

**Society of American Archivists  
Council Meeting  
November 9 – 12, 2014  
Chicago, Illinois**

**Staff Report: Technology  
(Prepared by Matt Black)**

**Joint Annual Meeting**

Web design for AM2015 has been finalized and will be launched by November. This is the earliest we've had the website up. Our goal was to launch the design concurrently with the Expo Prospectus, as this is the first stage of "selling" the meeting that requires marketing collateral.

**Listservs**

The A&A List again required attention in September. While the issues are now primarily cultural, a busy list increases the likelihood of technical failure. We also moved the list into moderation for several days, which required technical support.

**Infrastructure**

At the time of writing we are in the midst of our transition to a new server in the office. This is a routine, scheduled upgrade, as our IT firm, AZBS, recommends a five-year replacement cycle for servers. We are also taking advantage of the moment not only to upgrade our hardware, but to improve and add tools for working remotely, most notably the installation of Terminal Server. We will be upgrading staff from Office 2010 to Office 2013 on a gentle schedule this fall. We are also adding MS Lync to our software suite, which will provide more stable video conferencing capability to staff. The costs of the new software are minimal, since we receive a substantial discount through TechSoup.

***In the Loop*/MailChimp**

Our move to MailChimp as our platform for *In the Loop* has been very successful. We are able to offer *ITL* with a cleaner design, mobile-friendly, with better social media and web integration. We gently moved *ITL* to be an open list rather than strictly a benefit of SAA membership. Members are still added by default, but we discontinued removing them from the list when their membership expires, so they remain on the list. The result is rapid growth for the list—by nearly one thousand users between May 2014 and October 2014, drastically improving the reach of *ITL* as a communication/marketing tool. In September we also opened the list more formally and quietly included a subscription form on the website. Ten people have subscribed so far.

We are planning to begin migrating our promotional emails to MailChimp this fall, beginning with our regular Education marketing emails.

### **Main Website Redesign**

We've completed our design work with Next Year's News and are now beginning preliminary work on a test site.