

**Society of American Archivists
Council Meeting
August 6, 2012
San Diego, California**

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

As of this writing, the following Web development projects are in progress:

- Configuration and launch of a new SAA presidential WordPress blog, *Off the Record* (<http://offtherecord.archivists.org>). The blog will be live by the time of the Annual Meeting.
- Collaboration with the Standards Committee to configure new web forms and add content to the SAA Standards Portal (<http://www2.archivists.org/standards>).

Projects to be undertaken after the Annual Meeting include:

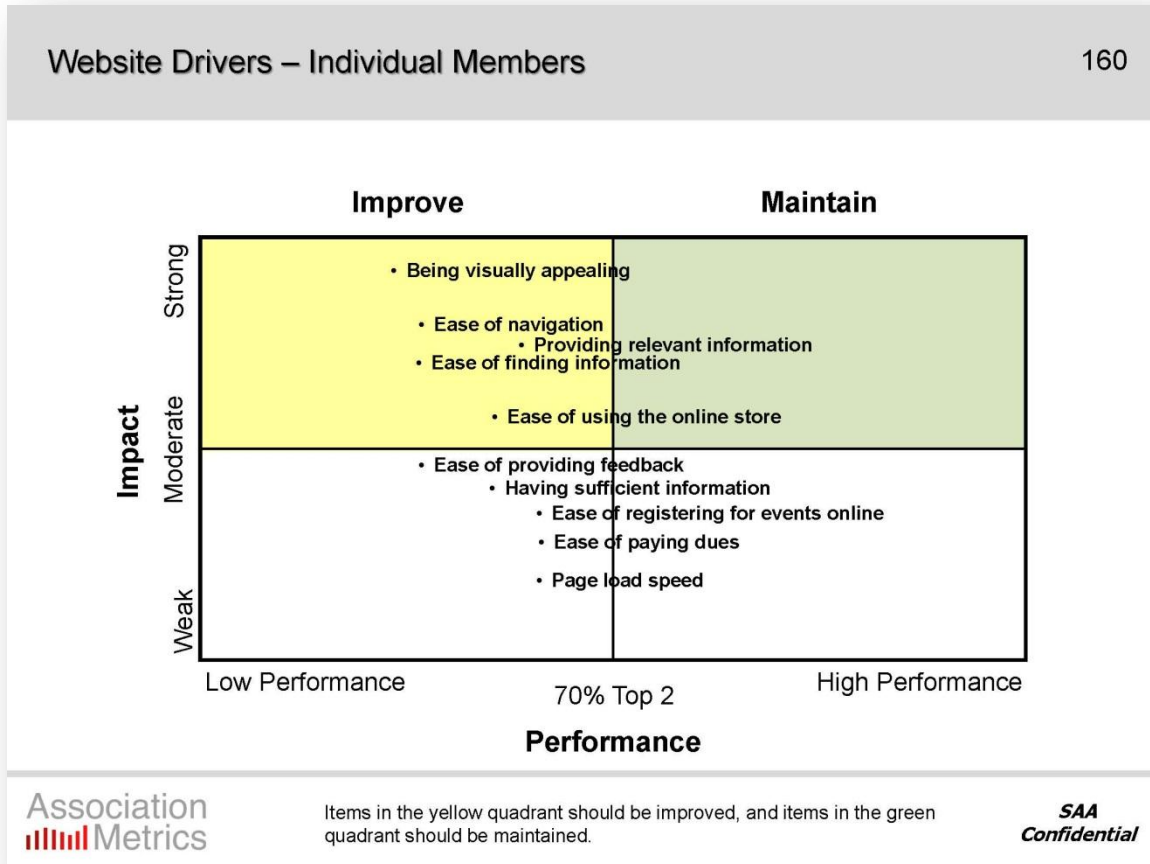
- Deploy new site design and global search utility on related SAA servers (e.g., dynamic webpages published by member database at <http://saa.archivists.org>).
- Implement search engine optimization for online bookstore and other dynamic e-commerce pages published by the member database. Staff is currently awaiting a progress report from our database vendor on custom modifications that are in development.
- Complete the 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*.
- Facilitate migration of all component groups to Drupal by December 2012 and decommission old website (i.e., www.archivists.org).
- Investigate Drupal server capacity and fees.

The following information was originally presented to the Council in staff's June 2012 report. It is copied here again for the benefit of newly elected Council members:

According to findings from SAA's 2012 Member Needs & Satisfaction Survey, the website is not as strong a value driver as member benefits, dues, the SAA Council, the Annual Meeting, continuing education, and publications. This means that improving the website is not expected to have the same impact on SAA's value proposition as improving member benefits, dues, etc.

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,” 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.



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 member database. Other development priorities are to be determined.