

Delegate's Communications Working Group

Jan. 22, 2026

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
Adria A, DCM, District 17
Mindy M, chair, District 3
Cindy L, Area 15 Literature Committee chair
Kathy G, Area 15 past delegate

Working group members absent:

Brad W, DCM, District 1
Sue H, alternate chair, District 2
Tom S, Area 15 Quarterly Coordinator Committee chair

Guests in attendance:

Jimmy S, District 2
Joshua G, District 2
Sophia C, District 2
Deborah B, District 5
Leslie K, District 4
Rhonda B, District 8

Lisa's opening remarks:

As a review, here are recommendations from the roundtable, discussed in more detail by our working group, that the body agreed we can move forward on:

- Direct delegate communication with members using the area's MailChimp account
- Using our time at the April assembly during agenda review to hear from our members rather than going back over the background material on agenda items. Since we will be reviewing the background in six online sessions March 9-14 and making available summaries of the items the body chooses to hear about, we'll be able to dedicate the two hours on Saturday for agenda review and the time after the business meeting on Sunday to hearing from our members.
- Delegate communication with our Spanish members using WhatsApp, which those members expressed excitement for when Adria introduced the idea to them.
- Posting Conference-facing events such as online pre-Conference review and post-Conference report backs on the events calendar on the area website. Our area webservant has already started doing this.

Donna has an update for you on some actions we've taken on these ideas.

Donna's remarks:

Good evening, everyone, and thank you for your continued participation in this working group. We know that good ideas don't amount to much without a way to put them into action. Here are a few more details on how we'll be actualizing the recommendations the body has approved for better delegate-to-member communication.

As Lisa said, the big-ticket idea is direct communication from Lisa on Conference-facing issues to members. Lisa and I were fortunate to receive MailChimp training earlier this week from the alternate chair and former secretary of District 9, who is very familiar with using MailChimp to communicate to large groups. Lisa will be creating a template with the image of her delegate's pin at the top to distinguish her communication from the communication that goes to the body from the area secretary, such as the business meeting agenda and minutes.

(Donna shared her screen to give an example of how the District 1 chair uses MailChimp to communicate with District 1 members.)

We've had a conversation with Lea A, Area 15 registrar, who assures us that the area database is continually refreshed so we'll have up-to-date contact information. We have some details to decide, such as how frequently Lisa will communicate and how many different pieces of news are appropriate for each MailChimp communication. We expect that the first direct communication to members will focus on the schedule of important dates leading up to the April assembly: when we expect to receive the list of final agenda items, when we expect background material, and when the online sessions will be held.

At the same time Lisa begins communicating directly with all members, she'll begin communicating with members in our Spanish linguistic districts via WhatsApp. Delegate communication will still go to those members via email; this is not an either-or, but a "both." The WhatsApp channel is a two-way communication, which means members may want to respond to Lisa, as they respond to messages from each other. Lisa will be a member of the group so she'll receive all messages and will respond to questions or comments, which she would welcome, as this would be an indication that she is connecting with these members.

As Lisa said, Bob T, area webservant, already has added Conference-facing events to the events calendar on the area website. The text is hyperlinked so users are taken to the Delegate's Corner, which is password protected, to get details such as meeting IDs and passcodes. Lisa will continue to work through Bob to have the information posted.

Summary of open discussion:

A working group member asked if the messages going to Spanish-speaking members via WhatsApp will be translated. Lisa said that like all communication she sends, these messages will be in Spanish. Information she forwards from the Board and the office come to her in English, Spanish and French. She uses a translation app for messages that originate with her.

A working group member asked when direct communication from Lisa will begin. Lisa responded that she expects it will begin as early as the week of Jan. 26. She is waiting to have a conversation with the area secretary to set up her access. The goal is to have her first communication be key dates members need to know for pre-Conference, such as when final agenda items will be released and when background will be available.

A guest asked if Lisa has a contingency plan for securing a group conscience on agenda items at the April assembly if the hybrid experiment encounters glitches and members participating online are not able to communicate with her. Lisa said she will be offering a Google sheet for all members to use for comments as she did last year and this would be an option should members be unable to communicate with her in April.

A guest asked how Lisa will include members who want to receive information but are not in the area database. Lisa said she expected the area registrar could help with this. Either she or Donna will reach out to Lea A for the answer to this question. We recognize the importance of including everyone in this direct communication.

A working group member asked if the area database includes all trusted servants. Lisa responded that all trusted servants who have provided their contact information are included in the database. It will be important for district chairs to continue to remind new trusted servants to share their contact information with either their district registrar or the area registrar.

A working group member asked if Lisa can summarize lengthy material that comes from the Board and the office. Lisa said she is hesitant to alter the information she receives; editing can inadvertently change the tone or the message itself. She said it may be possible to create a shorter version of the Quarterly Financial Report.

Two guests complimented the working group on its willingness to try new ways to improve communication and for its success in turning ideas into reality.

Next steps for the working group:

- The group agreed to waive a meeting in February because we'll be busy with pre-Conference agenda review. The group will meet next on Thursday, March 19.

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