



# FROM WEB SERVANT TO TECHNOLOGIST

A STORY OF CULTURE CHANGE IN AREA 57

H202

NAATW 2014

# THE STORY BEGINS

- FROM RUDIMENTARY TO MORE SOPHISTICATED WEBSITE
- FROM FEAR TO TRUST OF THE WEB
- THE BEGINNINGS OF EMAIL USE
- DISTINGUISHING THE WEBMASTER'S ROLE
- THAT BRINGS US TO THE START OF OUR STORY

# THE IMPETUS FOR CHANGE

- 2009 GENERAL SERVICE CONFERENCE ADDITIONAL CONSIDERATION
  - ENCOURAGED THE AREAS TO USE ANY POSSIBLE MEANS TO INFORM THE FELLOWSHIP OF THE ANONYMITY IMPLICATIONS OF SOCIAL MEDIA WEB SITES.
- IN DEVELOPING AREA 57 RESPONSE, REALIZED IT WAS COMING OFF NEGATIVE.
- DECIDED TO EXPAND TO INCLUDE THE POSITIVES OF USING THE INTERNET FOR A.A.
- A BRAINSTORMING SESSION QUICKLY EXPANDED THE SCOPE TO INCLUDE TECH IN GENERAL.
  - WHY NOT INCLUDE WEB, TEXTING, MOBILE PHONES & APPS, EMAIL, SKYPE, TELECONFERENCING...

# VISION AND LEADERSHIP

- AREA LEADERSHIP QUICKLY PICKED UP ON THE VALUE OF THE IDEAS.
- ENVISIONED THAT IT NEEDED TO BE AN ON-GOING PROCESS, NOT JUST A ONE TIME EFFORT.
  - USE OF TECHNOLOGY IN A. A. AND TRADITIONS CONCERNS WOULD CONTINUE AND CHANGE WITH CHANGING TECHNOLOGIES.
- EXPANDED THE ROLE OF THE “WEB COMMITTEE” TO INCLUDE RESPONSIBILITY FOR THE ONGOING NEED FOR FELLOWSHIP INFORMATION.
- A NEW CHAIR OF THE (NOW RENAMED) TECHNOLOGIES COMMITTEE SHARED THAT VISION AND HAD THE LEADERSHIP TO BEGIN THE TRANSITION.

# THE MEANS

- AN “INTERNET: FRIEND OR FOE?” WORKSHOP WAS DEVELOPED AND PRESENTED ACROSS THE AREA.
  - LATER RENAMED “THE INTERNET: OPPORTUNITIES AND CHALLENGES”.
- CONDUCTED AN AREA-WIDE SURVEY OF ATTITUDES AND DESIRES REGARDING TECH IN A.A.
- SPREAD THE WORD THROUGH DISTRICT MEETINGS & OTHER SERVICE EVENTS.
- AREA AND CENTRAL SERVICE NEWSLETTER ARTICLES .
- AN AREA-WIDE MAILING TO ALL WHOSE E-MAIL ADDRESS WAS IN THE DATABASE.
  - THUS REACHING ANY GROUP FOR WHICH WE HAD A GROUP CONTACT OF ANY KIND.

# THE RESULTS

- WIDER AWARENESS OF THE ANONYMITY IMPLICATIONS OF SOCIAL MEDIA.
  - BUT ALSO WIDER UNDERSTANDING OF THE TRADITIONS IN GENERAL.
- WIDER AWARENESS AND USE OF THE A.A., AREA, AND CENTRAL SERVICE WEBSITES.
- MEMBERS BEGAN THINKING AND ASKING QUESTIONS ABOUT THE USE OF TECHNOLOGIES.
- A GENERAL MIND-SET CHANGE TOWARD TECHNOLOGY AND A.A.
- WIDER ACCEPTANCE OF OUR LITERATURE IN E-BOOK FORMAT AT MEETINGS.

# EXAMPLES

- AN AREA-WIDE TEXTING SERVICE
- AN AREA-WIDE EMAIL NEWS SERVICE
- USE OF TEXTING AND EMAIL FOR GROUP COMMUNICATIONS
- GROUP WEBSITES
- TELEPHONE ANSWERING SERVICE FOR SMALL TOWNS.
- SKYPE AND TELECONFERENCING FOR AREA SERVICE COMMITTEE MEETINGS.

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# FROM WEB SERVANT TO TECHNOLOGIST IN AREA 57

END

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