

**Society of American Archivists
Council Meeting
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Chicago, Illinois**

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

BACKGROUND

SAA launched a new content management system (i.e., Drupal) in April 2010. This project had been several years in the making, having first been contemplated during the migration to SAA's association management system (AMS) in 2006. In May 2010, staff compiled a list of desired development projects with input from various groups. These "Phase 2" projects included such enhancements as the SAA Standards Portal, the 75th Anniversary "Timeline" application, and upgrades to the functionality of component group microsites. Deployment of Phase 2 was completed in May 2011.

STATUS UPDATE ON CONTENT MIGRATION

As staff reported in August 2011, with application development now complete, our efforts have turned to completing content migration and instructing component group leaders on the use of these new tools for management of group sites. A comprehensive Drupal manual¹ was prepared and disseminated at *ARCHIVES 360°*. A number of component groups have already used the manual to make improvements to their online content. For example, the Lesbian and Gay Archives Roundtable (LAGAR) has reconfigured its microsite to use custom menus and graphics (see Figure on page 2.) Other important tasks to be completed include:

- Launch the new *SAA Consultants Directory*.
- 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>).
- Prominently display and promote global content feed.²
- Complete migration of SAA's directories of associated and allied organizations.
- Complete migration of pages containing policies, procedures, and program information.
- Complete migration of *Glossary of Archival and Records Terminology*.
- Facilitate migration of all component groups to Drupal by August 2012.
- Decommission old website (i.e., www.archivists.org) by December 2012.

¹ <http://www2.archivists.org/sites/all/files/SAA-DrupalManual-2011.pdf>

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

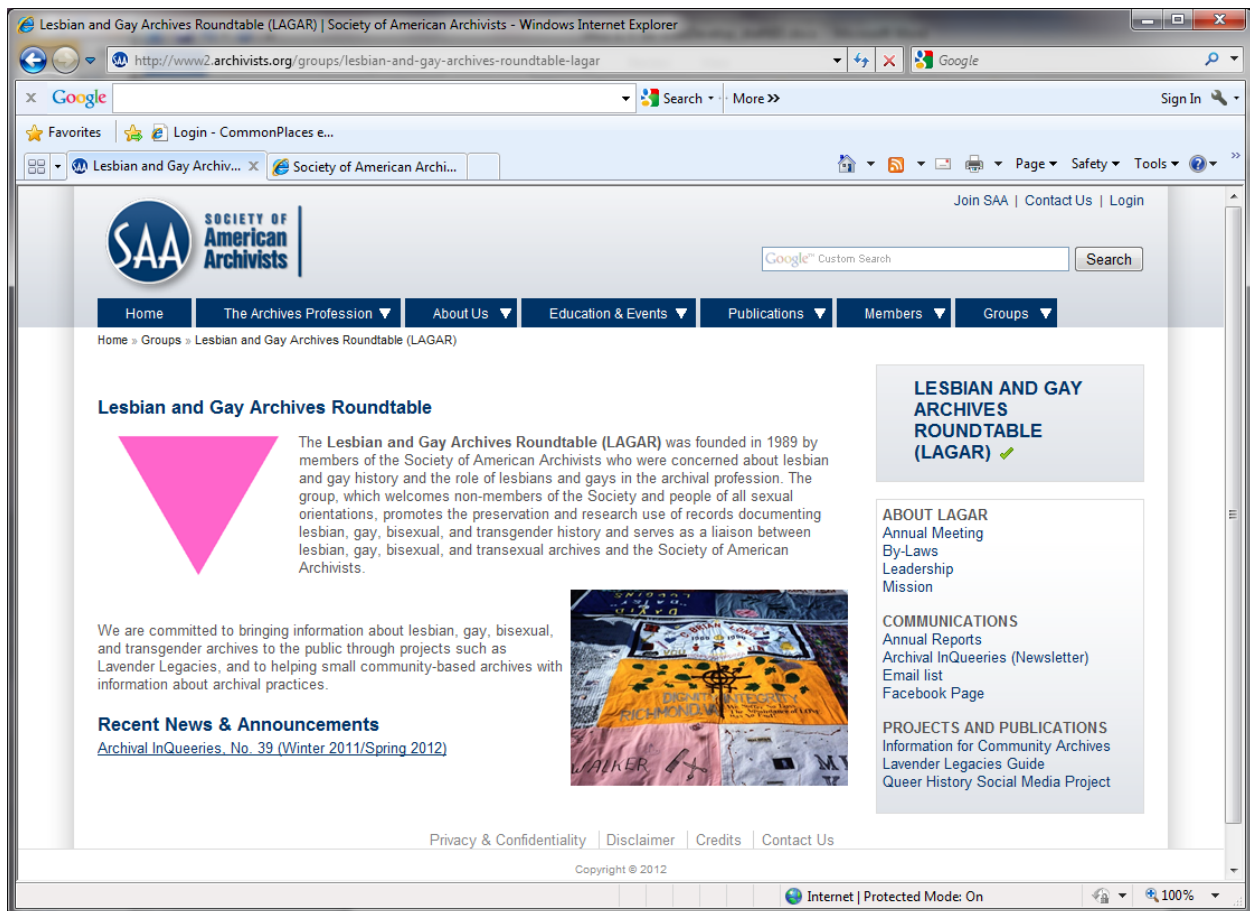


Figure. Lesbian and Gay Archives Roundtable (LAGAR) microsite in Drupal.

OTHER ISSUES

SAA Bookstore: Staff has become aware of certain shortcomings related to search engine optimization in the configuration of the online bookstore. In other words, SAA books are not appearing in Google search results, which is impeding our marketing efforts. *Correcting these problems is a high priority for the coming weeks.*

Component Group Multimedia Files: Several component group leaders have inquired about SAA's capacity to provide persistent hosting of multimedia files, presumably in Drupal. This relates, at least thematically, to two items on the Council's to do list (Agenda Item I.C):

- C66 - *Access to Council Minutes:* Investigate use of persistent URL for minutes stored online, becoming part of an electronic archive, trusted digital repository for SAA.
- D66 - *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 for Drupal, SAA's shared hosting account provides 2.5GB of Web storage at a cost of \$1,500/year. Existing files account for 2.3GB or approximately 90% 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 limitations on file storage for component groups. Without additional information on the volume of files to be stored and retention period, 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 Drupal³ nor have we engaged in discussions with SAA Archivist Michael Doyle about existing capacity to provide access to digital archives at UW-Milwaukee.

Developing a public destination on the SAA website: Numerous discussions about SAA's public awareness efforts have highlighted the fact that content on the Society's website is primarily oriented to an internal audience. It has been suggested that we work toward developing a "public destination" that introduces newcomers to the profession. This topic was discussed briefly among members of the Communications Technology Working Group but was determined to be out of scope.

³ <http://drupal.org/project/purl>