New Website Design
The new SAA website design launched March 29, 2016. Improvements include a more modern and professional design, mobile-friendly layout, and significant revision of menus and navigation.

We completed the conversion of MemberMax pages (donations, bookstore, education calendar, membership renewals, rosters, etc.) to the new blue design on September 30. These transactional pages are involved in all of our critical revenue centers.
As for the SAAF portion of the website, we added a donate link on every SAAF page, made it easier to find the SAAF area in the navigation, and streamlined donation flow (fewer clicks, easier to login/checkout).

Revision of Funds on Donation Form
In October, we updated the online form to reflect the consolidation of some funds into the new Awards Fund. We added and revised fund descriptions, made some design improvements, and enabled a more logical means of indicating anonymity or “in honor of” gifts.

Association Management Software (AMS)
In April we launched a major upgrade of SAA’s association management software (AMS) system, known as MemberMax. A major benefit of that upgrade was that MemberMax could now run on a newer, better server. In August we moved the system to a new server, making the significant jump from Windows Server 2008 to Windows Server 2012, as well as increasing RAM and other resources. The performance issues we saw over the summer have been addressed, and MemberMax has been running smoothly in the last few months, although we continue to push our vendor for improvements.

We are beginning our process of requirements gathering to search for a new AMS product. We expect this significant upgrade to provide many much-needed efficiencies across the organization. A new system will particularly benefit the SAA Foundation in the areas of improved reporting, online transactions, and donor management.