



Fall Newsletter 2012

Welcome to the Biodiversity Heritage Library Newsletter

The Biodiversity Heritage Library (BHL) is a global consortium of natural history and botanical institutions that cooperate to digitize and make freely available the biodiversity literature in their collections.

[Learn more about our project.](#)

BHL: One Big, Happy Family!



BHL Staff Gathered at Harvard University

On September 27-28, 2012, thirty-one staff members representing all 14 [BHL member institutions](#) convened at the Ernst Mayr Library at the Museum of Comparative Zoology at Harvard University for the 2012 BHL Staff and Technical Meeting.

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BHL at a Glance

[Volumes Online:](#)

108,000+

[Pages Online:](#)

39.7MM+

[Flickr Images:](#)

49,000+

[Twitter Followers:](#)

2,000+

[Facebook Likes:](#)

3,600+

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As the first face-to-face meeting for BHL staff in nearly a year, the meeting was an opportunity to discuss such topics as BHL Projects and Initiatives; Collections Analysis, Scope, and Prioritization; Article-level access in BHL; Global BHL content replication and synchronization; Digitization workflow management; OCR improvements; and a revitalization of BHL's mission statement and goals.

Staff are now busy developing plans to address meeting action items and continue discussions about revising BHL's mission and goals in order to further inform a 2 year workplan for the project. The 2012 Staff and Technical Meeting was a hands-down success and a fabulous opportunity for BHL's dedicated staff to further our vision to repatriate biodiversity knowledge to the world. [Learn more about the meeting.](#)

BHL's New Technical Director

On August 23, 2012, the BHL Steering Committee unanimously voted to appoint William Ulate as the new BHL Technical Director, replacing Chris Freeland, BHL's founding technical director, who has accepted a new position as Senior Director of University Academic Computing at Washington University in St. Louis, MO. Ulate currently serves as BHL's Global Coordinator, a capacity he will maintain alongside his new duties as Technical Director. [Learn more.](#)

Ulate will be advised on technical issues by the newly-appointed BHL Technical Advisory Group. [Learn more.](#)

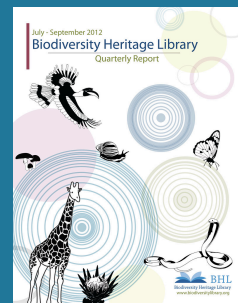


BHL Technical Director William Ulate

Everyone Loves Sharks!

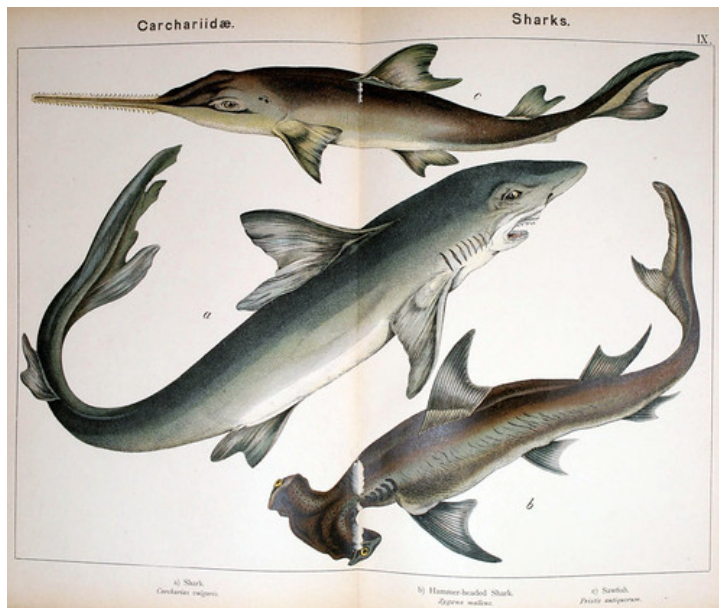
Support BHL

We believe providing researchers with knowledge about biodiversity is critical for saving life on earth. Help us accomplish this goal by [donating to BHL](#) today.



BHL Report

Check out the [BHL Quarterly Report](#) to learn all about the BHL project and the progress we've made!



Sharks from Natural History of the Animal Kingdom
in BHL

In August, BHL hosted a Shark Week campaign in celebration of [Discovery Channel's famous week-long event](#). The campaign consisted of Facebook posts, Tweets, [a blog post](#), [Flickr images](#), and an [iTunes U collection](#) dedicated to sharks.

As a result of the campaign, traffic to BHL from Twitter increased by 125%, by 46% from Facebook, and by 50% from Flickr. The Shark Week iTunes U collection received 314% more downloads, 446% more subscribers, and 357% more browses than a single collection receives on average. The phenomenal success of this campaign prompted staff to organize more publicity events around pop culture themes, such as [Halloween](#), [Presidential Pets](#), and the end of the Mayan Calendar.

Be sure to visit our [blog](#), [Facebook](#), [Twitter](#), [Flickr](#), [Pinterest](#) and [iTunes U](#) for more great content about the topics you love!

BHL at ESA 2012 & ALA 2013

On August 5-10, 2012, Constance Rinaldo of the Ernst Mayr Library at the Museum of Comparative Zoology at Harvard University represented BHL at the joint BHL/EOL booth at the Ecological Society of America 2012 conference in Portland, Oregon. This year, the theme of the conference was Life on Earth: Preserving, Utilizing, and Sustaining our Ecosystems - a fitting backdrop against which to feature BHL. [Learn more](#).

Planning to attend the American Libraries Association (ALA) Midwinter 2013 conference in Seattle, Washington? BHL will be hosting a booth (#307) at the conference. Come check us out and spread the word! [More information](#).

