

Delegate's Communications Working Group

July 2, 2026

Working group members in attendance:

Lisa D, Area 15 delegate
Donna W, Area 15 alternate delegate
Rob R, GSR, District 9
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

Working group members absent:

Angie S, GSR, District 4
Brad W, DCM, District 1
Sue H, alternate chair, District 2
Manny, GSR, District 7
Adria A, DCM, District 17

Lisa's remarks:

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

- Review the results of the 3-question survey on members' thoughts about pre-Conference agenda review
- Review early results of the 3-question survey on members' thoughts about post-Conference report backs
- Share any feedback on delegate communication via weekly emails and at report backs
- Next steps for improving delegate communication including our presence at the July assembly
- How we can increase GSR awareness of delegate communication

Kathy shared results of the survey on pre-Conference agenda review:

- 116 members responded to the survey
- Here is what we learned from the survey:
 - In response to Question 1, "Did you attend or view/listen to the online pre-Conference review sessions held March 9-14 that were posted on the area website?"
 - I shared the information with other A.A. members: 53 members
 - I took the information to my group to get members' thoughts: 53 members
 - I did not attend the sessions or look at/listen to the information on the website: 27 members
 - I emailed the delegate my suggestions for improvements: 9 members
 - I will email the delegate my suggestions: 2 members

What this means: Of the 116 members who responded to this question, 36.8% said they shared the information with other A.A. members and the same percent said they took the information to their group to get members' thoughts. A small but significant percent – 18.8 – said they did not attend any of the online sessions or listen to the audio recordings. A combined 7.6% said they either had emailed the delegate with suggestions for improvement to online pre-Conference review or planned to do so.

- In response to Question 2, "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: 29 members
 - Having the chance to email the delegate my suggestions for improvements: 23 members
 - Hearing the group conscience of Area 15 committees as brought to the mic by area committee chairs: 23 members
 - Keeping the focus on the 20 items members said they wanted to hear about: 29 members
 - All of the above: 59 members
 - Not sure: 21 members

What this means: Of the 116 members who responded to this question, there was substantial agreement that each of the methods employed at pre-Conference agenda review were effective, with slight preference given to GSRs sharing their group conscience ahead of individuals bringing their thoughts to the mic and keeping the focus on the 20 items members said they wanted to hear about. The largest percent of responses – 32% -- agreed that all the methods worked well.

- In response to Question 3, "Do you think the Google form was a useful tool to ensure the delegate was prepared to carry the area's voice to the Conference?"
 - Yes, I feel confident the delegate was fully prepared: 94 members
 - No, I feel more could have been done and I will email my suggestions: 1 member
 - Not sure: 21 members

What this means: Of the 116 members who responded to this question, an overwhelming majority – 81% – felt the delegate was well-prepared to carry the area's voice to the Conference but 18 % weren't sure. Only .9%, the equivalent of one member, felt the delegate was not well-prepared.

Donna shared early results of the survey on post-Conference report backs:

The survey has been included in weekly delegate communication on June 9, June 15, June 23, and June 30. Lisa will continue including the survey in her weekly communication through July 28.

Here are the survey questions:

- What were your primary takeaways from the delegate's report back?
 - I have a better understanding of the General Service Conference and Conference process and how it may impact A.A. groups.
 - I feel more informed and prepared to participate in group conscience discussions.
 - I feel more engaged in the General Service process.
 - I feel more confident sharing Conference information with others.
 - I did not gain a clear takeaway.
 - I did not attend.
- Which parts of the delegate's report back were most helpful?
 - Handouts (Conference Advisory Actions, QR codes)
 - Financial highlights
 - Slides or visual presentation materials
 - Delegate's observations and experience
 - Opportunity for participation with questions and answers
 - I did not attend.
- Which communication methods or resources were most effective in helping you understand the information presented at the delegate report back?
 - Live in-person/virtual presentation
 - PowerPoint slides
 - Written handouts
 - QR codes to access more information on Area 15 website
 - Question-and-answer sessions
 - Opportunity to contact delegate for more information
 - I did not attend.

We've received 63 responses so far, too few to determine a trend, but we expect to ramp that number up by speaking directly with members at the July assembly from our Delegate's Communication Working Group table.

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 post-Conference agenda review was communicated/delivered?
 - Lisa has heard positive comments about weekly communication at report backs.
 - Mindy has heard from GSRs and DCMs who say they enjoyed Lisa's Conference Chronicles. Members are reporting to her that they appreciate communication coming directly from her. She has observed that Lisa's direct communication has streamlined the process of information flow. Fewer members are saying they've not received information they need.
 - Cindy is hearing many people say, "You can find that on the Delegate's Corner."

- Rob has observed that more members in his district are informed. He's heard members say the Conference report back was easy to understand and free of jargon.
- Kathy has heard positive comments about the report backs.
- What next steps can we take to improve delegate communication to members?
 - This would be a good time to remind members that the Conference process happens year-round. While the 76th General Service Conference is behind us, preparation already is underway for the 77th General Service Conference. Lisa can begin signaling in her weekly communication that the Proposed Agenda Item grid is on the Delegate's Corner and/or link directly to it.
 - Lisa could add a "Did you know?" section to her weekly communication that would give small bits of information to members to let them know what's happening at the board/trustee level.
 - Another item that could be included in the weekly delegate communication is a reminder of the themes and workshop topics for this year's Conference. Lisa could encourage members to integrate them into their meeting topics and discussions as well adding them to GSR and DCM sessions.
 - We could follow the example of the monthly self-support message from GSO and regularly include financial news/updates.
 - We've asked members to complete several surveys. Members likely want to know the results of the surveys. Lisa will continue to report the results in her weekly communication and in the delegate's report at the area business meeting. We also can share the results at the working group table at the assembly.
 - Lisa can share in her weekly communication and in her delegate report how the changes she made to pre-Conference agenda review and to communication frequency are directly related to what members said they wanted to change at the Delegate's Communication Roundtable last fall. She can make it clear that the suggestions were taken seriously and implemented.
- What can we do specifically to raise awareness of GSRs?
 - We can think about ways to encourage DCMs to share that Lisa is communicating weekly and to actively work to ensure GSRs are providing their contact information to their district registrar so they are on the MailChimp distribution list.
 - Cindy will write into the script for the skit at the GSR sharing at the July assembly that the delegate sends direct communication to members every Tuesday so they can watch for it.

Next steps for the working group:

- Donna will send the schedule for the working group table at the July assembly.
- Donna will create materials for the working group table as well as fliers to hand out at the GSR and DCM sharing sessions and the Spanish Linguistic Committee meeting.

- Kathy will create visuals of post-Conference report back survey responses when the survey closes so we can review them at our next meeting.
- We will create a new survey that will go into the field in September with a two-fold goal: asking members to select from a list of possibilities what they want to learn more about, i.e., AAWS and Grapevine finances; and asking them what they've learned from the weekly communication so far, such as the existence of Box 4-5-9 and the quarterly financial report. Lisa will formulate three questions and send them to working group members for review and input.
- Our next working group meeting will be at 6 p.m. Thursday, Sept. 3.

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