



# Area 16 Action Plan



# History



## A.A. Internal/External Communications Audit Report *“Bringing Bill W.’s Vision into the 21<sup>st</sup> century”*

- Conducted in December 2017.
- Conducted and reported by Impact Collaborative.
- Study involved GSO, Boards from AAWS, Inc. and AA Grapevine, Inc., Trustees, & A.A. members (former and active).
- 83 In-person interviews, 4 Discussion Groups, and 152 Communication assets reviewed.
- 1,386 total respondents to online survey of the general public- 970 U.S. and 416 in Canada.
- Presented to the General Service Board on August 21, 2018.

# History



- Area 16 began discussing the audit in 2019.
- Your Voice Matters group sessions held at May 2019 Assembly.
  - Over 300 members participated.
  - Compiled over 500 unique comments.
  - Used these comments to shape Area 16 Action Plan
- Area 16 Delegate formed a subcommittee to develop an Area 16 Action Plan in September 2019.
- Committee began meeting by conference call in November 2019.
- Committee met twice a month through April 2020.
- A progress report was given at the January 2020 Assembly.

# Key Strategic Priorities



- Reaching Out the Hand of A.A.
- Improving Relations and Communications
- Fiscal Planning

# Goals



- Reaching Out the Hand of A.A.
  - **Goal 1** – Model inclusivity and acceptance, and infuse the spirit of the Third Tradition throughout A.A.
  - **Goal 2** – Improve relations with professionals.
  - **Goal 3** – Improve the effectiveness of communication to remain relevant and connected to those we serve.
  - **Goal 4** – Identify new places and audience to bring the A.A. message of hope.

# Goals



- Improving Relations and Communication
  - **Goal 5** – Promote the critical importance of our Traditions; including anonymity as discussed in the 11<sup>th</sup> and 12<sup>th</sup> Traditions.
- Fiscal Planning
  - **Goal 6** – Sustain the financial viability of Area 16.

# Recommendations



- The action plans are recommendations only.
- For each recommended action plan, the details and logistics of implementation will be defined by the appropriate Committees, DCMs and/or individual groups involved.

# Recommendations



- Each action plan is given a priority with ease of implementation.
  - Example; high – easy implementation
- The priorities are;
  - Medium
  - High
  - Ongoing
- Each action plan states who would be responsible for implementation.



# Recommendation Highlights



- Create a DCM Outreach Program in order to reach out to Dark Districts and new DCMs
  - Area 16 Office Committee, Neighboring DCMs, Cluster Chairs
  - High – easy implementation
- Create a DCM 101 to help educate DCMs on their responsibilities, including different methods to communicate with GSRs
  - Area 16 Office Committee, DCMs
  - High – hard implementation

# Recommendation Highlights



- Have more Speaker meetings at the group level (currently, only 6.7% of meetings in Area 16 are Speaker meetings)
  - DCMs, GSRs, members at large
  - High – medium implementation
- Develop a Social Media/Internet Subcommittee under the Communications Committee
  - Area 16 Office Committee, Communications Committee, Website Committee
  - High – hard implementation

# Recommendation Highlights



- Publish links on Area 16 website to go to AAWS & GV YouTube channels
  - Communications Committee, Social Media/Internet Subcommittee, Website Committee
  - Medium – easy implementation
- Propose DCMs vote on expanding Communications budget for addition of Social Media/Internet Subcommittee
  - Area 16 Office Committee, Finance Committee
  - High – easy implementation

# Thank You



- All recommendations of the Area 16 Action Plan will be made available on the Area 16 website, [www.aageorgia.org](http://www.aageorgia.org).
- All recommendations of the Area 16 Action Plan will be forwarded to the appropriate Committees, DCMs and/or individual groups involved.
- Thank you to the Subcommittee for all their hard work.