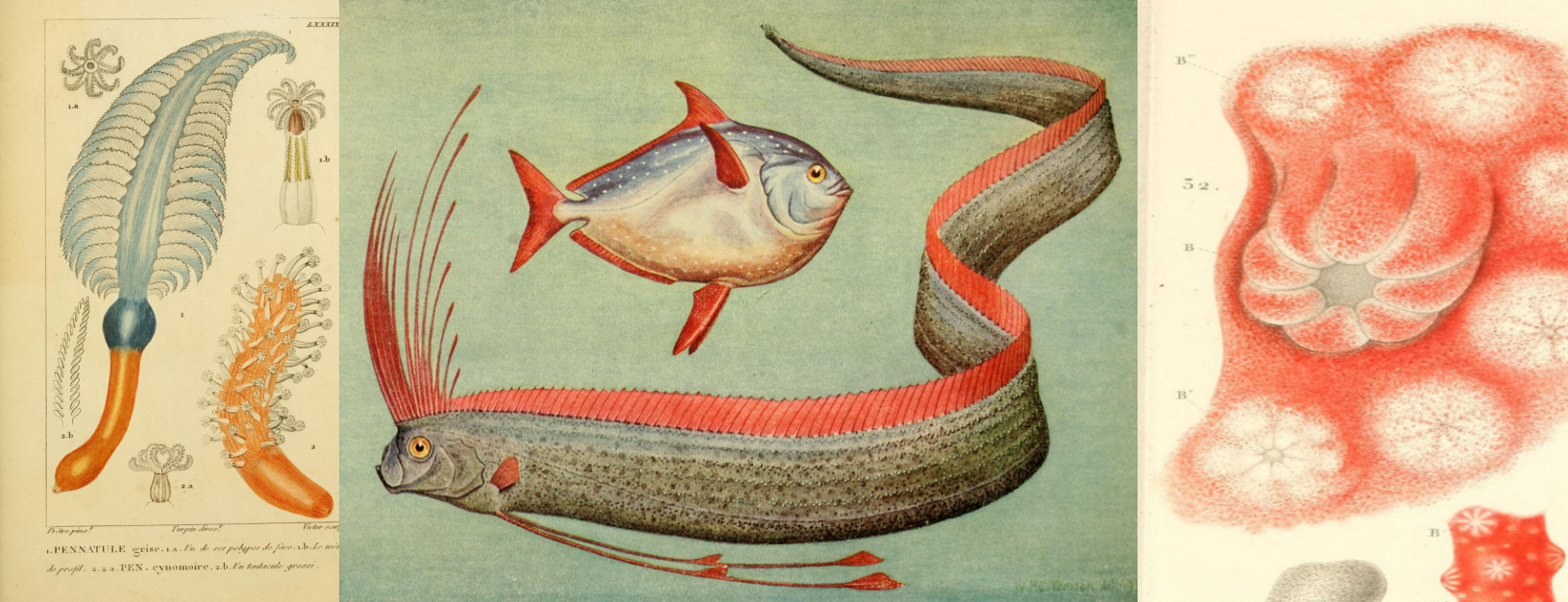
Chair: Ely Wallis (BHL-Australia)
Vice-Chair: Jiří Frank (BHL-Europe)
Secretary: Nancy Gwinn (BHL)

Steering Committee:

American Museum of Natural History
California Academy of Sciences
Cornell University
Harvard University Botany Libraries
Harvard University, Ernst Mayr Library, MCZ
Library of Congress
Royal Botanic Gardens, Kew
Marine Biological Laboratory, Woods Hole
Missouri Botanical Garden
Natural History Museum, London
The New York Botanical Garden
Smithsonian Libraries
United States Geological Survey

Institutional Council:

Academy of Natural Sciences, Philadelphia
The Field Museum



Staff Changes

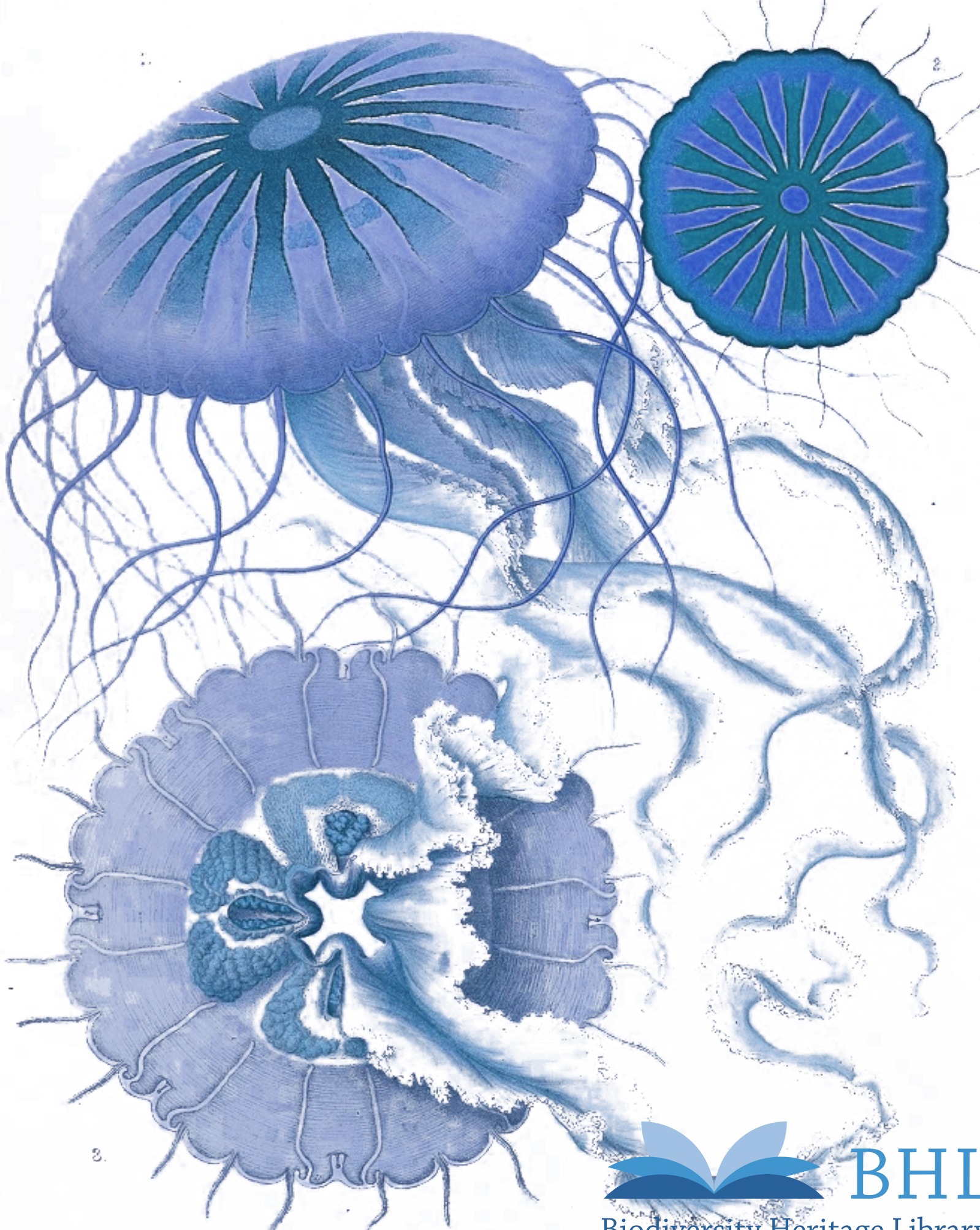


We are pleased to announce that Carolyn Sheffield joined the Biodiversity Heritage Library as the new Program Manager in July 2013. Carolyn replaces Grace Costantino who served as the Program Manager for the past 18 months and was an active member of BHL for a total of five years.

Carolyn comes to BHL with a wealth of experience in project planning, grants management, and digital outreach. She has worked as a project manager on a research project for improving image access, as a statewide grants coordinator for Maryland libraries, and as a coordinator of a visual artists' registry. Her interests include user needs for information access, open access digital libraries, and new media. She holds a Master's degree in Library Science from the University of Maryland, College Park with a concentration in archives and records administration.

Carolyn's interest in improving access to biodiversity collections grew out of her work with the Smithsonian collections of scientists' field notes, journals, and related collections. In her most recent position, she served as Project Manager for the Field Book Project where she was responsible for overall project planning, management of cataloging efforts, and coordination of online delivery of digital content. She has also been actively involved in the Field Book Project's social media presence as a regular contributor and editor of the Field Book Project blog and twitter feed. Carolyn lives in Baltimore with her husband Russell, their dog Boris and cat Medea, where she tends a modest urban garden of strawberries, purple beans and rhubarb.

We are thrilled to welcome Carolyn to the BHL family while we send our warmest thanks to Grace Costantino for all of her contributions to BHL.



BHL member libraries



CALIFORNIA
ACADEMY OF
SCIENCES



 Kew
LIBRARY



MISSOURI BOTANICAL GARDEN



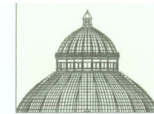
AMERICAN MUSEUM
OF NATURAL HISTORY



Smithsonian Libraries



LIBRARY OF
CONGRESS



THE NEW YORK BOTANICAL GARDEN



MBLWHOI
LIBRARY



**NATURAL
HISTORY
MUSEUM**



Cornell University
Library



HARVARD UNIVERSITY

Museum of Comparative Zoology