

## **Delegate's Communications Working Group**

### **Sept. 3, 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  
Sue H, alternate chair, District 2  
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  
Manny, GSR, District 7  
Rob R, GSR, District 9  
Adria A, DCM, District 17

#### **Guests in attendance:**

Mindy W, DCM, District 2

#### **Lisa's remarks:**

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

- Review survey results of post-Conference report backs
- Receive an update on GSB's Cross-Functional Communications Working Group
- Finalize last survey for this panel
- Engage in group discussion
  - Discovery from working group members
  - What next steps can we take to improve delegate communication to members?

#### **Kathy G shared results of the survey on post-Conference report backs:**

We received 184 responses from all districts except 11 and 16. Those who responded broken down by position are as follows:

- 80 GSRs/alternate GSRs
- 37 district officers/district committee chairs
- 33 DCMs/alternate DCMs
- 27 members without a designated General Service position
- 7 area officers/area committee chairs

Here is what we learned from the survey:

- In response to Question 1, “What were your primary takeaways from the delegate’s report back?”
  - I feel more informed and prepared to participate in group conscience discussions: 123 members
  - I feel more confident sharing Conference information with others: 116 members
  - I have a better understanding of the General Service Conference and Conference process and how it may impact A.A. groups: 116 members
  - I feel more engaged in the General Service process: 103 members
  - I did not attend: 21 members
  - I did not gain a clear takeaway/I am not sure: 4 members

**What this means:** Of the 184 members who responded to this question, a combined 74% said they felt more informed and prepared to participate in group conscience discussions, more confident sharing Conference information with others, and had a better understanding of the General Service Conference process and how it impacts A.A. groups. Twenty-one percent said they felt more engaged in the General Service process. Only 4% of respondents said they did not attend a delegate report back, and a very small segment – 1% – reported coming away without a clear takeaway or weren’t sure if they had a takeaway.

- In response to Question 2, “Which parts of the delegate’s report back were most helpful?”
  - Delegate observations and experience: 101 members
  - Opportunity for participation with questions and answers: 86 members
  - Slides or visual presentation materials: 84 members
  - Handouts (Conference Advisory Actions/QR codes): 80 members
  - Financial highlights: 56 members

**What this means:** A combined 42% of report back attendees felt the delegate’s sharing of her direct experience and the opportunity to engage with the delegate during the question-and-answer portion of the report back were the most helpful. Nearly equal to the percentages reached for these two methods was the availability of slides and visual materials, closely followed by handouts left for members to take back to their groups. It can be deduced that all methods employed were helpful. Thirteen percent found sharing of financial details helpful, suggesting that members should be asked how they might better receive and digest this relatively dense information.

- In response to Question 3, “Which communication methods or resources were most effective in helping you understand information presented at the delegate’s report back?”
  - Live in-person or virtual presentation: 128 members
  - Question-and-answer sessions: 91 members
  - PowerPoint/slides: 64 members
  - Opportunity to contact the delegate for more information: 63 members
  - QR codes to access more information/Area 15 website resources: 62 members
  - Handouts: 62 members

**What this means: Live in-person or virtual presentations were most helpful, with 26% choosing this response. Second-most helpful was question-and-answer sessions, with 18% choosing this response. PowerPoint slides, QR codes to access more information, and the opportunity to contact the delegate directly were evenly chosen with 13% each. It can be deduced that all methods employed were helpful.**

**Donna shared an update on the General Service Board's Communications Working Group from the Third Quarter General Service Board report:**

As a reminder, the General Service Board created a Cross-Functional Communications Working Group in early 2025 to identify improvements in communication and reporting between the Boards and Conference members. The idea to create this group came from the General Service Board inventory the previous year.

The group has continued to meet, facilitated by one of the Trustee participants, and submitted a report outlining suggestions and ideas to the Board at the beginning of this year. We created this Area 15 Delegate's Communications Working Group at the end of last year to mirror the work of the Board at our local area level.

General Service Board Chair Scott H reported at the Third Quarterly meeting of the General Service Board on Aug. 3 that the Board has established an Ad Hoc Committee on Cross-Functional Communications to review the report of the Cross-Functional Communications Working Group and provide recommendations to the General Service Board regarding additional opportunities to strengthen communication beyond those improvements already implemented.

Scott noted that communication remains a strategic priority of the General Service Board, and that the Board acknowledges that while there are numerous communications generated by the Boards and the General Service Office, the volume of communication sometimes can diminish its overall effectiveness.

**Lisa reviewed survey questions for this group's final survey and the group fine-tuned them so the survey can be released in Lisa's weekly communication Tuesday, Sept. 8:**

- In addition to General Service Conference information, what have you become aware of since receiving the weekly delegate communication?
  - Box 4 5 9
  - Monthly Self Support from GSO
  - Updates from GSO Staff Desks
  - Quarterly Board Reports
  - QFR (Quarterly Financial Reports)
  - AAWS and AA Grapevine Activities/Finances
  - Reserve Fund

- PAI (Proposed Agenda Item) information/grid
  - Regional Events – Southeast Regional Forum (SERF)/Southern States Alcoholics Anonymous Service Assembly (SSAASA)
  - Other \_\_\_\_\_
  - I don't get the emails
  - I don't read the emails
- What would you like more information about in the delegate's communication?
    - Box 4 5 9
    - Monthly Self Support from GSO
    - Updates from GSO Staff Desks
    - Quarterly Board Reports
    - QFR (Quarterly Financial Reports)
    - AAWS and AA Grapevine Activities/Finances
    - Reserve Fund
    - PAI (Proposed Agenda Item) information/grid
    - Regional Events - Southeast Regional Forum (SERF)/Southern States Alcoholics Anonymous Service Assembly (SSAASA)
    - I don't know
    - Keep it the way it is
    - Other \_\_\_\_\_
- Would you like the next (Panel 77) delegate to continue this direct communication?
    - Yes
    - No

**Working group discussion on additional topics:**

- Members briefly discussed what they're hearing about how post-Conference agenda review was communicated/delivered.
- The group discussed next steps we can take to improve delegate communication to members.
  - We will set up a Delegate Communications Working Group table at the October assembly and encourage members to participate in our final survey of the panel.
  - Lisa will share the results of the post-Conference survey in her weekly communication; the results also will be shared at our table at the assembly.
  - Members agreed that a session with the delegate at area assemblies for the purpose of sharing Conference information throughout the year would be worthwhile based on survey responses we've received. Donna and Brad will take this information back to the Quarterly Coordinator Committee's subcommittee that is working to create a new weekend assembly schedule and is considering adding this session.

**Next steps for the working group:**

- Donna will send the schedule for the working group table at the October 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.
- Our next working group meeting will be at 6 p.m. Thursday, Nov. 5.

Lisa adjourned the meeting at 7:15 p.m. with the Responsibility Declaration.