

Synergy 2009 to 2018

By Susan La Marca

Snapshot

In 2018 *Synergy* celebrated fifteen years of existence. Since 2009 the journal has been online and this article explores the data that describes access to the *Synergy* website from 2009 to 2018.

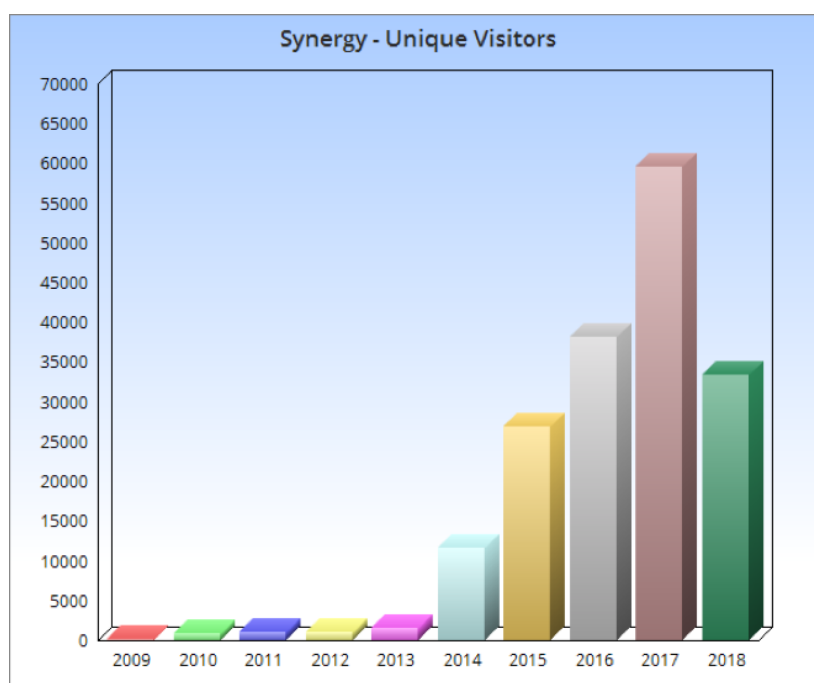
A New Website

At the end of 2018 we decided to decommission the original *Synergy* website. At that time, it had been in its current form for almost ten years and the site was showing signs of age. It was decided to look for a platform that would offer us increased levels of functionality as well as a new look. The old site was shut down in October of 2018.

As we were migrating to an entirely new platform, we took the opportunity to explore the statistics offered by the site one last time. The results were gratifying and rather surprising.

Statistics

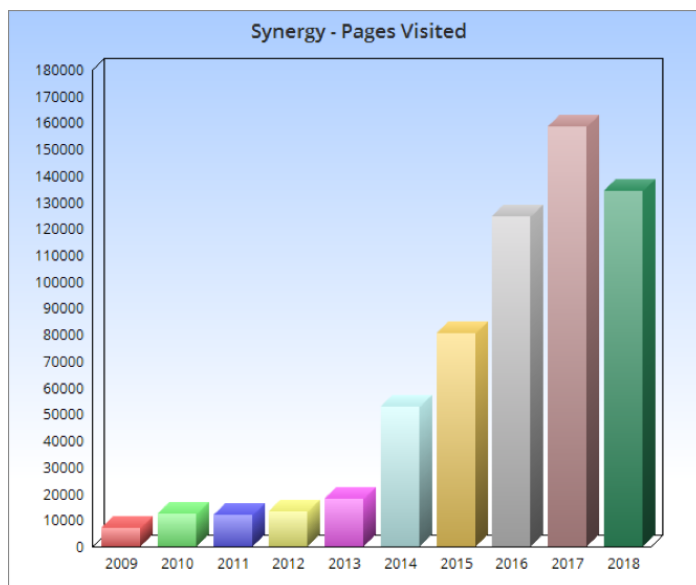
Graph One (below) shows the number of unique visitors to the *Synergy* website from 2009, when it was first made live, to October 2018. During the first years of the journal, between 2003 and 2009, the journal was closed-access, members only. During that period, the journal had modest visitor numbers in the low thousands. In 2014, the SLAV Committee of Management and SLAV Council made the decision to open up the older issues of *Synergy* to a wider audience.



Graph One - Synergy - Unique Visitors

The decision was taken to have only the most recent edition of the journal on closed access, with all earlier editions open to all site visitors. This decision was taken in an effort to both extend the reach of the journal and to share the content more widely; an effort to be more collegiate and share our resources with our fellow professionals around Australia and in other countries.

The decision was publicised as widely as possible and the graphs below show that this was very successful, with the usage of the website growing each year from 2014 onwards, reaching a peak of 60,000 unique visitors and just under 160,000 pages visited on the site in 2017. The number of visits in 2018 are lower, possibly due to the site being closed in October to facilitate the migration to the new *Synergy* home.



Graph Two – Synergy – Pages Visited

It is most exciting to know that such a large number of people within our association and beyond are accessing *Synergy*. We hope that this interaction with the content we are providing is useful, supportive, and thought-provoking.

The Future

Now, in 2019, we have a new home for the journal and a new chapter in its story. The increased functionality of the new site will, we hope, encourage even greater use by the professional community. We will certainly be working hard to ensure that the content remains relevant to the profession of school librarianship.

We look forward to seeing future statistics and hope the journal continues to grow.

Dr Susan La Marca is the editor of *Synergy* and the current Executive Officer of the School Library Association of Victoria. She can be contacted at synergy@slav.org.au