



Ad Hoc Digital Communications Subcommittee - Annual Report 2021

The *Ad hoc* Digital Communications Subcommittee had a productive inaugural year in service to Area 59. Virtual meetings are held monthly on the fourth Thursday at 7pm. Our committee is composed of 4 voting members, 3 special servants, and an Area advisor: Jonathan K. (D34), Joe L. (D49), Lauren R. (D57), Claire B. (D44), Scott F. (Web Servant), Lenny T. (Web Servant Assistant), Fred S. (Tech Servant), and Alicia S. (Area 59 Officer-at-Large).

In the spring, we conducted a search for a new Web Servant and Web Servant Assistant. We are delighted to have Scott F. and Lenny T. join us in those roles, respectively. A report on our activities since spring can be condensed as follows:

- **Officer & Subcommittee Reports** are submitted quarterly to the Web Servant for publication on the website. We have sanitized these documents to assure anonymity and have redacted any hidden personal data. We have also converted them all to pdf and given them a common naming convention.
- **Web traffic & user reports** are collected and evaluated for the current website. This will help us to understand how people are accessing and utilizing our site, and to track how this changes as the website evolves.
- We are working to identify and **remove useless or outdated info** from the website.
- The **Area Events Calendar** continues to be maintained and updated.
- The **"We..." Newsletter** is edited and published via MailChimp as it is received by the Lit. Committee.
- We are working within a **Website Production Schedule** as provided by the Web Servant.
- **Navigation Site Map** and homepage design options have been decided.
- The **Area 59 Business** landing page structure has been created.
- We had several productive **joint meetings** with the Tech Committee in September.
- We will preview progress and request feedback on the new site at **EPGSA** in partnership with the Web Servant and Tech Committee.
- The new website is slated to **launch** the second week in January.
- We will be connecting with Officers and Subcommittees to review their individual pages to make decisions regarding what content they want on the new website.
- We made a presentation on our committee at **Share-A-Day** on Sunday, February 21.
- We edited and published several e-blasts via the **MailChimp** system: EPGSA registration and Bridging the Gap information.
- With assistance from the Officer-At-Large and GSO's Fellowship Connection we continue to update the **e-blast distribution list**.
- Several **literature orders** were placed and fulfilled for "A.A. Guidelines on the Internet, "Understanding Anonymity" pamphlets, and Anonymity in the Digital Age Posters to stock up committee members.
- We presented at a District 45 workshop on July 10, "**AA in the Digital Age**." Claire spoke on the role social media and app development has played in the digital age of AA.
- We represented the committee at District 36's "**From Zoom to the Rooms**" on September 11.
- Committee members attended **NAATW** (National AA Technology Workshop) held Sept. 17-19.

Respectfully submitted by Claire B.