

Ad hoc Digital Communications Subcommittee Annual Report, November 2022

The *Ad hoc* Digital Communications Subcommittee had an extremely productive second year in service to Area 59. Our committee is composed of 4 voting members and 3 special servants: Jonathan K. (D34), Joe L. (D49), Lauren R. (D57), Claire B. (D44), Scott F. (Web Servant), Lenny T. (Web Servant Assistant), and Fred S. (Tech Servant).

The new Area 59 website launched on January 19, 2022!

- The **Home Page** contains two boxes that will change to feature coming events. One is the main “hero image.” One permanent box features a link to Bridging the Gap.
- The **Find a Meeting** listing of meetings is the most complete it has ever been with 12 different Intergroups and Districts participating! A search bar allows users to look for all the meetings in a certain district, various types of meetings, and even select specific languages like Spanish, Russian, and Polish. We refresh meeting feeds regularly to reflect updates and changes.
- The **Need Help Now** section contains all of the 24-hour hotlines in our region, all intergroups, a link to AA.org, and a Bridging the Gap request for contact.
- The **Calendar** has a link at the top for Events Calendar Submission Requests. This contains detailed guidelines on how to submit an event for the calendar as well as the form where you can upload a flyer or program.
- The **Area 59 Business** section has everything members in our Area need – forms, contribution details, service resources, district information, contacts, and much more. The “New Group Form” and “Group Change Form” have been improved and replaced. They now include the ability to opt-in directly to the Area 59 mailing list. A confirmation email is automatically sent when the forms are submitted. For the Group Change Form, if there is a new GSR, they immediately receive a link to the digital “New GSR Kit” on AA.org. Many committees now have a dedicated page on the website. Links to these pages can be found in Area 59 Business under the “Officers & Subcommittee” pages. Officer and Subcommittee Reports continue to be posted to the website.
- A dedicated **Archives** page has been created with new content like the “Historical Audio-Visual Experience.” Here you can find a comprehensive walking tour of the Area Archives as well as a video interview of Mary R., wife of Lou R., the first African-American Delegate to the General Service Conference. There are also a variety of forms, interesting documents, and handouts available. The Archives reside in the “Area 59 Business” section under the heading “About Area 59.”

We manage the Area’s MailChimp database and comprised and sent numerous e-blasts over the year. These e-blasts include: NERAASA 2024 Planning meetings plus reminders at the request of that Event Chair, Mini-Assembly I & II, Pre-Conference Sharing information, the “We...” newsletters provided by the Literature Committee, Area Day, and EPGSA convention information.

We continue to collect and monitor our website use statistics.

Our Chair, Tech Servant, and Web Servant attended the National Alcoholics Anonymous Technology Workshop in Seattle Sept. 9-11. We are tremendously grateful to the Area for that fantastic opportunity!

In Service and Gratitude,

Claire B.