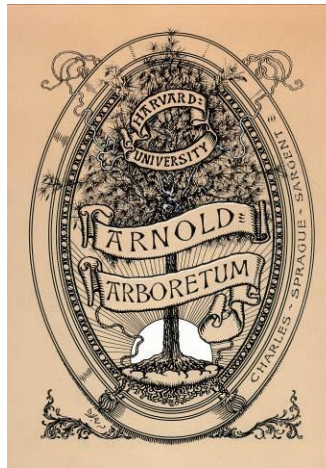


Archives I G-5

Website records, 1995-2008: Guide.



The Arnold Arboretum of Harvard University

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I G-5

Website records, 1995-2008: Guide.

Archives of the Arnold Arboretum of Harvard University
125 Arborway, Jamaica Plain, Massachusetts

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Descriptive Summary

Repository: Arnold Arboretum, Jamaica Plain, MA 02130.

Call No.: I G-5

Location: Archives.

Title: Website records, 1995-2008.

Date(s): 1995-2008

Creator: Arnold Arboretum

Quantity: 7.5 linear inches

Language of material: English

Abstract: The Arnold Arboretum website has undergone numerous revisions since its creation, including initiatives to add other projects to the website. This collection contains statistics, reports, and e-mails about Arnold Arboretum websites, as well as many printouts of actual webpages as they appeared at different times. Information includes discussions on web design, statistics on site traffic and searches, and business information from technology contractors. The collection ranges from 1995 to 2008.

Note: Access to Finding Aid record in [Hollis Classic](#) or [Hollis](#).

Preferred Citation: Website records. Archives of the Arnold Arboretum of Harvard University.

Processing Information

Processed: Sheila Connor. June/July 2011, Sara Beneman.

Acquisition Information

Provenance: This collection was transferred to the Arboretum's Archives in 2008 after Sheryl Barnes, the Web Project Manager, resigned in October, 2007 to lead the Educational & Scholarly Technology Services Client Services team in the Information Technology Department at Tufts University.

Terms of Access

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Historical Note

The Arnold Arboretum first launched its website in April 1996. The site used the same domain name as it uses in 2011 (arboretum.harvard.edu) and had information on living collections, library/archives, membership, public programs, and visitor information. Although the internet was only beginning to be popular, the Arboretum felt that it was important to take advantage of this new medium for information.



Chris Strand (1993-1998), the Outreach Horticulturalist, was involved a great deal in the creation of the site. The website has undergone several design and content revisions since that time, most of which took place under the aegis of Sheryl Barnes, (2000-2007). Sheryl joined as Web Project Manager for the Institute for Cultural Landscape Studies, but orchestrated many other projects like the Arboretum website redesigns and the digitization of *Arnoldia*. Notable projects are 2000's redesign by Aries New Media and 2007's by iFactory. The site has added many other features for users and patrons, ranging from online publications to staff profiles to improved

plant lists and maps. The website has been and continues to be a powerful tool for supporting the Arboretum's mission of distributing botanical information to the Harvard community and beyond. Donna Tremonte is the current webmaster (2011).

The Arboretum has also had a part in other web-based projects, including Harvard's Library Digital Initiative, the Institute for Cultural Landscape Studies website, and the digitization of *Arnoldia*. The Arboretum joined the LDI program in 1999, when it received a grant to digitize and make available some East Asian materials. The Joseph C. Rock collection on Western China and Tibet was chosen to be put online. More East Asian materials were examined as well. This project was a joint effort

The screenshot shows the website's layout. The header includes the logo and the text "The ARNOLD ARBORETUM of HARVARD UNIVERSITY". Navigation links are provided in the top right and a central bar. The main content area features a large image of a garden. Below this are four columns of featured content: "Webb Blog" (a forest path), "Arnoldia Online" (a plant), "Visitor Education" (two people), and "What's New" (two news items). The footer contains social media icons, a mailing list sign-up form, and a copyright notice.

Current iteration of the AA website, 2011

between Arboretum library staff and staff at the Harvard University Herbaria. The Arboretum has strong ties with East Asia; many plants from East Asia are similar to those in the Northeastern United States. This can have productive results for protecting against disease, for example. Early Arboretum contributors such as Joseph C. Rock were also very interested in East Asian plants, bringing back many samples to the Arboretum from their travels.

The Institute for Cultural Landscape Studies was founded to create a community to understand and manage cultural landscapes. Cultural landscapes are unique because they have history attached to them. The Arboretum is a clear example of a cultural landscape. The ICLS wanted to spread knowledge and educate people about the specific challenges of cultural landscapes, which require consideration of historic preservation, natural conservation, and land use planning. The ICLS was integrated into the Arboretum's education department in July 2002.

Arnoldia is the quarterly magazine of the Arnold Arboretum. It was previously published as *The Bulletin of Popular Information*, but changed its name in 1940. It contains articles about current happenings at the Arboretum, botany, landscape design, and other plant science. All back issues of the magazine, in both iterations, were digitized in 2004-2005. All subsequent issues are now made available online immediately. The collection is searchable and can also be browsed by date, author, or title. This makes the magazine available to the general public, greatly increasing its circulation.

Scope and Content

This collection contains web-related materials including printouts of web pages, development plans, search statistics, visitor traffic, e-mails, and committee meeting minutes. Folders within series are in rough chronological order; however, items within folders are not always in chronological order. In some cases, this is because the items are meant to be compared, as in Series I, Folder 3, where different iterations of the library homepage are placed sequentially. The collection spans 1995-2008.

Arrangement

The Records of Arnold Arboretum Websites, 1995-2008 collection is arranged in four series:

- Series I: Arnold Arboretum Website
- Series II: *Arnoldia*
- Series III: Institute for Cultural Landscape Studies Website
- Series IV: Miscellaneous Web-based and IT Projects

Container List

Series I: Arnold Arboretum Website

- **Box 1**
 - Folder 1: Arnold Arboretum Web Report, April 1998
 - Folder 2: Web pages: Arnold Arboretum main page, June 1998, January 1999
 - Folder 3: Web pages: Library and Archives, 1998
 - Library homepage, May 1998
 - Library homepage, annotated, June 1998

- Library homepage, September 1998
- HOLLIS, May 1998
- Monthly spotlight, June 1998
- Archives, June 1998
- Guide to the George Russell Shaw papers, June 1998
- Guide to the George Russell Shaw papers, August 1998
- Guide to the Beatrix Jones Farrand papers, June 1998
- Guide to the Beatrix Jones Farrand papers, August 1998
- Guide to the Charles Sprague Sargent papers, June 1998
- Edouard André letters, June 1998
- Folder 4: Web pages: Living Collections, June 1998, January 1999
- Folder 5: Web pages: Public programs, 1998
 - Education, June 1998
 - Education, September 1998
 - Publications
 - Education program registration, ca. 1998
 - Elementary school curricula
 - Education
- Folder 6: Web pages: Visitor and membership information, September 1997, August 1998
- Folder 7: Arboretum Website Development, Draft. April 14, 1995.
 - Web Project Memo to Staff from Chris Strand. April 24, 1995.
 -
 - Website layout, design, descriptions, and proposals, 1995-2007
 - Arnold Arboretum, January 31, 1996
 - Website review and analysis: living collections area, proposal 1, January 30, 1998
 - Website review and analysis: living collections area outline, proposal 2, February 12, 1998
 - Evolution of Arboretum's website, 1998
 - Sitemap, January 29, 2003
 - Draft structure, January 30, 2003
 - Integration of websites into Landscape Institute courses, August 6, 2003
 - Website goals, April 9, 2003
 - Usability testing plan, August 14, 2003
 - Function list, August 14, 2003
 - Homepage blurbs, March 2003
 - Color printouts, June 1, 2005
 - Sitemap, February 10, 2005
 - Usability testing plan, February 13, 2004
 - Website development plan, March 1, 2004
 - Program needs for website, April 27, 2004
 - Sitemap, June 1, 2005

- Staff meeting minutes regarding the website, September 13, 2000-February 8, 2007
- Folder 8: Website access statistics, 1998-2007
 - History from 11/1/1998 to 12/31/2002
 - History from 8/1/2000 to 2/28/2003
 - Pages accessed, January-March 2000
 - Searches conducted, October 2002
 - Top 50 of 168 browsers, September 2000
 - Top 50 of 372 browsers, October 2000
 - Most common searches, September 2002-February 2003
 - Traffic to AA website, December 2000-January 2003
 - Traffic to AA website, January-March 2003
 - Top 25 of 589 entry pages, May 2006
 - Top 25 of 600 exit pages, May 2006
 - Top 25 of 14,110 trails followed, May 2006
 - Documents report, May 2006
 - Documents report, May 2007
 - Top 25 of 300 entry pages, May 2007
 - Top 25 of 306 exit pages, May 2007
 - Top 25 of 15,708 trails followed, May 2007
- Folder 9: Website redesign [Aries New Media], 2000
 - Request for proposal, June 12, 2000
 - Aries New Media proposal, October 3, 2000
 - Site redesign timeline
 - Overview of draft website structure, October 3, 2000
 - Revised overview of draft website structure, October 5, 2000
 - Draft structure of website, V.4, October 5, 2000
 - Web pages [2 copies, one with addenda], November 27, 2000
 - Draft structure of website, V.5, November 29, 2000
 - Information design phase, December 2000
- Folder 10: Website redesign [iFactory], 2006-2007
 - AA website redesign, 2006-2007
 - Statement of work: website redesign, November 24, 2006
 - Web pages, February 15, 2007
 - Maps
 - Description of Arnold Arboretum
- Folder 11: Website and IT committee records, 2000-2008
 - Website design committee, February 11, 2000
 - Technology meeting follow-up e-mail from Sheryl Barnes, November 15, 2000
 - Website advisory committee minutes, May 2, 2001
 - Web advisory meeting agenda, January 9, 2003
 - Web advisory meeting, April 16, 2003
 - Website meeting agenda, December 1, 2003
 - IT Committee meeting, August 12, 2004

- Assessment of IT environment, September 2004
- E-mail from Andrew Hubble to Sheryl Barnes, October 6, 2004
- Assessment of IT environment, October 6, 2004
- Assessment of IT environment, October 26, 2004
- E-mail from Bob Cook/Cynthia Jensen to Sheryl Barnes, March 4, 2005
- Website advisory meeting, November 23, 2004
- Scanner cost options, May 23, 2005
- E-mail to Sheryl Barnes, May 27, 2005
- E-mail from Andrew Hubble, September 27, 2005
- Interoffice memorandum, December 5, 2006
- Arboretum website committee wish lists, December 1, 2008

Series II: *Arnoldia*

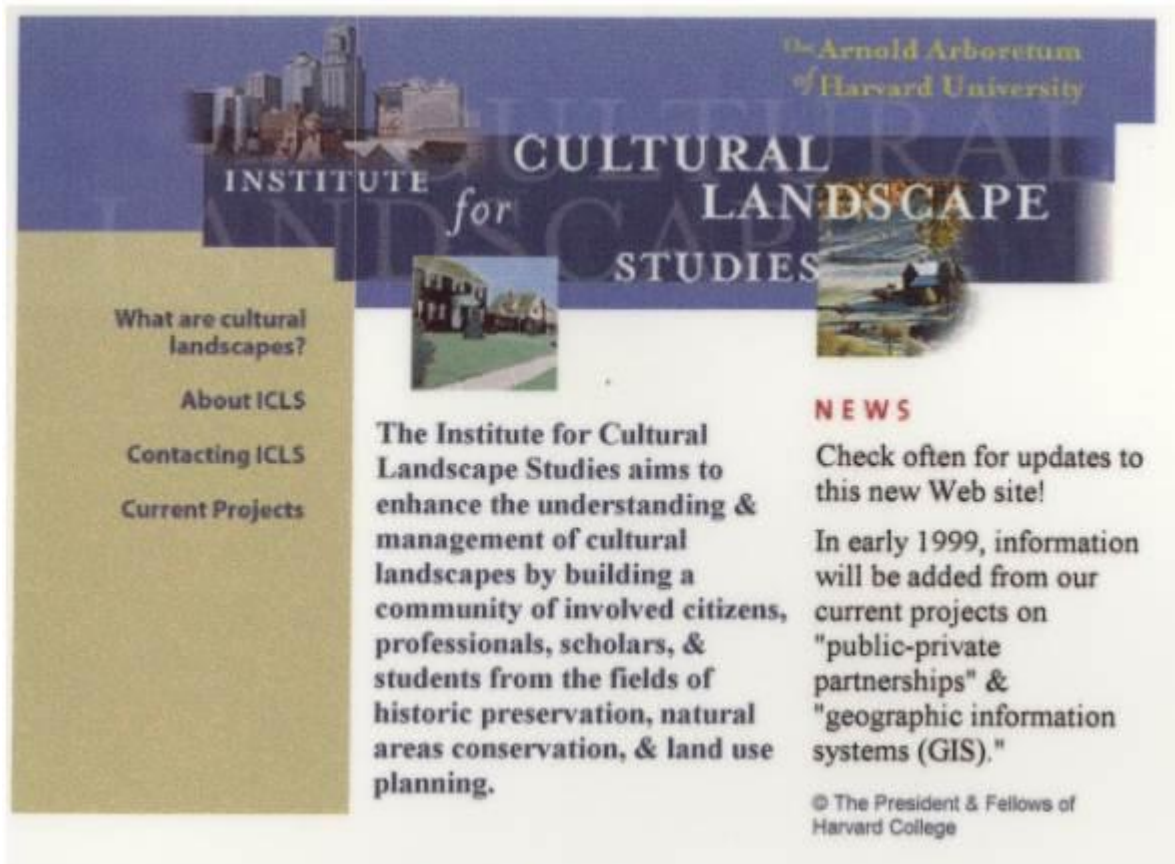
- **Box 1**

- Folder 1: *Arnoldia* digitization by iFactory, 2004-2005
 - Phase one summary, January 2004
 - Summary of usability tests, March 14, 2004
 - Phase one summary, April 2004
 - *Arnoldia* digitization project brief, April 20, 2004
 - Potential vendors for digitizing *Arnoldia*, April 23, 2004
 - *Arnoldia* digitization brief, June 25, 2004
 - *Arnoldia* digitization, October 12, 2004
 - *Arnoldia* digitization, October 12, 2004
 - Statement of work: digitizing *Arnoldia*, November 5, 2004
 - Statement of work: digitizing *Arnoldia*, December 2004
 - Statement of work: digitizing *Arnoldia*, December 13, 2004
 - Digitization inquiry, January 14, 2005
 - E-mail from Sheryl Barnes, August 17, 2005
 - E-mail from Cheryl Tivey to Sheryl Barnes, October 28, 2005
 - Project overview, November 1, 2005
 - Detailed work plan
 - Articles
 - Physical inventory of *Arnoldia* content
 - A check-list of plants



Series III: Institute for Cultural Landscape Studies Website

- **Box 1**



The now-closed ICLS website

- Folder 1: Web pages: Institute for Cultural Landscape studies, May 1998
- Folder 2: Needs assessment, August 2000
- Folder 3: Web server statistics, 2000-2002
 - ICLS web server statistics, March 2000
 - ICLS web server statistics, annotated, March 2000
 - ICLS web server statistics sorted by user graph, March 2000
 - ICLS web server statistics sorted by accesses, March 2000
 - ICLS web server statistics, most visited pages, March 2000
 - ICLS web server statistics, most visited pages, March 2000
 - ICLS web server statistics, most visited pages, March 2000
 - Report of searches, September and October 2002
- Folder 4: Website survey results, April 2000
 - Survey
 - Summary of responses to survey questions
 - ICLS website survey results
- Folder 5: Site redesign planning

- Alice and Phyllis's comments on revised ICLS website, June 23, 2000
- AltaVista search-sites linked to ICLS, April 20, 2000
- ICLS site redesign plan
- Folder 6: Search statistics, 2001
 - Directories report, June 2000
 - ICLS planning committee e-mail, August 1, 2001
 - Atomz search report, November 14, 2000
 - Atomz index log, June 16, 2000
 - Atomz membership information, June 16, 2000
- Folder 7: Website archives
 - Laminated copy of front page
 - CD containing website archives, 1999, 2000
 - Styles and format for ICLS website, June 26, 2000
 - How to "Go Live" with ICLS website changes
 - NetMechanic receipt, January 3, 2001
 - NetMechanic membership information, January 3, 2001

Series IV: Miscellaneous Web-based and IT Projects

- **Box 1**

- Folder 1: Computer in exhibit area surveys
- Folder 2: Library Digital Initiative, Western China and Tibet, 2001-2003
 - Inventory summary for Western China and Tibet, November 29, 2001
 - E-mail from Suzanne Kriegsman to Sheila Connor, June 9, 2002
 - Western China and Tibet: Hotspots of Diversity, August 30, 2002
 - Search Harvard's resources, October 1, 2002
 - E-mail from Sheila Connor, October 11, 2002
 - Notes, October 30, 2002
 - AA LDI project meeting, January 22, 2003
 - Rock's handwritten letters flowchart
 - LDI spreadsheet
 - Hotspot of Diversity org chart
 - Spreadsheet for Rock materials, August 16, 2001
 - AA index groups for page turner applications
 - Feedback poll responses, July 7, 2003
 - Maps of China and Tibet
 - Rock name, location, etc. spreadsheet
- Folder 3: Library Digital Initiative: The nature of Eastern Asia, 2002
 - Reformatting procedures, February 22, 2002
 - Preliminary grant proposal, September 27, 2002