

District 21 Officers and GSRs

January 26, 2010

Web Site Committee Report

Context

At the District 21 meeting on November 24, 2009, the following motion was approved.

“To form a three-person committee, (at this meeting) to evaluate the effectiveness of the District 21 web site and make recommendations on what and how to improve our web site use. Report to the District 21 meeting, before the end of March 2010.

What the committee did

This committee reviewed the current web site, page by page. It also examined other A.A. websites.

Acknowledgment

We want to acknowledge the work of Buster B. and many members of past District Committees for setting up our current web site. It is progressively getting more use.

Recommendations

The following recommendations are made with respect to the content of each web site page. Some are small or cosmetic and others (like the District Committee page) are substantial.

Also included are a number of site administration recommendations, which should help the Webmaster to populate the Web site with what the District needs most, in order to function effectively.

We believe that these recommendations are technically feasible.

We also submit ideas for future consideration, once the core recommendations have been implemented. These may require more technical work.

1. "Home" page

- Add a Home Page link to facilitate the return to the Home Page.
- At the top of the page, add a welcome for Newcomers :

IF YOU WANT TO DRINK, THAT'S YOUR BUSINESS.

IF YOU WANT TO STOP, WE CAN HELP

Alcoholics Anonymous

24-Hour Hot Lines

(530) 888-3607 or (916) 624-6807

www.district21cnia.org

2. "About District 21" page (link from each page)

We recommend that the Registrar update, if necessary the second paragraph as it pertains to numbers of groups in the District and total number of meetings.

3. "Meeting Schedule" page

- Change the title to: *AA Meeting Schedule*
- Add: *To view, download and print PDF. AA meeting schedule, click on the above link.*
- Regarding changes to the schedule, simplify the page by deleting the current text and replacing it with the following shorter version:

Submit changes to this schedule through your group General Service Representative (GSR). If your group does not have a GSR you can send a representative to the District Meeting to obtain further information. District 21 meetings are held: The 4th Tuesday of every month, 6:00 PM at 226 Palm Ave, Auburn, CA 95603 (Auburn Fellowship)

4. "Events" Page

Delete all current text and replace with the following before the list of events:

** If you are interested in having your group's events posted here, send your group GSR to the District Meeting with the event you wish to have posted. District 21 meets: The 4th Tuesday of Every Month at 6:00 PM at 226 Palm Ave, Auburn, CA, 95603 (Auburn Fellowship)*

**If you wish to have a downloadable flyer of the event linked here then please email a copy of the event flier to: webmaster@district21cnia.org*

5. "AA Links" Page

Title change to: *AA Links* (to match the link title).

6. “District Committee” page

This page has been “under construction” since the web site was launched. The information in this web page should be limited to District Officers and GSRs and accessible by User ID and password.

Goals for such a page:

- Provide information which will be helpful to Officers and GSRs in the performance of their responsibilities.
- Provide information which is easily understandable.
- Save time of the Recording Secretary.
- Save money, by minimizing printing needs.
- Enhance the chance that everyone will be on “the same page” and has the same information.

Recommended minimum content to include:

District Committee roster of Officers, GSRs and others with phone number, email and postal address
District Meeting agendas
Minutes of meetings
Background information in preparation for the next District meeting
Motions which need to be studied before an upcoming meeting
Suggested agenda for group conscience, where advice is sought by the Delegate in preparation for Pre-Conference Assembly.
Background information from previous panels
Minutes of any sub-committees.
Link to CNIA 07 web site

7. “Media & Professional” Page

This is recommended as a new web site page (accessible to the media and recovery professionals)

Goals for this particular web site page

- For anyone new, or for anyone referring someone to AA
- To provide general information about Alcoholics Anonymous
- Information for the media
- To provide contacts in A.A. for recovery professionals and for the media.

Recommended minimum content to include:

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Public Information/Cooperation with the Professional Community (PI/CPC): Contact numbers
What AA Does/Does not do
PI/CPC list of venues serviced by the District PI/CPC committee
General information about Alcoholics Anonymous
Information on how AA relates to the media
Anonymity tradition with regard to the media
Newsletter for recovery professionals
Links for relevant information for recovery professionals

8. Contact” Page

Add District 21 postal address, as on meeting schedule.

9. Administration of the site

a) Webmaster:

Establish a position of Webmaster as an Officer of the District.

Elect the Webmaster, like other Officers, but for a two-year tenure.

Qualifications and Responsibilities:

- 2-4 year sobriety requirement. Can also serve as GSR.
- Experience with General Service work desirable.
- Experience as a web site designer, web master, or web site maintenance person.
- Provide necessary protocol and format for submission of information to be submitted by District for inclusion by Webmaster in the web site.
- Provide regular reports to the District 21 Committee.
- Be able to select hardware or software necessary to design and maintain a web site.
- Be able to check competitive pricing of such material and bring those recommendations with estimates to the District Committee, for approval before obtaining the necessary equipment.
- Provide annual budget estimates for inclusion in the District budget.

b) For the District page: The responsibility to edit and supply the content for this page should be carried out by the Recording Secretary and the Alternate DCM. Webmaster is to supply protocol for these submissions and carry out the implementation.

c) For the “Media & Professional” Page: The responsibility to provide the content to be carried out by the District PI/CPC Coordinator. Webmaster is to supply protocol for these submissions and carry out the implementation.

d) All other changes: Changes in meeting schedule, group events, changes of address, etc. to be submitted by GSRs. Webmaster is to supply protocol for these submissions and carry out the implementation.

Ideas for future consideration

- Interactive map for meeting schedule
- Registrar email account link (locate on the meeting schedule page) to update meeting schedules
- Utilize email accounts for officers
- Embedded public information videos
- Online registration for events
- Links to flyer regarding special events PDF
- AA hotline e-mail
- Links to online meetings
- Big Book online, embedded
- AA speaker audio for downloadable MP3

Respectfully submitted
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