

**Society of American Archivists
Council Meeting
February 11-12, 2025
Virtual Meeting (Chicago, IL)**

Staff Report: Operations

(Prepared by: Cherie Newell, Chief Operating Officer)

I. Executive Summary

In the second quarter of FY25, the Society of American Archivists (SAA) continues to see steady growth in key areas, particularly in information technology, operational ecosystems, and membership.

II. Information Technology

SAA IT Partners have completed a year of service, onboarding and learning SAA predated infrastructure, completely transitioning to the cloud, and now working to leverage the many opportunities to streamline internal operations. There is a need to incorporate technology into future strategic planning to be sure SAA sustains through a rapidly changing digital landscape.

III. Service Center to Operations

SAA's technology stack is the core of our operations. Member services rely on our Association Management System, Community Management System, Content Management Systems, and other tools to effectively respond to the needs of members and nonmembers across various sections. As part of our commitment to optimizing staff expertise and streamlining operational projects, the Service Center Manager role will transition to Operations Manager. This shift reflects the increasing intersection of operational needs with all programs and services, reinforcing our focus on innovation and strategic growth. We continue to explore opportunities to enhance our existing systems while evaluating new solutions to meet future needs.

SAA's operational teams are advancing several key projects:

- **Cloud File Management:** Staff are in the early stages of exploring and implementing SharePoint to streamline processes and improve efficiency.
- **Process Automation:** The Appointments Letter Automation project is underway, aimed at reducing manual work and enhancing workflow efficiency.
- **Donor Experience Pilot:** Staff are evaluating new approaches to improve the donor experience.

- **Education Enhancement:** Efforts are underway to expand and improve education credential management.

IV. Membership

Membership continues to grow steadily, with a 2.45% increase from December 2023 to December 2024, reaching 5,526 members. This growth is primarily driven by a 14.13% surge in Student memberships and notable increases in higher-income individual tiers (ID8: +12.67%, ID7: +8.61%).

Renewals are rising, particularly among individual and student members, demonstrating the impact of retention efforts. However, declines in lower-income tiers (ID4: -14.79%) and retired memberships (-6.12%) indicate areas for improvement.

Strategic outreach initiatives (July–December) include:

- Targeted email campaigns for lapsed members, volunteers, and institutions.
- Automated renewal reminders at 90, 60, and 30 days.
- Efforts to convert event attendees into members and encourage membership upgrades.

While membership declined slightly (-21 members) from October to December 2024, student memberships continued to grow.

For membership details go to the SAA Council listserv Membership Report 0225[Confidential].

VI. Conclusion

SAA continues to make measurable progress in membership growth, financial stability, and digital transformation. The focus for the upcoming year will be on:

1. Expanding High-Performing Membership Segments while addressing retention in lower-income and retired tiers.
2. Leveraging Technology to streamline operations and improve member services.