

# Highlights From A.A.W.S.

March 11, 2016

The A.A. World Services Board met on Friday, March 11, 2016, at the General Service Office, 475 Riverside Drive, New York, NY. Chair of the A.A.W.S. Board, Chet P. opened the meeting and welcomed all in attendance.

## MANAGER'S REPORT

General Manager Greg T., reported on the following:

*Co-location construction project* – Another walk-through with the architect and contractor has taken place, and we have a plan to move forward to ensure all loose ends are taken care of. Additionally, we will review the project as a whole and brainstorm what else needs to be done and present it for discussion later in the year.

*Information technology* – Audiovisual needs for our conference rooms have been evaluated and materials have been ordered. A.A.W.S. IT Manager Cynthia Garippa has created Spanish and French Dashboard pages for the Conference material in preparation for the April General Service Conference, and Cynthia and her team are actively looking into improving our databases, as well as generating additional cost saving initiatives.

*Archives* – Archives staff responded to over 200 requests for information and research for the period January 1 through February 29. Also, they have worked on scanning about 150 oral history transcripts, where some of the interviews were conducted by Bill in the 1950s in preparation of his writing *A.A. Comes of Age*.

*Records* – The Records Department is experiencing an increase in new group requests, group information changes and a variety of other records requests. The average rate of pieces to be processed is currently 100 pieces or more per day.

*Support Services* – Working with Staff members, staff assistants helped prepare Conference committee background and preparations continue for the annual General Service Conference. Tours of G.S.O. have resumed.

### February travel

*February 26-28, 2016*: NERAASA 2016, Springfield, MA.

## STAFF REPORT

The corrections assignment is caught up linking inmates with *outside* members through the Corrections Correspondence Service. There are Spanish-speaking inmates waiting to be linked. Work continues on the International assignment in preparation for the 24<sup>th</sup> World Service meeting, and several international visitors to G.S.O. have been welcomed. The Public Information assignment is working on the Annual Anonymity Letter to media professionals; the last planning meeting for the Conference is scheduled for March 29.

## TECHNOLOGY / COMMUNICATION / SERVICES

The committee reviewed a report on website analytics from November 2015 through January 2016 and additional documents showing increases to website traffic from 2012 to 2015 and describing average time on the site.

General Manager Greg Tobin shared an update on permissions for use of A.A.W.S. copyrighted video content, noting that because PSAs are created to be distributed widely Fair Use is different for them. Thus the A.A.W.S. Fair Use Policy may need to be revised to address them separately from other copyrighted material.

The Board approved the committee **recommendation** that G.S.O. explore the feasibility of creating service material that includes shared experience on safety in A.A., and that this recommendation and the background on the request for creation of safety guidelines be forwarded to the trustees' Committee on Literature.

## PUBLISHING

*Gross sales:* For 2016 through the first month of January, sales are above the estimate: \$1,122,723 actual sales vs. estimate of \$1,116,456, which is a \$6,267 or .56% positive variance. Gross February sales are approximately \$1,127,500, which is about a \$25,000 positive variance vs. estimate of \$1,102,500.

*Web sales:* Total web sales (A.A.W.S. Online Bookstore) for January 2016 stand at \$687,443, which accounts for about 62.5% of total sales for the company. Sales on the B2B online store (primarily Intergroup/Central Offices and other bulk orders) for January are \$503,581 and B2C sales (individual customers) stand at \$183,861.

*Big Books:* Haitian Creole – with the help of the area delegate from Montana, our office has reconnected with the translator whose Chapter 5 submission received favorable review from our independent translation-evaluation service and expect to move forward with the remaining portions, which after they are submitted can be passed to a literature committee of Haitian Creole-speaking A.A. members for group conscience review.

*Daily Reflections:* The committee discussed a proposal regarding emailing *Daily Reflections* entries to A.A. members. It was noted that such a plan would need to be well-thought out, including a determination of which list would be used (i.e. FNV), and determining implication in sales versus expressed need for digital distribution. It was agreed that G.S.O. will begin a project planning process, including financial feasibility, and report back at the July board meeting.

## FINANCE

The A.A.W.S. Board approved the following recommendations from the Finance committee:

- That a request be made to the trustees' International Committee to review the process, practicality, and costs associated with inviting World Service Meeting delegates to attend the

October General Service Board meeting when the World Service Meeting is held in New York. When such an invitation is pending, the costs associated should be provided to the International Committee and others involved in approving the expenditures.

- That a donation to the General Service Board General Fund be made in the amount of \$2,999,282 to cover the G.S.B. deficit as follows:

G.S.B. General Fund loss	\$2,475,310
La Viña Funding	146,378
International Convention	210,430
Cap Projects transfer	1,167,163
Less: Reserve Fund	<u>(1,000,000)</u>

Donation Required **\$2,999,282.29**

- That the Board approved creation of a tabletop easel display for Regional Forums, specifically on the “Birthday Plan.”
- That evaluation of the aa.org website be undertaken by the IOWC as it relates to contributions in general and on-line specifically, to increase accessibility and prepare information for the TCS committee. (It was felt that the contributions section on the website needs to be made more accessible and to emphasize on-line birthday contributions more prominently.)

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