

**Society of American Archivists  
Council Meeting  
June 8 - 10, 2012  
Chicago, Illinois**

**Staff Report: SAA Website Development  
(Prepared by Brian Doyle)**

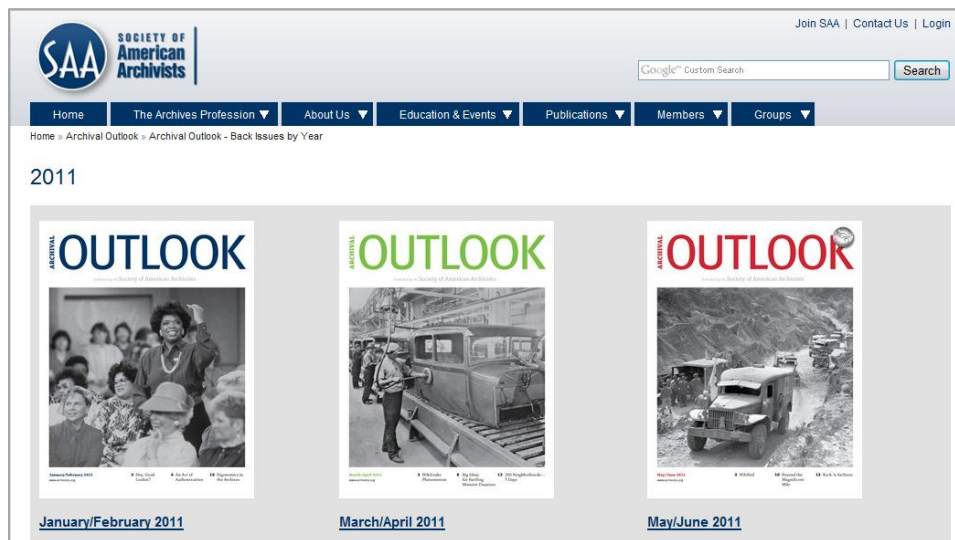
**BACKGROUND**

Staff completed Phase 2 of our Drupal development project in 2011. In recent months, we have been focusing efforts on content migration and instructing component group leaders on the use of new tools for management of group sites.

**UPDATE**

The following tasks have been completed since our last report in January 2012:

- Launched the new *SAA Consultants Directory*.<sup>1</sup>
- Worked with Drupal vendor to configure RSS and promote SAA's Global News Feed.<sup>2</sup>
- Worked with Standards Committee and Mentoring Program Subcommittee to configure new web forms for administration of Standards Portal and mentoring applications, respectively.
- Redesigned the back-issues page for *Archival Outlook*:



<sup>1</sup> <http://www2.archivists.org/consultants>

<sup>2</sup> <http://www2.archivists.org/newsfeed>

Remaining tasks to be completed include:

- Complete migration of SAA's directories of associated and allied organizations and establish periodic procedure to solicit and enter updates to entries.
- Complete migration of governance pages containing policies and procedures.
- Complete migration of *Glossary of Archival and Records Terminology*.
- Deploy new site design and global search utility on related SAA servers (e.g., pages published by member database (a.k.a. AMS) to <http://saa.archivists.org>).
- Facilitate migration of all component groups to Drupal by December 2012 and decommission old website (i.e., [www.archivists.org](http://www.archivists.org)).

## OTHER ISSUES

**Internal Users' Group/Basecamp:** To develop a more coordinated approach to content management, staff has established an internal users' group that meets twice a month to share information and strategize about content development in Drupal, as well as on SAA's social media sites. We are starting work on a global FAQ document to enhance customer service information on the website. We are also experimenting with the use of Basecamp for project management. If this "pilot project" is successful, it has been suggested that Basecamp might be extended to other SAA projects that require collaboration between staff and member leaders.

**SAA Bookstore:** As reported in January 2012, staff is aware of shortcomings related to search engine optimization in the configuration of the online bookstore. SAA books are not appearing in Google search results, which impedes marketing efforts. In discussions with our AMS vendor, it was determined that correcting these problems requires modifications to the system's web server architecture. We contracted to make these changes and are currently awaiting a project update. The fiscal impact is estimated at \$14,000, which will be capitalized as an equipment expense.

**Metrics for YouTube/Vimeo:** The Council's "to-do" list (item B10) requests that staff provide metrics on Vimeo and YouTube hits to date. Our YouTube channel<sup>3</sup> features one video ("Think Big: Archives 360°), which has been viewed 275 times and has no likes or comments. Four videos have been added to SAA's Vimeo channel:

- V. Chapman Smith, "[Achieving Positive Diversity Outcomes](#)"  
88 plays, 0 likes, 0 comments
- Juan Williams, [Keynote Address at DC2010](#)  
161 plays, 0 likes, 0 comments
- Peter Gottlieb, "[Unifying the Archives Profession: A Proposal](#)"  
175 plays, 0 likes, 0 comments
- David Ferriero, "[The First 300 Days: Lessons Learned](#)"  
470 plays, 1 like, 0 comments

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<sup>3</sup> <http://www.youtube.com/user/saastaff>

**Website Storage Space and Records Retention:** Prior to the Council’s January 2012 meeting, several component group leaders had inquired about SAA’s capacity to provide persistent hosting of multimedia files, presumably in Drupal. This relates Items E63 on the Council’s to do list — i.e., “address issue of how much server storage space Sections and Roundtables have (Agenda Item I.C) — which itself is a continuation of two earlier to-do items:

- *Access to Council Minutes:* Investigate use of persistent URL for minutes stored online, becoming part of an electronic archive, trusted digital repository for SAA.
- *SAA’s Digital Records:* Consider capacity of SAA Archives to preserve SAA’s digital records. Consider other options if UW-Milwaukee cannot provide access to SAA’s digital material.

As reported in January, SAA’s shared hosting account provides 2.5GB of Web storage at a cost of \$1,500/year. Existing files account for approximately 1.8GB or 72% of capacity, which does not account for content remaining to be migrated to Drupal. Assuming use of the same provider, the costs for increasing our Web storage capacity are as follows:

- \$3,000/year for 5GB
- \$5,000/year for 10GB

Multimedia files require significant storage capacity. The Society has no established record retention schedules for the SAA website or existing limitations on file storage for component groups. Without additional information on the volume of files to be stored and retention periods, we are unable to estimate more precisely the potential fiscal impact.

SAA staff has not yet investigated the requirements and fiscal impact of supporting persistent URLs in Drupal<sup>4</sup> nor have we engaged in discussions with SAA Archivist Michael Doylen about existing capacity to provide access to digital archives at UW-Milwaukee.

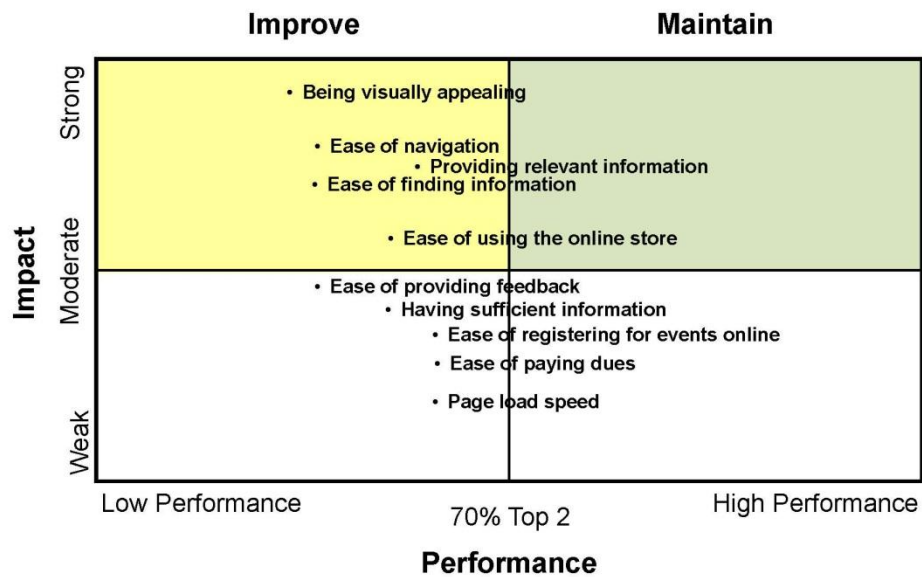
**Website Development Priorities:** According to findings from SAA’s 2012 Member Needs & Satisfaction Survey, the website is not as strong a driver of member value as member benefits, dues, the SAA Council, the Annual Meeting, continuing education, and publications. This means that improving the SAA website is not expected to have the same impact on membership value as improving any of the items referenced above.

Having said that, 85% of survey respondents indicated that it’s important to devote resources to improving the SAA website. In comparison, only 18% responded that it’s important to improve SAA’s use of Facebook and LinkedIn. SAA’s use of Twitter received the lowest priority at 13%.

As displayed on the chart, “Website Drivers – Individual Members” (next page), the top value drivers for the website are: 1) being visually appealing; 2) ease of navigation; 3) providing relevant information; 4) ease of finding information; and 5) ease of using the online store. Admittedly, facilitation of user interaction and member communication via the website (e.g., blogs, commenting, etc.) was not measured.

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<sup>4</sup> <http://drupal.org/project/purl>



Based on this information, the current effort to optimize the SAA bookstore for search engines appears well-supported, as does the pending effort to re-theme the Intranet pages published by SAA’s association management system. Other development priorities are to be determined.