



PI Subcommittee Second Quarter Report Panel 63 - 02/2014

I. Summary of the subcommittee's activities the past quarter

The Public Information Subcommittee met on 12/8/2013. A motion was made & approved to go live with the new website redesign.

II. Significant Developments

PI subcommittee conducted a survey at EPGSA regarding the website. This survey was used to attain information related to the use of the website, accessibility of the website & content. There were 157 respondents to the survey. Results of the survey are below:

1. *96% had access to computer. 4% did not.*
2. *87% access internet to get information. 10% did not.*
3. *Most people receive information regards events in the area by reading flyers, AA members, district meetings, Intergroup, conferences, home group meetings.*
4. *Times in past month visited Area 59 website*
 - 0 - 17%
 - 1- 18%
 - 2- 16%
 - 3- 15%
 - 4- 12%
 - 5- 2%
 - 6>- 59%

5. *Internet sites visited to gather information*

aa.org 62%	Sepennaa.org 33%	Area 59 57%
aalv.org 3%	York aa. org 1%	Reading Berks Intergroup 3%
Lancaster aa.org 4%	Harrisburg aa. org 7%	Pocono Intergroup 7%
Your District's website 21%		Other 10%

6. a. Was site easy to access:

- very easy 18%
- somewhat easy 15%
- neutral 1%
- somewhat difficult 1%
- very difficult 0

b. Able to find information:

- yes 41%
- Sometimes 19%
- Not often enough 3%

c. Anything missing:

- eye candy,
- links to websites?
- what area does,
- area meeting info,
- Spanish info,
- updates on meeting.
- name and contact for MDs and RNs.
- Info on detoxes/ rehabs.

d. Nothing noted on website that was not needed.

7. Info sought most from the websites. Most respondents did not place in order of importance

- Meeting locations and times 60%
- Service meeting info 5%
- Workshops, anniversary meeting 17%
- Service material 50%
- Archives info 19%
- Contact info for officers and subcommittees 22%
- Calendar of events 59%
- Grapevine info 21%
- Service Commitments 13%
- Service forms 21%
- Literature orders 17%
- Answering Services 6%

8. How do you get most info about AA's Public Information Services?

- Word of mouth
- Area website
- District meetings
- Area officers
- GSO
- Lancaster Central Service Office
- aa.org,
- motorcycle texts and calls,
- sponsor,
- flyers,
- Intergroup,
- Sepennaa. org,

- at events.
- some said they didn't get info at all.

9. Suggestion for website:

- device responsive
 - add contact page to get info from visitors to site
 - email addresses
 - downloadable calendar
 - List conventions and workshops on home page
- Not all links are accessible on all operating systems.

General comments about website

- Greg does a great job
- Appreciate new archives info
- Awesome that convention schedule was on website
- Keep up the good work

New website redesign went live on 12/30/2013. Feedback has been extremely positive from the fellowship.

III. Update of progress on Delegate's recommendations

Recommendation #8 - *“Consider the advisability of having an assistant to the web servant who can take over if needed.”* PI subcommittee asked the Area Web Servant, Greg G. to make a list of possible candidates & report to the subcommittee.

Recommendation # 17 – *“Consider ways to enhance the website content to make it more useful to the Area Committee & Fellowship in Eastern PA”* Having conducted the survey & presenting the website redesign we have focused on this recommendation.

Recommendation #24 – *“Formulate a list of PI Subcommittee Recommendations for Panel 65”*
This will be the focus of the rest of the panel.

PI Subcommittee

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