

**Delegate's Communications Working Group**  
**March 19, 2026**

**Working group members in attendance:**

Lisa D, Area 15 delegate  
Donna W, Area 15 alternate delegate  
Brad W, DCM, District 1  
Mindy M, chair, District 3  
Cindy L, Area 15 Literature Committee chair  
Kathy G, Area 15 past delegate

**Working group members absent:**

Angie S, GSR, District 4  
Manny, GSR, District 7  
Rob R, GSR, District 9  
Adria A, DCM, District 17  
Sue H, alternate chair, District 2  
Tom S, Area 15 Quarterly Coordinator Committee chair

**Guests in attendance:**

Heide D, GSR D2

**Lisa's remarks:**

Here is a reminder of work accomplished up to our last working group meeting Jan. 22. I presented for disapproval the four items that came from the Delegate's Communication Roundtable in October that were fleshed out by our working group:

- Direct delegate communication in English and Spanish with members using the area's MailChimp account
- Direct delegate communication with our Spanish members using WhatsApp
- Dedicating our time during agenda review at the April assembly to hear from our members rather than going back over the background material on agenda items
- Working with the Area 15 webservant to post links to information about Conference-facing events such as online pre-Conference review and post-Conference report backs on the events calendar on the area website

Hearing no disapproval, I moved into action immediately after the assembly on all four items. Donna has an update for you on what we've accomplished since the end of January and where we are now.

**Donna's remarks:**

Getting Lisa set up in MailChimp entailed conversations with the area secretary, who manages the area's account, and with the area registrar, who manages the member contact list. We looked at two options: adding a delegate component to the account we have; or creating a new

MailChimp account for the delegate. An important consideration was cost, which would come out of the delegate's budget.

In the end, we opted to work within the area's existing MailChimp account. In our discussions with the area secretary, we found out the officers had not been taking advantage of the discount MailChimp offers to all nonprofits, which previous panels had been using. Lisa was able to get that discount applied, and so even though we have an additional cost for the extra "seat," that cost isn't as great as it might have been without the nonprofit discount.

Lisa's first direct communication in English and Spanish went out Thursday, Feb. 19. Additional communications went out Feb. 24; Tuesday, March 3; Tuesday, March 10; and this past Tuesday, March 17. The communication was duplicated and sent to our Spanish-speaking members via WhatsApp on the same dates.

In addition to operationalizing direct communication, we've also acted on the body's recommendation regarding pre-Conference agenda review. In our series of online sessions Marc 9-14, we reviewed those items members said they wanted to hear about and answered questions those who participated had about those items. Lisa has communicated in all of her direct messages that we will not repeat background information when we meet in April and will instead allow more time for members to come to the mic and share their thoughts on the items.

**Additional comments from Lisa on how the new initiatives are working:**

- We've had a low number of unsubscribes, which I'm glad to get, because there no point in taking up space in someone's inbox who doesn't want the message.
- Our "open" rate on MailChimp communication has been between 25-29%. (Based on MailChimp benchmarks, the average open rate across all industries is between 21-36%, with an open rate between 12-25% considered healthy.)
- I've heard great feedback from a number of English-speaking members on my direct communication. An unexpected positive outcome of the weekly messages is that members have communicated back to me asking questions about agenda items.
- Feedback from Spanish members to WhatsApp, which is a two-way channel, has been encouraging. Many members are responding with thanks for the information.
- We had great participation at the online Conference agenda review sessions – numbers in the mid to high 70s Monday-Thursday, mid 50s on Friday – most likely due to direct delegate communication that connected members to the opportunity.

**Summary of open discussion:**

A working group member noted that anecdotal information so far is promising, but it would be informative to get a more data-driven idea of how Lisa's communication is being received and if it can be improved in any way. Are people really connecting with it? Is it meaningful and useful to members in their trusted servant roles? Is a weekly message appropriate, or should it be something different? A simple, three-question survey in a Google form would be a way for us to gather more targeted information.

Conversation ensued about which questions would gather the most relevant information. Some possibilities:

- The Area 15 delegate recently has begun communicating directly with members of Area 15. When you receive the delegate's communication, what do you do with the email?
- Since you started receiving the delegate's MailChimp messages, have you taken any action, i.e., shared the information with your group?
- Does the communication you receive from the delegate help you with your service role?
- How frequently do you want to receive information from the delegate?

Discussion ensued about how the survey could be shared with members. These group agreed on these possibilities:

- Lisa will send the survey in her weekly communications during the month of April. She can regularly update members with survey results so far.
- The working group will leverage the opportunity of the April assembly to speak to members face to face about their experience with direct delegate communication.
- To raise awareness that the working group is looking for feedback, a flier with the survey and a QR code can be available at the sign-in tables.
- Lisa will let members know in her delegate's report that the working group is looking for feedback.

Working group members then discussed their perception of Lisa's communication. Members noted the conciseness of the messages and use of bullet points to convey information and consistent, weekly receipt of the messages as positives.

A working group member asked how frequently the mailing list is being updated to ensure the messages are reaching newly elected trusted servants. Lisa explained the area registrar generated the list she is using now from Airtable, and it is the same list the registrar shares with the secretary four times a year for area minutes/agendas. Lisa will check with the area registrar to see if she can receive an updated list each month but said the Airtable list is only as accurate as the information members supply to their district registrars.

**Next steps for the working group:**

- Lisa will share survey questions with all working group members and ask for additional thoughts. She will send the survey in her MailChimp communication beginning Tuesday, March 31, and continuing throughout April.
- Lisa will ask the Quarterly Coordinator Committee for a table at the April assembly where we can speak face-to-face with members about their reaction to direct delegate communication.
- Donna will create a flier with the survey and a QR code that will be available at the sign-in tables.
- Our next working group meeting will be at 6 p.m. Thursday, May 7.

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