

Delegate's Communications Working Group May 7, 2026

Working group members in attendance:

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

Working group members absent:

Manny, GSR, District 7
Adria A, DCM, District 17
Tom S, Area 15 Quarterly Coordinator Committee chair

Lisa's remarks:

Here is what we want to accomplish at tonight's meeting:

- Review the results of the 3-question survey we all were a part of creating at our last working group meeting on March 19
- Share next steps for delegate communication based on what the survey told us
- Share with you a new survey: three questions on members' thoughts about pre-Conference agenda review
- Start thinking about the survey that will come after that: a 3-question survey on members' thoughts about post-Conference report-backs
- Hear an update on the progress of the General Service Board's Cross Functional Communications Group, which we modeled our work on beginning last fall with the Delegate's Communication Roundtable
- Open discussion from working group members:
 - Any feedback you've heard on delegate communication and/or pre-Conference agenda review
 - Next steps you think we can take to continue to improve delegate communication

Here is a reminder of the methodology for the first 3-question survey:

- We decided at our last meeting that we should limit the survey to three questions to make it more likely members would take it.
- We decided the survey would be in the field during the month of April, ending on April 30.
- The survey was included in weekly delegate communication on April 7, April 14, April 21 and April 28.

- We created a QR code for the survey questions, made fliers, and set up a table at the April assembly where nearly all of us spent time encouraging members to take the survey.

Kathy G shared survey results:

- 280 members responded to the survey.
- Here is what we learned from the survey:
 - In response to Question 1, “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?”
 - I open and read most or all of it: 145 members
 - I open and skim for new information: 109 members
 - I receive it but delete it without opening it: 2 members
 - I haven’t received an email from the delegate: 24 members

What this means: Of the 280 members who responded to this question, 91% open and read most of the delegate’s communication or skim it for new information. Only .7 of 1% of those who responded said they delete the communication without reading it.

- In response to Question 2, “Since you started receiving the delegate’s weekly emails, have you taken any of these actions?”
 - Visited the Area 15 website/Delegate’s Corner/76th Conference information page: 190 members
 - Attended/listened to a recording of a pre-Conference review session: 129 members
 - Shared information with another A.A. member, such as someone in your home group or a friend: 197 members
 - Contacted the delegate with questions: 22 members
 - None of the above: 42 members

What this means: Of the 280 members who responded, 85% took some type of action after receiving the delegate’s weekly communication. 70% shared the information with another A.A. member. 68% visited the Delegate’s Corner on the Area 15 website. 46% attended a pre-Conference review session or listened to a recording of a session.

- In response to Question 3, “Does the delegate’s communication enhance your service role?”
 - Yes, I look forward to the weekly emails: 169 members
 - Yes, but I wish the emails were every other week: 62 members
 - No, my group doesn’t want the information: 4 members
 - I don’t currently have a service role: 24 members
 - I’m not sure: 21 members

What this means: 83% of members look forward to the weekly emails. It can be inferred that members enjoy weekly communication from the delegate, as only 22% of respondents indicated they would prefer communication every other week. An extremely low number of respondents, 1.4%, said their groups don't want the information.

Working group member discussion of the survey results:

- Based on 91% engagement, it's clear that the delegate's regular communication is welcome.
- Based on the breakdown of respondents by service position, we're reaching the GSRs, who were our primary audience.
- If members are skimming and not reading the entire email, is that an indication that there is too much information in the blasts? We may want to query members on what specific information they want to receive. Because some are skimming, we need to make sure the information is listed in order of priority.
- We may want to signal more clearly "calls to action" – areas where the delegate is asking the members to do something.

Donna's remarks:

First topic: Update on General Service Board's Cross Functional Communications Group

The General Service Board's Cross Functional Communications Group, which was the precursor for our Area 15 Delegate's Communication Working Group, has continued to meet and gave a report to Conference delegates to the 76th General Service Conference covering the topics it's been discussing. Those topics include:

- How to improve key communications such as the GSO Quarterly Report
- Determining which communication platforms are best suited for different types of communication
- How best to engage the service structure to ensure timely, accurate two-way communication
- Whether any communication presently being distributed should be eliminated

The group identified three topics for Conference discussion. Conference members spent about 15 minutes on each topic:

- A 6-page communication abstract that details communication from the General Service Office and A.A. Grapevine including frequency, primary audience, and methods of distribution
- Tools that could facilitate better communication
- How to streamline communication within the Conference structure

I will continue to pay attention to what the Board's Cross Functional Communications Working Group is accomplishing and update you on its progress.

Second topic: Following a practice of several years, Lisa and I worked on a simple 3-question survey to gather information from members on their thoughts about pre-Conference agenda review. It made sense to bring this survey under the umbrella of the Delegate's Communication Working Group, so we are sharing it with you. Lisa already has begun including this survey in her weekly communication and will continue to do so through May 26. The survey will be open to members through May 31.

We've received 25 responses so far, too few to determine a trend, but Lisa will be keeping up with what is being submitted and will forward the responses to Kathy so she can document them as she has documented the initial 3-question survey.

Here are the survey questions.

- Did you attend or view/listen to the online pre-Conference review sessions held March 9-14 that were posted on the area website?
 - Yes, I took the information to my group to get members' thoughts.
 - Yes, I shared the information with other A.A. members.
 - Yes, I emailed the delegate my suggestions for improvements.
 - I did not attend the sessions or look at/listen to the information on the website

- What do you think worked well at hybrid agenda review during the April assembly?
 - Having GSRs share their group conscience ahead of individuals bringing their thoughts
 - Hearing the group conscience of Area 15 committees as brought to the mic by area committee chairs
 - Keeping the focus on the 20 items members said they wanted to hear about
 - Having the chance to email the delegate my suggestions for improvements
 - All of the above
 - Not sure

- Do you think the Google form was a useful tool to ensure the delegate was properly prepared to carry the area's voice to the Conference?
 - Yes, I feel confident the delegate was fully prepared
 - No, I feel more could have been done
 - Not sure

Our next survey will feature three questions on members' thoughts about post-Conference report-backs, which also is consistent with our practice over the past several years. This survey will be in the field beginning June 1 and will close July 31. Lisa will begin including the survey in her weekly communication beginning June 2, after the pre-Conference feedback survey closes. Members won't be able to answer the questions until they've heard the report-backs, which is why this survey will be open longer than the others. We hope those on the front end of report-backs will begin answering right away.

Here are some questions for us to answer tonight:

- What questions should we include in the survey?

- Should we set up a table at the July assembly to gather more input on these survey questions?

Working group member discussion of the survey results and questions to answer:

The consensus was that a 3-question format works well. We will want to find out if members who attended Conference report-backs got the information they needed to take to their groups. We could ask if members were satisfied with the length of the report-back and the time allotted for questions. A short brain-storming session resulted in six possible questions that we can condense to three questions. The group agreed setting up a table at the July assembly to continue gathering information about pre-Conference agenda review is a good idea.

Working group discussion on additional topics:

- Discovery from working group members
 - What are you hearing about direct communication from the delegate?
 - What have you heard about how pre-Conference agenda review was communicated/delivered?

Working group members reported they are hearing positive comments about the delegate's direct communication. Not much comment yet on pre-Conference agenda review.

- What next steps can we take to improve delegate communication to members?
 - Some type of presence at Conference report backs?
 - Some type of presence at July assembly?

Lisa could remind members when she visits districts of the survey that's in the field now and ask for participation so the Panel 77 delegate can be better informed about what worked well this year and where we can improve.

As previously discussed, working group members are interested in hosting a table at the July assembly as a way to get more members to answer the survey about pre-Conference agenda review.

Next steps for the working group:

- Donna will ask the Quarterly Coordinator Committee for a table at the July assembly where we can speak face-to-face with members about their reaction to pre-Conference agenda review.
- 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, July 2.

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

