



Ad Hoc Digital Communications Subcommittee Quarterly Report - May 2021

Current Website

- **Officer & Subcommittee Reports** have been published to the website. It was necessary to subscribe to a PDF editor with redaction tools to scrub hidden personal info to protect anonymity (*Delegate Rec. #8*). After trying several programs, we settled on Adobe Acrobat DC which is \$15/month. We request that future reports be submitted in PDF format, and that separate documents are created in English and Spanish. We asked the Convention Committee if they would like their reports to appear on the website as well and they granted unanimous approval.
- In collaboration with the Treasurer, Finance Committee, and the Tech Servant, a newly redesigned **Contribution Page** has launched (*Delegate Rec. #11*). The logo has been enhanced, "Contributions" has been added to the hamburger menu on the home page, recurring contributions are now live, and modifications have been made so that the page functions well on all devices.
- **Subcommittee email addresses** have been corrected.
- **Uploaded pamphlets** have been removed and replaced with links to the pamphlets on AA.org. This is per the request of GSO and assures that the most recent version of the pamphlets are available.
- **Web traffic & user reports** are now being collected and evaluated for the current website (*Delegate Rec. #10 b*). This will help us to understand how people are accessing and utilizing our site, and to track how this changes as the website evolves. A trial version of Stats Counter was successfully completed and the committee agreed to subscribe at \$189/yr with a log duration of 16 months.
- We are working to identify and **remove useless or outdated info** from the website. For example, there is a letter from 9/5/2019 stating that the Meeting Guide Version 3.0 was released.

New Website

- We are working on a plan to **survey members** for feedback on the website (*Delegate Rec. #10 a*).
- There has been a request from the **Finance Committee** to create an expense report that can be submitted online like the DCM report. This will necessitate the ability to upload and submit receipts. So we will be working on a solution to provide this functionality.

Other Activities

- The May **"We" Newsletter** was received. We will review and send an e-blast via MailChimp. We will be connecting with the Literature Committee by Zoom to discuss the newsletter to see how best we can serve each other.
- We had a successful **joint meeting with the Technology Committee** to discuss our plans related to the new website to assure that we are on the same page and not duplicating work.
- Our committee participated in the **Pre-Conference Sharing Session** with all members present.
- Our members attended the Area Sharing Session on **"Communication in AA."**