Notes from
DAC Thursday, June 16, 2011, 2:30 pm EST

Present: Marta Deyrup, Demian Katz, Pat Lawton, Eric Lease Morgan, Susan Leister, Jennifer Younger, Lisa Gonzalez (Catholic Theological Union)

Welcome and Update from Jennifer
Members welcomed Lisa Gonzalez from Catholic Theological Union to the meeting.

Tom Leonhardt has stepped down as Chair of DAC and the process for identifying a new Chair is in process.

Jennifer announced five new members, bringing CRRA membership to 26. New member institutions include: Barry University, Catholic Theological Union, College of New Rochelle, St. Joseph of Brooklyn, NY, University of St. Mary of the Lake/Mundelein Seminary.

Jennifer noted that the dues structure had been adjusted and that member dues are now based on capacity.

Jennifer gave an overview of the 2011/12 strategic plan, noting primary goals for the year and those of particular relevance to DAC. Highlighted goals include: increase digital content in the portal, continually update portal content, implement procedures to harvest member records, and update the metadata guidelines. Jennifer reported that the Board has approved the formation of a Task Force to develop a five year strategic plan to begin 2012.

Usability Studies
Eric reported on the status of the member usability studies, indicating that studies at Seton Hall and St. Mike's are scheduled to begin this summer. Eric then referenced a recent report on conducting usability studies that offered the following metric for assessing success: "The number of times the task is successfully done times ½ partially done divided by the number of participants."

Susan said that Will Wheeler is investigating purchase of software for the usability studies at Georgetown and Leon Hooper is identifying candidate participants and gift cards for participants.

Search Engine Optimization (SEO)
Participants at the Philadelphia meeting discussed briefly implementing SEO in the portal. The Board asked that DAC weigh in and provide its recommendation for whether to proceed or not.

Eric gave an overview of SEO, stating that it exposes the deep web, making content more accessible to search engines. VuFind is SEO-friendly, since it uses persistent URLs and includes tools to automatically build sitemaps to help search engines find content.

Demian said that once Villanova did site maps it increased their search engine traffic, putting a load on the server that resulted in the need for more memory. He recommended that in implementing SEO, one need be prepared to be more visible.

Following a discussion, members recommended that the CRRA proceed with implementation.

[Strategic Plan](#) 2.1: **Facilitate continual updating of member records and content**.
Marta reported that Seton Hall has identified 300 records with the following attributes: archives, rare, and Catholic Church. They then checked the records against OCLC, tagged the records as "CRRA" and uploaded them.

Susan reported that they had exported EAD records and have implemented Archivists Toolkit. Georgetown's goal is to begin descriptions of Catholic saints.

[Strategic Plan](#) **3.6. Implement options to facilitate member creation and submission of EAD and MARC records to the portal. Ensure that users are also able to save the record locally. Implement (as pilot) Archivists Toolkit and update relevant documentation to suggest use of MARC Edit for MARC records.**
Following on Susan's reference to Georgetown implementing Archivists Toolkit (AT), discussion turned to goal 3.6. CRRA recognizes that there will be some "ramping up" to implement and use AT, though the benefits to members could be notable. Susan indicated that the team at Georgetown might be able to offer advice, Pat noted that St. Kate's also has implemented AT.   A good discussion ended on a particularly high note when Lisa offered CTU as a pilot institution, noting that having access to AT would be great for CTU and would eliminate the biggest hurdle which is server space.