

**Delegate's Communications Working Group**  
**Dec. 4, 2025**

**All working group members were in attendance:**

Lisa D, Area 15 delegate  
Donna W, Area 15 alternate delegate  
Angie S, GSR, District 4  
Manny, GSR, District 7  
Rob R, GSR, District 9  
Brad W, DCM, District 1  
Adria A, DCM, District 17  
Sue H, alternate chair, District 2  
Mindy M, chair, District 3  
Cindy L, Area 15 Literature Committee chair  
Tom S, Area 15 Quarterly Coordinator Committee chair  
Kathy G, Area 15 past delegate

**Guests in attendance:**

Beth H, alternate delegate, Area 62  
Tiena, District 8  
Alan T, Area 15 treasurer

**Lisa's opening remarks:**

Thank you, everyone, for coming. We're going to get into our discussion quickly tonight because I want to leave as much time as possible for us to address questions about the recommendations that have come from this working group and from the roundtable that all area members participated in back in October.

We've talked from the beginning about how we want our efforts to result in actions that can be taken, not just ideas. With that in mind, my intent is to bring possible actionable items that have come out of our work to the body in my delegate's report at the January business meeting.

Here is what has risen to the surface so far in terms of recommendations:

- Background on Conference agenda items will be presented in a series of six online sessions in March as we did last year. Recordings of the sessions and written summaries of the items we cover will be available on the Delegate's Corner on the area website. When we get to the assembly in April, we will not go back over this background information. Instead, we will use the time we have on Saturday afternoon and after the business meeting on Sunday to hear the voice of members, beginning with area committee chairs reporting on the group conscience of their committees, and anyone else who wants to share what they would like me to take to the Conference.

- Rather than communicating information through district chairs, I will begin communicating directly with members to bridge gaps and breakdowns with messages regarding the General Service Conference, the General Service Office, and the General Service Board.
- I will begin communicating with our Spanish members via a WhatsApp channel rather than email.
- I will begin communicating this information on specific days, which means the information will be bundled into fewer emails.
- I will begin utilizing the events calendar on the Area 15 website to get the word out about opportunities connected to Conference-facing opportunities, such as online pre-Conference review and Conference report backs.
- I will research how other area delegates communicate with their members in a monthly newsletter.

Some technical questions connected to a few of these ideas came up at our last working group meeting. Donna is going to share answers she found on these questions.

**Donna's remarks:**

Good evening, everyone, and thank you for your continued participation in this working group. Here are answers to the technical questions that came up at our last meeting.

- Karen V, Panel 71 area secretary, explained that because the area pays for a MailChimp account, we can add admins, or new users, to that account. The delegate could send Conference-facing communication using the delegate's email directly to members using the contact list the area secretary uses to send minutes and agendas.
- Evonne L, Panel 73 area web servant, clarified that the events calendar plug-in she introduced to the website supports hyperlinks. This means delegate events, such as pre-Conference review and post-Conference reports, can be listed on the calendar with hyperlinks to the specific places on the password-protected Delegate's Corner so members can get information such as online meeting IDs and the location of in-person Conference reports.
- Evonne also explained that URLs can be pasted into WhatsApp messages. Communication from the delegate to members of our Spanish-speaking community can include the opportunity to access additional details beyond what's in the WhatsApp message. A standard WhatsApp account can reach up to 1,024 individuals at no charge.

- Additionally, Evonne addressed our questions about how members can be alerted via text message when something new has been added to the Delegate's Corner. An SMS notification could be sent using a platform such as Twilio, Textedly, SimpleTexting or EZ Texting. We could store and manage phone numbers and send one-way SMS alerts that could include a clickable link to the updated page while remaining compliant with SMS laws for opting in and unsubscribing. SMS costs vary by provider, but a typical range is 1 to 3 cents per SMS.

### **Summary of open discussion on opportunities for improvement we will pursue:**

A working group member asked if Lisa would continue to communicate with Spanish-speaking members via email if she begins communicating via WhatsApp. Lisa replied that she would utilize both methods. Communicating via WhatsApp is an additional method, not a substitute for email communication, which of course would continue to be translated into Spanish.

A working group member asked if we are considering using WhatsApp as an additional form of communication for all members. Lisa responded that she is inclined to begin with the Spanish community to get our feet on the ground. We would stay within the cost for a no-charge WhatsApp channel if we start modestly. If there was interest among English-speaking members, that would become a budget concern. We want to enhance communication without spending additional area funds.

A working group member asked if district chairs have been informed of the potential plan for direct communication from the delegate to the members. Lisa agreed that communication to district chairs will be important. She will ask the area chair for a few minutes with district chairs at a district chairs' meeting to share the information if the body indicates it wants to move in this direction. District chairs will absolutely be encouraged to share all information directly with members at their discretion. Direct communication is simply intended to bridge gaps from the delegate to the members.

Donna reminded the group that everything we're talking about, if this group agrees, will come in the form of recommendations from the group. Nothing will be put in place until Lisa reports to the body.

A working group member said she couldn't wait to share the information about communicating to Spanish-speaking members via WhatsApp because this is their preferred method of communication. She called it a "win-win" for both the delegate and Spanish-speaking members.

A working group member said that when she first heard the recommendation to review Conference background material in online sessions prior to the April assembly, and to use the time allotted for pre-Conference at the April assembly to hear from the body rather than repeating the background, she was not in favor. After thinking about it, she feels the district chairs and the DCMs are well-positioned to work with their members by attending the online sessions or listening to the recordings. DCMs or others appointed by the district chairs can

summarize the background, which would give others the opportunity to participate in the process.

A working group member said this new way of work is also something district chairs should be made aware of. Lisa said she will ask for a few minutes on the district chairs' meeting agenda at the January assembly.

**Next steps for the working group:**

- Lisa will bring the recommendations approved by this group to the body in her delegate's report at the January business meeting.
- The group agreed to come back together for our next meeting on Thursday, Jan. 22. The following meeting will be Thursday, Feb. 19.

Lisa opened the floor for questions from guests at 6:55 p.m.

Lisa adjourned the meeting at 7:05 p.m. with the Responsibility Declaration.