

# Rangelands Partnership

**2018**

*Partnership Guidelines and website/social media manual*

**Rangelands Partnership**

---

Contact: [rlwtech@cals.arizona.edu](mailto:rlwtech@cals.arizona.edu)  
Website: [Globalrangelands.org](http://Globalrangelands.org)

---

# Table of Contents

---

## Contents

Who We Are _____	1
Executive committee _____	3
Our Partners _____	5
Governance/WERA _____	7
Websites (DLIOs & Fun Facts) _____	12
Social media _____	27
Analytics _____	29
Contact Information _____	31
Organization Information _____	31

---

## Who We Are

---

*“The Partnership includes not just rangeland technical expertise, but also expertise in communication and technology – a major benefit...”  
(USDA proposal reviewer)*

Global Rangelands, Rangelands West, and the state rangelands websites are a collective effort (called The Rangelands Partnership) by 19 western land-grant universities collaborating with international partners. We have a unique interaction among rangeland specialists and librarians... Yes really, librarians and range folks! We've come together with our technology experts to bring you these comprehensive and specialized collections and resources. This is your destination for current research, decision-making tools, and training materials for sustaining the world's vast rangelands.

### What We Do

The Rangelands West (<http://globalrangelands.org/rangelandswest/>) and Global Rangelands (<http://globalrangelands.org/>) portals and database provide public and private land managers, researchers, Extension professionals, educators, and the public in the U.S. and worldwide with the information and tools they need for sustainable management of rangelands, informed decision-making, professional enhancement, and educational activities.

### Our Vision

The Rangelands Partnership is a worldwide, multidisciplinary collaboration that provides resources needed to inform public debate and decision-making regarding today's grand challenges of food security, climate adaptation, public health, environmental impacts, and economic development as they relate to rangelands around the world.

### Our History

First initiated at the University of Arizona (UA) in 1996 by university librarians, Web specialists, and the range extension specialist, the goal was to use Internet technologies to deliver information and provide new research and learning opportunities about rangeland science and management to increasingly connected audiences. As one of the original five institutional members of the National Agricultural Library's Agriculture Network Information Center (AgNIC) effort, the preliminary “Managing Rangelands” website was an early example of a cooperative approach to the electronic dissemination of information. However, the University of Arizona team recognized that the broad issues related to rangeland management do not stop at political boundaries. As a result,

in 2001, the framework for a virtual regional rangelands stewardship initiative was presented at the Western College of Agriculture deans and directors' summer meeting. A similar presentation was made to library officials. The result was support from deans and directors to move forward on a regional effort. Concurrently, on the ground rangelands specialists and agricultural librarians were also contacted. Using this top down and bottom up approach led to the current collaboration among 13 Western land-grants and 6 Great Plains states, each with a designated range professional and librarian/IT member. Rangeland specialists bring their disciplinary knowledge to the development of content as well as contacts with related organizations such as the Society for Range Management, with whom the Partnership has an agreement to provide access to journal back files. Similarly, librarians and IT specialists coordinate information technologies and relationships with other open access information providers.

## Executive committee

---

**Jeremy Kenyon, 2017-2018 Chair**  
University of Idaho  
Email: [jkenyon@uidaho.edu](mailto:jkenyon@uidaho.edu)

**Tipton Hudson, Vice-Chair**  
Washington State University  
Email: [HUDSONT@wsu.edu](mailto:HUDSONT@wsu.edu)

**Retta Bruegger, Secretary-Treasurer**  
Colorado State University  
Email: [Retta.Bruegger@colostate.edu](mailto:Retta.Bruegger@colostate.edu)

---

**Nicole Mason, 2016-2017 Chair**  
North Dakota State University  
Email: [nicole.k.mason@ndsu.edu](mailto:nicole.k.mason@ndsu.edu)

**Lovina Roselle, Vice-Chair** (Resigned March 2017)  
University of Idaho  
Email: [lovina@uidaho.edu](mailto:lovina@uidaho.edu)

**Jeremy Kenyon, Secretary-Treasurer** (Moved to Vice-chair March 2017)  
University of Idaho  
Email: [jkenyon@uidaho.edu](mailto:jkenyon@uidaho.edu)

**Tipton Hudson, Secretary-Treasurer** (March 2017)  
Washington State University  
Email: [HUDSONT@wsu.edu](mailto:HUDSONT@wsu.edu)

---

**Beth Burritt, 2015-2016 Chair**  
Utah State University  
Email: [beth.burritt@usu.edu](mailto:beth.burritt@usu.edu)

**Nicole Mason, Vice-Chair**  
North Dakota State University  
Email: [nicole.k.mason@ndsu.edu](mailto:nicole.k.mason@ndsu.edu)

**Lovina Roselle, Secretary-Treasurer**  
University of Idaho  
Email: [lovina@uidaho.edu](mailto:lovina@uidaho.edu)

---

**David Kruger, 2014-2015 Chair**  
University of Wyoming  
Email: [tseliot@uwyo.edu](mailto:tseliot@uwyo.edu)

**Beth Burritt, Vice-Chair**  
Utah State University  
Email: [beth.burritt@usu.edu](mailto:beth.burritt@usu.edu)

**Nicole Mason, Secretary-Treasurer**  
North Dakota State University  
Email: [nicole.k.mason@ndsu.edu](mailto:nicole.k.mason@ndsu.edu)

---

**Rachel Mealor, 2013-2014 Chair**  
University of Wyoming  
Email: [rdmealor@uwyo.edu](mailto:rdmealor@uwyo.edu)

**David Kruger, Vice Chair**  
University of Wyoming  
Email: [tseliot@uwyo.edu](mailto:tseliot@uwyo.edu)

**Beth Burritt, Secretary-Treasurer**  
Utah State University  
Email: [beth.burritt@usu.edu](mailto:beth.burritt@usu.edu)

---

## Our Partners

---

### Rangeland Partnership Members

- Colorado State University
- Kansas State University
- Montana State University
- North Dakota State University
- New Mexico State University
- Oklahoma State University
- Oregon State University
- South Dakota State University
- Texas A&M University
- University of Alaska Fairbanks
- University of Arizona
- University of California
- University of Hawaii
- University of Idaho
- University of Nebraska, Lincoln
- University of Nevada, Reno
- University of Sonora, Mexico
- University of Wyoming
- Utah State University
- Washington State University

### Our Sponsors

This initiative would not have been possible without the support and cooperation of the following organizations and people.

- Agriculture Network Information Center (AgNIC)
- Allen Press, Inc.
- Australian Rangeland Society
- CSIRO Publishing (The Rangeland Journal)
- Grasslands Society of Southern Africa
- Food and Agriculture Organization of the United Nations (FAO)
- Forest and Range.org Online Learning
- Global Open Data for Agriculture and Nutrition (GODAN)
- Range Science Information System (RSIS)

- Renewable Resources Extension Act (RREA) Program
- Society for Range Management
- University of Arizona, University Libraries
- University of Arizona, College of Agriculture and Life Sciences
- University of Arizona, College of Agriculture and Life Sciences, Cooperative Extension
- University of Arizona, College of Agriculture and Life Sciences, School of Natural Resources and the Environment
- Western Association of Agricultural Experiment Station Directors (WERA)

### **Grants Received**

- General Services Administration grant (1995)
- USDA Telecommunications grant (1996)
- Cooperative Agreement with Society for Range Management (2004)
- Western Sustainable Agriculture Research and Education (SARE) grant (2005)
- Multistate Research Project under the Western Extension and Research Administrative Committee (WERA 1008) (2005 and reconfirmed in 2011)
- eXtension Rangelands Stewardship Community of Practice grant (2008)
- USDA International Science and Education (ISE) grant (2010)
- USDA-NIFA Higher Education Challenge (HEC) grant (2010)
- USDA-NIFA eXtension Rangelands Stewardship Community of Practice grant (2012)
- USDA-NIFA-RREA “Discovering our Nation’s Rangelands” grant (2014)
- USDA-RREA Updating the RREA Strategic Plan (2016)
- WSARE Professional Development Workshops on Woody Species Management (2017)





"The Global Rangelands website is very user-friendly and the information provided is exceptionally comprehensive, which makes it a superb resource for producers, managers, and researchers..."  
(Tim Lyons, graduate student)

## Governance/WERA

---

### Bylaws

Our Bylaws can be found on our member website at <http://uwyoextension.org/rwpmembers/about-us/bylaws/>

### Governance & Executive Committee

Following WERA guidelines, the Partnership instituted a governance structure in 2005. An Executive Committee consisting of a Chair, co-Chair, and Secretary-Treasurer rotates between a rangelands specialist and a librarian, each serving a three year term. The Executive Committee coordinates activities, communicates with the membership, facilitates annual meetings, reviews the Bylaws, and meets monthly with the Technical Team and Annual Meeting organizers. Task forces and committees are convened as needed. Voting members include one rangelands specialist and one librarian/It personnel from each of the 19 member land-grant universities.

### WERA

**Multistate Research Coordinating Committee  
Proposal from The Rangelands Partnership  
(formerly Western Rangelands Partnership)  
Currently WERA 1008: October 2011 to September 2016**

Proposed Project Title: The Rangelands Partnership (formerly Western Rangelands Partnership)

Proposed Project Duration: From October 1, 2016 – September 30, 2021

Statement of Issue and Justification: Rangelands are vast natural landscapes that include grasslands, shrublands, woodlands, and deserts. They are widespread throughout the U.S., accounting for 36% of the land surface. However, most rangelands occur in the 19 Western States where they account for 53% of the private and public lands (Hart 1994). Rangelands are varied and complex systems that produce a myriad of valuable goods and services, including forage and habitat for livestock and wildlife, places for recreation and scenic beauty, clean water, and energy resources from fossil fuels, solar technologies, and wind (Maczko et al. 2004). Many forces threaten the productivity and ecological integrity of these rangelands and the human communities that rely upon them. Threats include inappropriate grazing practices, damaging wildfires, invasive species, climate variability, and intensive recreational activities.

Demand for reliable and accessible information about effective management practices has never been greater as ranchers seek to diversify their operations and improve ecological and economic sustainability (Richards and George 1996). Federal and state agency land managers also have a pressing need for information to document potential ecological impacts of their proposed management practices (Vavra and Brown 2006). Against a backdrop of changing values and controversies over land use, greater understanding of innovative, sustainable rangeland stewardship practices is urgently needed. The many important resources and geographic extent of rangelands make their proper use and management vitally important to communities and economies - nationally and internationally. The Rangelands Partnership is a group of rangeland scientists, subject librarians, and library technologists from 19 land-grant universities who have joined together to create an electronic service that provides accessibility to the world's rangeland literature and educational resources. The Partnership applied for WERA status and was approved as WERA 1008 in 2005 and reapproved in 2011.

During our first WERA cycle, the Partnership adopted an operating and governance structure for the purpose of developing the Rangelands West web portal [<http://rangelandswest.org>] to meet the needs of rangeland researchers, extension professionals, private and public land managers, policy makers, and teachers and students. The Partnership also obtained a grant to create an eXtension Community of Practice in 2008 [<http://articles.extension.org/rangelands>]. During our second WERA cycle, the Partnership developed Global Rangelands [<http://globalrangelands.org>] with funding from a NIFA International Science and Education grant.

We also changed our name from Western Rangelands Partnership to The Rangelands Partnership due to our expanding scope of work internationally. WERA 1008 has been successful primarily because it is a multistate project with engagement from rangeland professionals, librarians, and information technologists. The size and scope of the project necessitates having broad and multidisciplinary involvement and expertise.

The Partnership continues to update information, expand, and evolve. Currently, we are working with Web designers and programmers to complete a redesign of the three-tiered system of websites. The redesign is based on a survey of member needs and interests, as well as focus group sessions with a variety of stakeholders in the Western U.S. The Partnership also continues to expand its collaborations internationally. We have agreements with rangeland organizations and institutions in Australia, South Africa, Mexico, and with the United Nations Food and Agriculture Organization (FAO). These agreements are focused on providing access to key rangeland resources to inform researchers, outreach professionals, and educators. The current and projected impacts from our continued work includes the ability for stakeholders from around the world to have one place to search and access relevant and accurate scientific information on rangelands thereby broadening the knowledge base.

### **Objectives**

1. To continue to build and expand the 19 member state rangelands websites with locally-specific content, providing additional access through the Global Rangelands database search feature and from the home pages of all Partnership inter-related websites;
2. To expand the Global Rangelands database, a global repository of full-text rangeland science and management resources, in cooperation with rangeland-related organizations and associations in the U.S. and around the world;
3. To strengthen connections among Global Rangelands/Rangelands West, the Range Science Education Council's resources and services, and other related online services such as The Land Portal and the Consultative Group for International Agricultural Research, and to explore opportunities for additional collaborative efforts; and
4. To incorporate, maintain, and update social media tools to encourage and increase user-engagement. The partnership currently is active on Facebook, Twitter, YouTube, LinkedIn and Pinterest.

Procedures and Activities: Based on input gained from previous and ongoing assessments of user needs, the primary activities of the Partnership will be focused on (1) the development, organization, and maintenance of the state websites, Rangelands West website, and Global Rangelands website, (2) expanding the global repository of rangeland ecology and management resources; and (3) maintaining and updating social media applications to engage different audiences and user groups, including an extensive set of videos documenting local knowledge and current issues. This work is accomplished through e-conference meetings as well as regular communications among Partnership members through its listserv and electronic newsletter. While the listserv is primarily used to disseminate general information to all members and to promote and organize the annual membership meeting and related conference sessions, e-conferences serve to facilitate cooperative decision-making, planning, and training. In addition, to ensure coordination efforts whenever possible, Partnership members participate in scheduled conference calls and meetings of the Society for Range Management (SRM) Outreach, Communications, and Website Committee, AgNIC, the Range Science Information System (RSIS), and the Range Science Education Council (RSEC).

### **Expected Outcomes and Impacts:**

\* Increased quality and quantity of rangeland information and resources to meet the needs of a broad range of users and audiences from around the world.

- \* Improved navigation and accessibility of needed information through the Global Rangelands, Rangelands West, and state websites.
- \* Strengthened relationships among rangeland professionals, librarians, and information specialists in member states through improved communications resulting in greater sharing of information and content development.
- \* Development of standardized methods for harvesting metadata, incorporating input from the Rangelands Partners, FAO, GODAN (Global Open Data for Agriculture and Nutrition), and other interested stakeholders. The metadata for significant rangelands resources, including datasets, will be identified and added to the repository database.
- \* Identification of member university institutional repositories with relevant rangeland resources for the purpose of harvesting content to be made accessible through the Global Rangelands database.
- \* Increased use and exposure of the Global Rangelands, Rangelands West, and state rangelands websites by all stakeholders through an active marketing program.
- \* Continued success in achieving the primary vision of Global Rangelands and Rangelands West as the premier websites for dissemination of scientifically-based information on rangeland ecology and management.

Internal and External Linkages: See Appendix for the NIMSS “Appendix E” list.  
[http://lgu.umd.edu/lgu\\_v2/pages/appendixE.cfm?trackID=8556](http://lgu.umd.edu/lgu_v2/pages/appendixE.cfm?trackID=8556)

The Rangelands Partnership has extensive organizational linkages. In addition to the internal linkages among the 19 state partners represented by rangelands specialists, librarians and IT experts, there are external linkages with the Society for Range Management, Australian Rangeland Society, Grassland Society of South Africa, Range Science Education Council, AgNIC, and FAO. The eXtension Rangelands CoP also was created under the auspices of the RP.

Educational Plan: There will be continual refinements made on the Global Rangelands and Rangelands West websites for ease of use and expanding the database. This includes new content to be harvested from collaborators' databases as well as original content developed on topics and issues in the news. There will be particular emphasis on video productions that bring science to non-scientists. An online tutorial outlining how to use the redesigned Global Rangelands and Rangelands West websites will be completed once the new sites are launched. Training on new technologies and social media will continue to be offered to enhance communications mechanisms for cooperation and collaboration. In person and virtual presentations will be made to alert potential users to available resources.

Governance: Rangelands Partnership governance includes bylaws that specify the requirements for the election of officers who serve as the Executive Committee (chair, vice-chair, and secretary). At the annual meeting an officer is elected to serve a three-year, rotating term. Officers serve in year one as secretary, year two as vice-chair, and year three as chair of the Partnership. Officers generally alternate between range specialists and librarians. The Executive Committee, along with Ad-Hoc Committee chairs and members, make certain decisions on behalf of the membership as needed. However, issues of a complex nature or that benefit from a broad perspective are brought to the full membership for consideration. Rangelands Partnership members meet in person at least once a year for updates, training, and site development and planning.

Authorization:

Administrative Advisor: Dr. John Tanaka

Dated:

References:

Hart, R.H. 1994. Rangeland. In: Encyclopedia of Agricultural Science. Arntzen, C.J. and E.M. Ritter [Ed]. Volume 3, Pages 491-501.

Maczko, K.A., L.D. Bryant, D.W. Thompson, S.J. Borchard. 2004. Putting the pieces together: assessing social, ecological and economic rangeland sustainability. Rangelands 26: 3-12.

Richards, R.T. and M.R. George. 1996. Evaluating change in ranch management practices through extension education. Journal of Range Management 49:76-80.

Vavra, M. and J. Brown. 2006. Rangeland research: Strategies for providing sustainability and stewardship to the rangelands of the world. Rangelands 28:7-14.

---

## Websites

---

### Overall concept

In our websites you can search for and find links to more than 20,000 journal articles, websites, images, databases, videos, maps, reports, and decision making/educational tools. These resources are useful for research, teaching, and practical applications for management of rangelands.

### Globalrangelands.org

Global Rangelands includes all of the documents and resources found in Rangelands West plus resources from around the globe. <http://globalrangelands.org/>

**Collections:** See <https://globalrangelands.org/collections>

#### *Australian Rangelands*

Includes full-text resources emanating from a complete set of Australian Rangeland Society Proceedings, journal articles from The Rangeland Journal (published by CSIRO Publishing for the Australian Rangeland Society), videos, and other resources about the extensive rangelands of Australia.

#### *FAODocs*

The Food and Agriculture Organization is a specialized agency of the United Nations that leads international efforts to defeat hunger. Serving both developed and developing countries, FAO acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policy. FAO is also a source of knowledge and information, and helps developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices, ensuring good nutrition and food security for all. This collection is a sub-set of rangeland-related documents from FAO Docs which includes articles, books, meeting reports, proceedings and studies, available on the web and published by FAO, or prepared in collaboration with FAO.

#### *Global Rangelands*

Collection of articles, citations, reports, and other resources emanating from organizations working on rangeland management issues from around the world including articles from the Iranian Rangelands Journal.

*International Land Coalition*

The International Land Coalition (ILC) and Landtenure.info are the originators of the Land Portal, an easy access, easy-to-use platform to share land related information, to monitor trends, and identify information gaps to promote effective and sustainable land governance. This partnership is open to other land-related organizations aimed to be actively engaged in the Land Portal development.

*Land Portal*

The Land Portal allows for the collection, sourcing, and searching of otherwise fragmented and inaccessible data and information on land governance and land use from diverse sources, produced by governments, academia, international organizations, indigenous peoples and NGOs. Besides documenting land rights, the Portal also encourages social information exchange, debate and networking.

*Journal of Range Management (JRM)*

The *Journal of Range Management* serves as a forum for the presentation and discussion of facts, ideas, and philosophies pertaining to the study, management, ecology, and use of rangelands and their resources. The journal is peer-reviewed and provides international exchange of scholarly research and information among persons interested in rangelands. The *Journal of Range Management* is now *Rangeland Ecology and Management*. Current content is available by subscription from BioOne and the Society for Range Management, and may be available at your local university library.

*Range Science Information System*

The Range Science Information System (RSIS) bibliography has over 1,300 peer-reviewed bibliographic citations to professional journal articles and documents focused on: riparian, weeds, rangeland, wildlife, vegetation and soils research. Article bibliographic citations include additional research information such as: the type of article (primary research, synthesis article or case study), location of study, a summary of methods or area of influence, major findings or main points, topic categories, and annotations.

*Rangelands (SRM)*

*Rangelands*, a publication of the Society for Range Management, serves as a forum for the presentation and discussion of facts, ideas, and philosophies pertaining to the study, management, and use of rangelands. The journal features scientific and historical articles as well as Society news. It provides readers with scientifically accurate information in a user friendly format, placed in context of the world we live in today. *Rangelands* is a practical (non-technical) counterpart of *Rangeland Ecology & Management* (formerly the *Journal of Range Management*).

*Rangelands West*

The Rangelands West collection includes articles, websites, reports, and multimedia resources focused on issues relevant to the Western U.S. Also included are resources emanating from the 19 land-grant universities that are members of the Rangelands Partnership and made available through their respective state Rangelands websites.

*Southern Africa Collection*

The Grassland Society of Southern Africa (GSSA) is involved and concerned with the science and practice of range and pasture management. This broad field involves primarily the use and conservation of natural resources. It encompasses applied fields such as livestock production, wildlife management, nature conservation, water catchment management and range and mine-dump rehabilitation. The disciplines include, amongst others, ecology, botany zoology, range and pasture science, animal science, soil science and genetics. This collection includes journal articles from the *African Journal of Range and Forage Science* as well as related articles and reports from throughout the Southern African region.

*SRM Annual Meeting and Tradeshow Abstracts*

A collection of presentation titles and abstracts from the SRM Annual Meeting and Tradeshow

*Altar Valley Conservation Alliance*

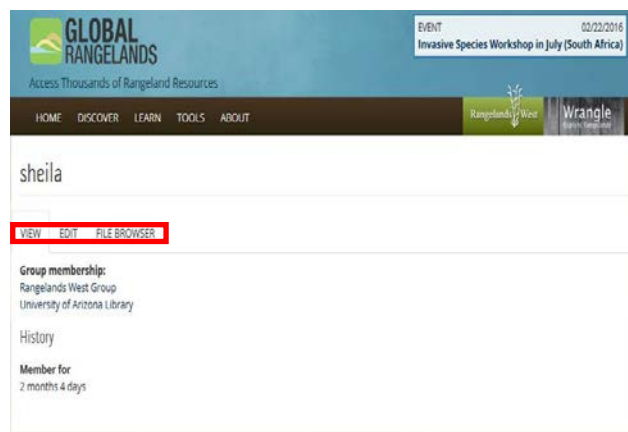
The Altar Valley Conservation Alliance is a collaborative conservation organization founded in 1995, and incorporated as a 501(c)3 not-for-profit organization. Just southwest of Tucson, Arizona, the Altar Valley comprises approximately 610,000 acres of Sonoran desert grassland, some of the most biologically rich and ecologically threatened biotic communities in the world. Private ranches work side by side with federal, state and local agencies to manage the valley, which is the largest unfragmented watershed in Pima County, outside of the Tohono O'odham Nation to the west. This collection is an archive of reports and other documents specific to Alliance activities.



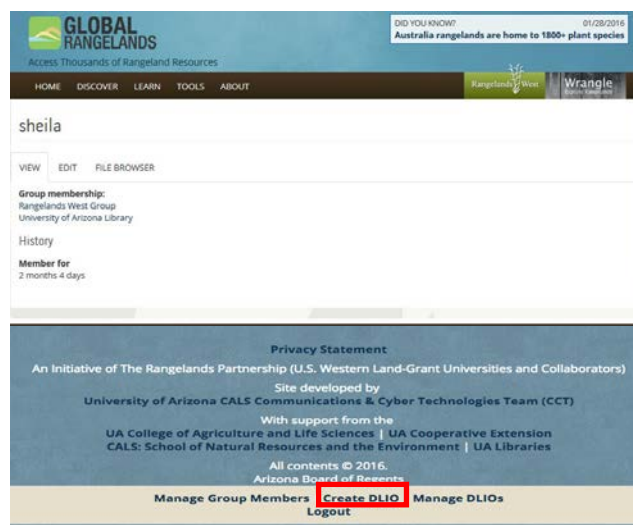
## Global Rangelands Data Entry Guidelines

### *How to Add Content*

- Within a browser, go to <http://globalrangelands.org>
- Click “Log In” in the blue footer at the bottom of the page.
  - This will bring up a login page (*not shown*).
- Enter your **username** and **password** (asdf1234) and click “Log In”.
- Once logged in you can click on **edit** tab to change password and email address if needed.
- You will now see your information screen
  - **View** will tell you which groups you belong to and your history.
  - **Edit** allows you to change your password or update your information.
  - **File Browser** provides information about your files.



- Now go to the bottom of the screen and click on **Create DLIO**.



- This will bring up a list of the collections to which you may add information. You will almost always choose Rangelands West
  - Click on Add DLIO

Collection	Managed By	Add DLIO	Total DLIO's
Altar Valley Conservation Alliance	Rangelands West Group	Add DLIO	324
Australian Rangelands	University of Arizona Library	Add DLIO	1884
Global Rangelands	Rangelands West Group	Add DLIO	99
Journal of Range Management (JRM)	University of Arizona Library	Add DLIO	5679
Rangelands (SRM)	University of Arizona Library	Add DLIO	3150
<b>Rangelands West</b>	Rangelands West Group	<b>Add DLIO</b>	<b>3384</b>
SRM Annual Meeting and Tradeshow Abstracts	Rangelands West Group	Add DLIO	951

### *Data Entry for DLIO's (view a visual of the fields after item 5)*

Please be as careful as possible. Misspellings, for instance of author names, will cause inaccurate search results.

1. Enter the **Title** of the content
2. Enter the name of the **Author** (Last name, First Name). This field is case sensitive.
  - Example: Smith, John. Add middle initial, if needed
  - As you type, the system will try to suggest similarly-spelled authors
  - Need to add another author? Click the "Add another item" button
  - If no author type in "Author not available". Note: capitalize Author only.
3. Enter the name of the **Publisher**. This field is case sensitive.
  - When referencing an institution, use the following format: institution name, college, department, office
  - As you type, the system will try to suggest similarly-spelled publishers
  - Need to add another publisher? Click the "Add another item" button
  - If no publisher type in "Publisher not available". Note: capitalize Publisher only.
4. Enter the **Year** of the publication, if one is available.
5. Enter the **Language**. This field is case sensitive.
  - As you type, the system will try to suggest similarly-spelled languages
  - Need to add another language? Click the "Add another item" button

**GLOBAL RANGELANDS**  
Access Thousands of Rangeland Resources

HOME DISCOVER LEARN TOOLS ABOUT

Rangelands West Wrangle

DID YOU KNOW? 01/28/2016  
Horseback riding is expected to double by 2040

### Create DLIO

**Title \*** 1

**Author \*** 2

Enter the name of the Author. Format Smith, Bob J. Existing authors in the repository will be suggested as you type.

Add another item

**Publisher \*** 3

When referencing an institution, use the following format: institution name, college, department, office.

Add another item

**Publication Year** 4

Format: 2016

**Language \*** 5

English

Add another item

*Data Entry for DLIO's continued (view a visual of the fields after item 15)*

6. Enter a **Description**. *This is analogous to an abstract*
  - Either type your text directly into the text box or copy and paste from Word.
  - If no abstract type in “Abstract not available”. Note: capitalize Abstract only.
7. Enter the **Resource Link**. This is the URL for the item if it is online. Note: the ∨ and > are for closing and opening the accordion on several of the next fields.
8. If the item is not online and you need to **upload** a file to the database, click on the > to open the **File Upload** field
  - An additional box will appear which allows you to browse to the file on your computer. Click “Choose File” button, Select the file. Then Press “Upload”
9. Select the **Resource Type** from the pull-down menu
  - Resource Types are defined by the Dublin Core Metadata Initiative. The most common selection is “Text”, as it is used to define web pages and PDF's. For a definition of each Resource Type, see below in this guide.
10. Select the **Document Type** from the pull-down menu
  - If your document is a Journal Issue or Article; a book; or Conference Proceeding or Paper click on the appropriate > for additional fields (see below in this guide)
11. Enter a **Keyword**. If the keyword exists in AGROVOC, it will appear below the box. Select it. Be patient.
  - To add additional keywords, separate each keyword by a comma.
12. If the keyword does not exist in AGROVOC, add a **Non-AGROVOC Keyword** here.
  - To add additional keywords, separate each keyword by a comma.
13. Enter the Document Object Identifier (**DOI**), if available, of the resource
  - A DOI is a unique, permanent identifier that is managed by a 3<sup>rd</sup> party. You have to purchase this separately. For more information see: [http://en.wikipedia.org/wiki/Digital\\_object\\_identifier](http://en.wikipedia.org/wiki/Digital_object_identifier)
14. The **Additional Information** field is used as a catch-all text field. For example, a citation may be put here. This field is optional.
15. Click the **Save** button to add the content to the database. Otherwise your entry will be lost.

*It may take up to 24hrs for the resource to show up in the search results*

**Description** 6

**Resource Link** 7

**Resource Link**

Please enter the URL for the resource

**File Upload** 8

**Resource Type**

- None - 9

Select the resource type

**Document Type**

- None - 10

Select the document type. If you select Journal, Book, or Conference, please add additional metadata by clicking on the type below.

**Journal**

**Book**

**Conference**

**AGROVOC Keyword** 11

Start typing and a keyword will be suggested.

**Non-AGROVOC Keywords** 12

Start typing and a keyword will be suggested.

**Digital Object Identifier (DOI):** 13

**Additional Information** 14

Enter the bibliographic citation if the resource has been published OR any other additional information (This is a catchall field)

15

*Data Entry for Additional Fields from Item 10 Above*

Journal Issue  
or Article

---

Journal

ISSN

Name of Journal

Volume

Number

Pages

Books

---

Book

ISBN

Book Title

Book Chapter Title

Book Series Title

Conference Paper  
or Proceeding

---

Conference

Conference Name

Conference Date

Format: 05/12/2019

*Modified Dublin Core Resource Type Definitions*

The following are definitions from the Dublin Core Metadata Initiative (DCMI) Type Vocabulary (<http://dublincore.org/documents/dcmi-type-vocabulary/>).

- **Text:** A resource consisting primarily of words for reading.  
Comment: Examples include books, letters, dissertations, poems, newspapers, articles, archives of mailing lists. Note that facsimiles or images of texts are still of the genre Text.
- **Image :** A visual representation other than text.  
Comment: Examples include images and photographs of physical objects, paintings, prints, drawings, other images and graphics, animations and moving pictures, film, diagrams, maps, musical notation. Note that Image may include both electronic and physical representations.
- **Dataset:** Data encoded in a defined structure.  
Examples include lists, tables, and databases. A dataset may be useful for direct machine processing.
- **Event:** A non-persistent, time-based occurrence.  
Comment: Metadata for an event provides descriptive information that is the basis for discovery of the purpose, location, duration, and responsible agents associated with an event. Examples include an exhibition, webcast, conference, workshop, open day, performance, battle, trial, wedding, tea party, conflagration.
- **Collection:** An aggregation of resources.  
Comment: A collection is described as a group; its parts may also be separately described.
- **Dictionary:** A book or electronic resource that lists the words of a language (typically in alphabetical order) and gives their meaning, or gives the equivalent words in a different language, often also providing information about pronunciation, origin, and usage.
- **Directory:** A book listing individuals or organizations alphabetically or thematically with details such as names, addresses, and telephone numbers.
- **Software:** A computer program in source or compiled form.  
Comment: Examples include a C source file, MS-Windows .exe executable, or Perl script.
- **Physical Object:** An inanimate, three-dimensional object or substance.  
Comment: Note that digital representations of, or surrogates for, these objects should use Image, Text or one of the other types.

*Fun Facts for Global Rangelands/Rangelands West home pages* – Send Barb short rangelands facts or quick announcements for the top right hand box (We Need You!)

## Rangelands West

Rangelands West provides the best-of-the-best information for North American resources including highlighted topics. Rangelands West also provides an entryway into State sites. <http://globalrangelands.org/rangelandswest/>

## State sites


Each of our partner states has their own website with local and regional information. Select Your State at <https://globalrangelands.org/rangelandswest>.

## How to Add Information to Your State Page:



(Steps to 1-4 are the same as the Global Rangelands site)

- 1.) Go to <http://globalrangelands.org>
- 2.) Go to bottom of global rangelands home page and click on **login**
- 3.) Enter **username** and default **password** is asdf1234
- 4.) Once logged in you can click on **edit** tab to change password and email address
- 5.) State page address .... Example: North Dakota is,
- 6.) <http://globalrangelands.org/state/north-dakota>. You can also select your state from the map at <http://globalrangelands.org/rangelandswest>
- 7.) To **update the State page, “Body”, “Call to Action boxes”, and “Social Media”** bar, select the “EDIT” tab near the top, just underneath the horizontal menu.
- 8.) To **add/edit/delete** State events, slideshow items, highlights, local resources, or secondary pages, **use the menu at the bottom of the page, in the footer.**
- 9.) Below is a screenshot of the content entry types:





Access Thousands of Rangeland Resources

HOME DISCOVER LEARN TOOLS ABOUT

VIEW EDIT OUTLINE



Add Slideshow

Wolf Reintroduction in the United States

Enter Search Term

Search ?

**State Events** Add Event

WED, 03/16/2016  
Persistence and Fire Regimes of Oak Shrubfields Suggest Increasing Dominance with Climate Change Webinar

WED, 03/23/2016  
Ranching/Farming Into The Future Workshop - Arizona Farm Bureau  
Central Arizona College, Winkelman Arizona

WED, 03/30/2016  
Developing Livestock and Wildlife Drinking Water Systems on Tonto National Forest  
Globe, AZ

SAT, 07/16/2016 TO SUN, 07/31/2016  
International Seminar on Rangeland Management (Idaho & Nevada)

SUN, 07/17/2016 TO FRI, 07/22/2016  
2016 Rangeland Congress Saskatoon, Saskatchewan, Canada

**Body**


Welcome to Arizona Rangelands

We have made changes to the Arizona Rangelands home page. In this section, you will see current announcements and information. Please let us know if there are meetings, workshops, webinars or educational resources we could highlight here, or if you have other suggestions. We want to hear from you!

[rlwtech@cals.arizona.edu](mailto:rlwtech@cals.arizona.edu)

Featured Content: **El Niño 2015-2016 : Will It Affect Snowfall in Arizona's Highcountry?**

Select an Arizona County



**Highlights**

Add Highlights

Guide to Rangeland Monitoring and Assessment

Inventory Monitoring Textbook

Locoweed Guide NEW!

Multimedia

NEPA for Ranchers

Ranching with Drought in the Southwest

**Local Resources**

Add Resources

Agencies & Organizations

Arizona Monitoring Resources

Extension Rangeland Management

Geospatial Tools

Management and Marketing Resources

Santa Rita Experimental Range

V Bar V Range Program

Weather / Climate

Call to Action Boxes

**Contact**









[CONTACT ARIZONA RANGELANDS](#)

**We Need You**

[DONATE TO ARIZONA RANGELANDS](#)

Social Media

Connect with Us

**Privacy Statement**

An Initiative of The Rangelands Partnership (U.S. Western Land-Grant Universities and Collaborators)

Site developed by  
University of Arizona CALS Communications & Cyber Technologies Team (CCT)

With support from the  
UA College of Agriculture and Life Sciences | UA Cooperative Extension  
CALS: School of Natural Resources and the Environment | UA Libraries

All contents © 2016.  
Arizona Board of Regents

[Add Slideshow](#) | [Add Secondary Page](#) | [Add Highlights or Local Resources](#) | [Add Event](#) | [Edit Existing Content](#)

### How to Create and Add an Image to Your State Slideshow:

Greenshot is a great tool for creating images, but it is not the only one and you can use whichever one you wish. Greenshot can be downloaded at <http://getgreenshot.org/downloads/>

1. If you already have an image in .jpg .jpeg .png or .gif go to step 8.
2. If you need to create an image, go to the website or document that contains the image you want.
3. If the image does not all fit on your screen adjust the text size to fit in your window either by clicking on your browser View tag and decreasing the size or by clicking on the Ctrl and minus (Ctrl -) sign at the same time. (Ctrl + will enlarge)
4. Once you have your image the size you want it, click on Greenshot, Capture Region, then place your mouse on one of the corners of the section you want to capture and while holding the click down, move to the opposite corner.
5. When you release the click you will get a pop-up menu of what you want to do.
6. Usually, you will want to Save As and place it in a folder.
7. If you don't like the capture you did, just click Close on the menu and try again.
8. Once you have the image you want go Global Go to <http://globalrangelands.org>
9. At the bottom of global rangelands home page and click on **login**
10. Enter **username** and default **password** is asdf1234
11. Click on Rangelands West, then your state
12. At the bottom of the page click on Add Slideshow
13. Put in the description you want to show on the image. Keep this simple and brief.
14. Browse to your computer and select the image you just created and click on Upload
15. Put the url of the website or pdf document for additional information.
16. Select your state.
17. Click Save at the bottom of the page. (Or preview).
18. Always check your state page to be sure it all looks ok and the link works.

## Membership site

Our membership site provides a plethora of information for Rangelands Partners.  
<http://uwyoextension.org/rwpmembers/>

## The Technology

- Data is managed using Drupal 7.x content management system, backed by MySQL 5.7 database
- Articles can be stored directly into the repository (file upload) or linked via URL
- Partner repositories are imported or harvested via CSV, RSS, and OAI-PMH
- Search capabilities are powered by Apache Solr/Lucene that provides faceted browsing capabilities
- Drupal Organic Groups is used to separate and establish editing roles amongst the different partners' repositories
- Future development efforts will allow for importing and exporting via RDF and OAI-PMH

Developers: Matt Rahr, Toby Torrey, and Yvonne Rose Bourgeois, University of Arizona, College of Agriculture and Life Sciences, Communications and Cyber Technologies; with assistance from Valeria Pesce (FAO/GFAR)

Designer: Craig Boesewetter, University of Arizona, College of Agriculture and Life Sciences, Communications and Cyber Technologies

## Disclaimer

Information provided on the Global Rangelands and Rangelands West portals are obtained from many sources and web pages located around the world. These links are selected to support the information needs of rangelands users and not intended as official endorsements. While every reasonable effort is made to keep this information accurate and up-to-date, we cannot guarantee the accuracy of all of the posted data, particularly the data provided by external sources.

## Logos

Global Rangelands Logos

JPG (300 dpi, 190K)

EPS (vector file, 425K)

PNG (transparent logo for web, 5K)

---

## Social media

---

### Our social media

- Facebook: <https://www.facebook.com/RangelandsWest>
- YouTube: <https://www.youtube.com/user/GlobalRangelands>
- Twitter: <https://twitter.com/rangelandspartn>
- Pinterest: <https://www.pinterest.com/RanglndsPartnrs/rangelands-partnership/>
- Instagram: <https://www.instagram.com/rangelandspartnership/>
- LinkedIn: <https://www.linkedin.com/groups/6713778>
- Scoop.it: <http://www.scoop.it/search?q=Rangelands+Partnership>

### Guidelines

#### Content:

1. Posts should link back to the Global Rangelands/Rangelands West/State Rangelands web sites, publications, or events as much as possible.
- State specific information is welcome on all social media sites; especially new resources or events that link to more information.
  - Check social media sites first if any chance of duplication of posts – primarily for FB.
  - Remember that the information we post needs to be unbiased, science based and professional. (See also #7)
  - Anyone may post as themselves; only a few will have administrative access to post as RP
  - Need to post a variety of topics – no one topic should dominate.
  - Humor may be used occasionally, but do so tastefully.

#### Frequency:

- Posts to Facebook should be at least once a week. Frequency varies with other social media.
- Each person acting as an Admin (i.e. posting as Rangelands Partnership) should try to post to Facebook (or share) a couple of times per month. (See also above re: Content #3)

#### Privacy:

- We need to be sensitive when posting photos of people to social media – especially if children are involved. If the photo is in a news setting (i.e., some place where a reasonable person expects the media to be there taking photos) then it is probably fine to post a photo. Otherwise, if not in such a setting and people are identifiable consider asking permission (a signed release form)

before posting the image. Do not tag someone in a photo unless you have permission to do so (this can be a simple ask).

- When taking photographs or video of people websites, brochures, posters, or any other material, be sure to always gain consent of everyone who is recognizable. Examples of UA Multi-media Releases
  - English – group and individual  
[http://extension.arizona.edu/sites/extension.arizona.edu/files/resources/140314\\_ua\\_mediareleaseeng.pdf](http://extension.arizona.edu/sites/extension.arizona.edu/files/resources/140314_ua_mediareleaseeng.pdf)
  - Spanish – group and individual  
[http://extension.arizona.edu/sites/extension.arizona.edu/files/resources/140522\\_ua\\_mediareleasespanish\\_0.pdf](http://extension.arizona.edu/sites/extension.arizona.edu/files/resources/140522_ua_mediareleasespanish_0.pdf)

Difficult Situations: All social media outlets need to be monitored frequently. All comments should be responded to quickly and professionally. If inappropriate language or images are posted they will be deleted. If someone is upset or questioning we need to respond politely and professionally.

RangeNerd Memes: The RangeNerd meme campaign has been highly successful and has drawn in many people and increased activity on our Facebook page. Anyone may create a meme:

To create the meme either:

- use the PowerPoint template at <https://cals.arizona.edu/vbarv/rangeprogram/sites/cals.arizona.edu.vbarv.rangeprogram/files/files/MemeTemplates.pptx> and send to Chris Bernau ([Christopher.Bernau@nv.usda.gov](mailto:Christopher.Bernau@nv.usda.gov)) or Sarah Noelle ([smnoelle@email.arizona.edu](mailto:smnoelle@email.arizona.edu))
- send the photo and a catchy caption to Chris or Sarah and they will create the meme

YouTube: People in YouTube videos should be identified (with their affiliation to a University, Cooperative Extension, Library and perhaps to RP) and dressed appropriately. Do not wear clothing with commercial logos.

Twitter:

1. Hashtags # should be used as often as possible with 1-2 #tags per tweet. No more than 4 # in any one post.
2. Use a url shortener (such as bit.ly or tinyurl.com) to shorten url links.
3. Unless some sort of crisis, do not post tweet after tweet. Spread posts out over the day.
4. Aim 1-5 per day.

## Analytics

This is a basic overview of Google Analytics and the data collected for various extension educators. Most educators want to know how many visitors and pageviews were recorded on their websites for a specified time period and receive this information from scheduled email reports.

To find the data and schedule the reports:

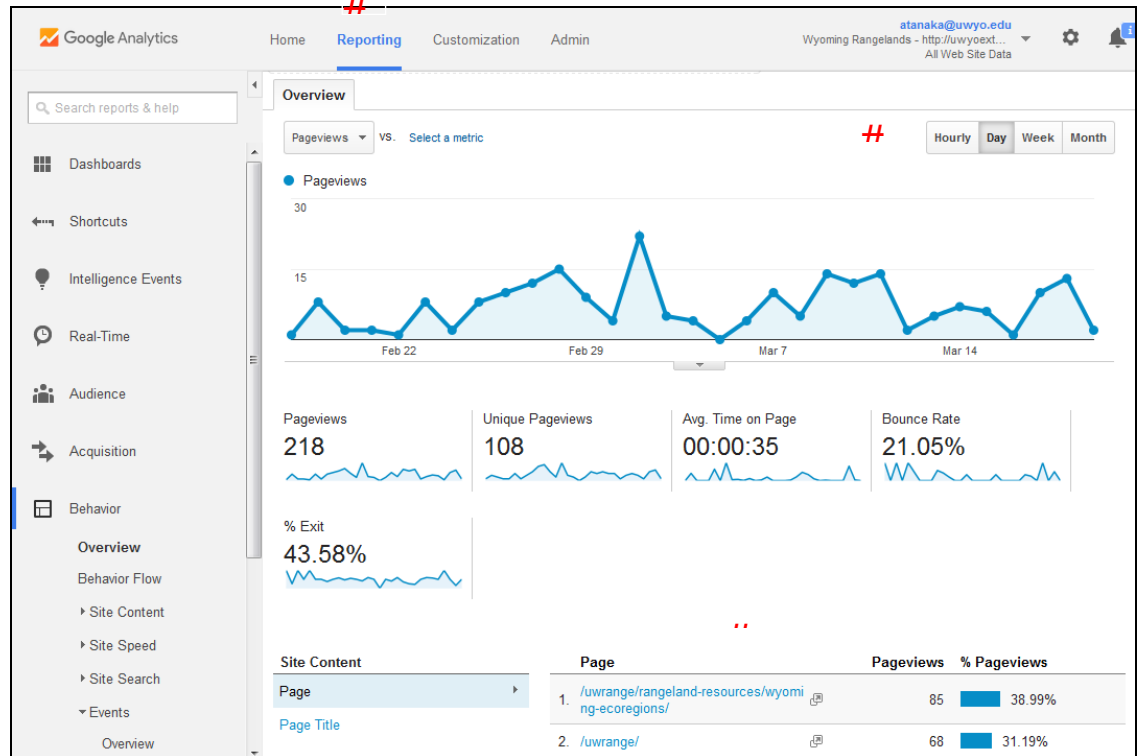
1. **Login** to your google analytics.
2. **Audience Overview** with the Reporting tab selected will be displayed.
3. Select **Behavior** in the left side navigation.
4. **Overview** will display the pageviews, unique pageviews, average time on page, bounce rate, and percent exit. The bounce rate occurs when a visitor goes directly to a webpage and leaves from the same page without looking any further on the website.



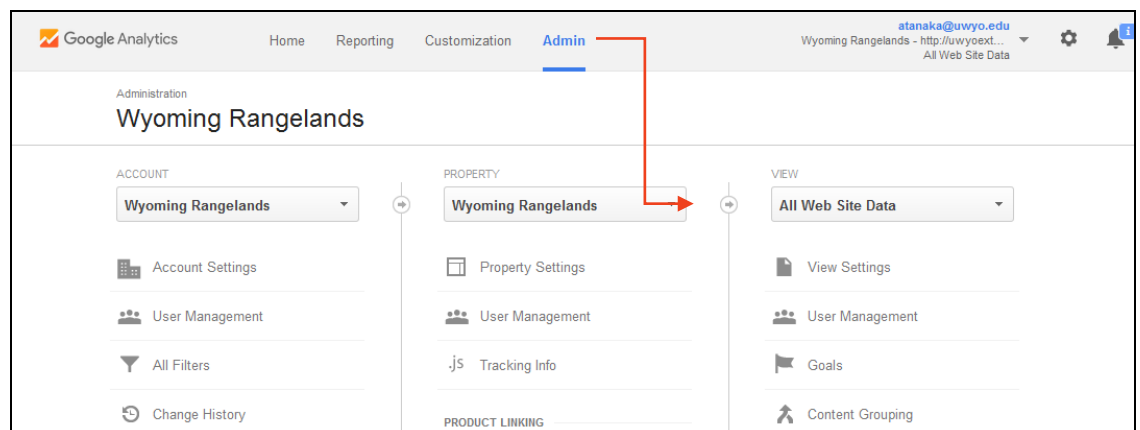
From the **Behavior Overview** webpage, you can:

1. Select your date range.
2. View the top pages viewed on your website.

3. Email your report in a variety of formats.
4. Schedule the frequency of your email reports.



If you have multiple users and would like to allow them to create their own reports, you can grant them access to the Google Analytics through **User Management** under **Administration**.





## Contact Information

---



**Barbara Hutchinson**  
Coordinator  
Tel (520) 909-4722  
Fax (520) 621-8801  
barbarah@cals.arizona.edu



**Jeanne Pfander**  
Associate Librarian  
Tel (520) 621-6375  
Fax (520) 621-9733  
pfanderj@email.arizona.edu



**George Ruyle**  
Extension Specialist  
Tel (520) 349-0188  
Fax (520) 621-8801  
gruyle@gmail.com

## Organization Information

---

**Rangelands Partnership**  
1064 E. Lowell Street  
Room N326  
University of Arizona  
Tucson, AZ 85721  
Tel (520) 909-4722  
Fax (520) 621-8801  
Globalrangelands.org

