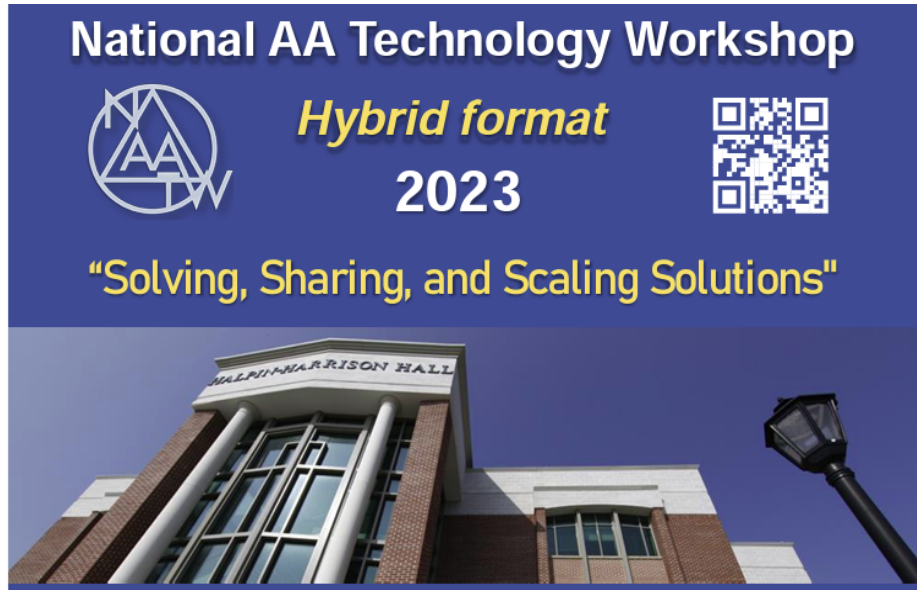


# NAATW 2023 Crowdsourcing Workshop Report



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# NAATW 2023 Crowdsourcing Workshop Report

## Day 1

### "Red Ball" Meeting

**Buck R.**, Lewes, DE

Love service and tech! That should be a t-shirt  
People share why they are here.

### Opening/Welcome

**Eddy M-M**, Seattle, WA

Promised to hold his crying until the members meeting as it's his last year on the steering committee.

He spoke about why he's involved in NAATW, mentioned that it's his last year on the Steering Committee, thanked the host committee, and asked that we help write these crowd-sourced notes.

### Virtual and Hybrid Events: The Pressing Need for Pre-Production

**Laura S.**, St. Louis, MO

[https://drive.google.com/drive/folders/1Esd1Qbaba4kViOialULK\\_hJsz2N18zEA?usp=share\\_  
link](https://drive.google.com/drive/folders/1Esd1Qbaba4kViOialULK_hJsz2N18zEA?usp=share_link)

Day job working in events. During covid, day job went to online events, along with AA.  
Uses a Google Drive for virtual flyer table.

High level overview of documents needed for preproduction planning and her thought process.

#### Not discussing:

Cameras, switchers, laptops, audio equip  
Information Organization and dissemination are important.

# NAATW 2023 Crowdsourcing Workshop Report

## Considerations:

- Who: 15 or 500 people?
- What: assembly (participation) vs conference (just speaker)
- Where
- When
- Why

## Early Stage Pre-production:

Who?

Do they know tech, or need help?

What?

What kind of tech setup is needed if the event is mostly sharing statistics?

What tech is needed if event is directed at social issues?

Where?

Walls too thick for certain wifi hot spots, etc.

When?

Why?

Speaker gets there two hours early to set stuff up

Is there any other info I know?

## Mid-Production:

- Create timing schedule in a Google Sheet.
- Timing table shows how the physical space is being used during the event. If folks are at lunch, the tech crew can move in and make changes to set up. Like theater stage setup.
- Create run of show outline for timing also called a Logistical Setup Schedule
- Master Key - everything you need to know for an event (tons of tabs). A searchable spreadsheet. Timing, links, agenda, passwords, many committees, contact people.
- Checking columns helps to track if people are involved in more than one aspect of an event. Or who can be reached digitally, in person, where and at what time.
- Some information in the Master key is sensitive and is handled with care.
- Use color! Keep color coordination consistent.
- Draw a picture! How did we physically set up last year that worked well? What can we move to make it better?

Final Pre-Production: Checklists. And Good steward checklist.

# NAATW 2023 Crowdsourcing Workshop Report

## Notes From Last Time

This is where you set reminders for when you inevitably forget it next year!

## Questionnaire

What worked? What didn't? Everyone's point of view is different. They may notice something unique to their view.

## Post Mortem meeting

Question: what is the timing for creating the master key?

Links to living documents online make for easy changes.

Why Pre-production? Digital pre-production work can be shared by many.

Sharing Pre-production responsibilities you can get quick tips from others like "We might have power availability troubles. Do what you can to keep devices charged on your own. If you see something needs to be charged, plug it in.

Collaborating during the middle stage is really helpful

Sooooo many documents. Follow the link to see them all

## Questions for Laura S after the presentation?

How many people does it take to do these types of events?

- Handful of volunteers
- Small crew
- Then hire out to handle Zoom end of things

(Kevin) Do you have any good resources to learn Google Suite? We have trouble with folks opening documents.

- Google has good documentation
- Great question for the TIAA forum
- Consider having a tech sponsor

## NAATW 2023 Crowdsourcing Workshop Report

- Ping Slack channel the question

(I've personally used LinkedIn through my library to learn how to use Google features) - Marcy H.

(Vivian) Is it okay to share, what is your budget? And what is your financial responsibility?

- Collaborative Google stuff which is free for us
- We own cables, borrowed laptops and goes with any budget
- Hiring tech staff depends on your area, don't have a great answer on what this stuff costs but it scales. \$0 - large setups and ocean of tech equipment

(Vivian) For your area, how many people?

- Vicinity of 100 in person and 60-80 online
- Team is, day of, 5 -10 people doing setup and rotating throughout the day and 1-2 paid special workers, depends on length of time
- Find the easter egg in the presentation packet! Format assembly presentation. Lists how many people, cost, tech staff cost. We are midwest for Missouri and is different for CA. We have a low cost of living there.
- Uses Tech 12 as far as 3rd party support goes (<https://tech-12.com/>)
- For long

(Personally as a poor person, I find a way to do rich things using poor ways. Shop at thrift stores!)

(Dustin) How do you plan what venue to use? Do you do surveys?

- No. We go off past data. Our attendance is 100 - 150
- We are looking to develop 4-6 venues we can choose from because so much easier to walk into a venue we know
- The earlier the better. October weekend, for example: wedding season hard to book unless year in advance
- Churches won't give us space on a Sunday
- Use Google maps looking
- Venues with calendars so I don't have to email them

# NAATW 2023 Crowdsome Workshop Report

## Helping Online Meeting Groups Manage a Directory at Scale

**Josh R.**, Mountainview, CA and **Matt B.**, New Zealand

### How Online intergroup has grown

Challenges since 2020

International service entity

OIAA 1985 online steppers, will get you to in-person meetings?

Membership of OIAA is?

(All I've ever done on OIAA is find a meeting to go to)

There are ways to serve on OIAA. Committees to be on.

(couldn't hear what org he's talking about) Help maintain tech of AA 501(c)(3)

Scale is when something gets so big it presents new challenges to overcome.

AA has dealt with scale by having physical split into separate manageable sections

AA Near You? Meeting Guide? Database crashed?

Used to be listed alphabetically, so groups would choose names accordingly. Had to convert timezones for yourself. Didn't work well on mobile.

After 2020:

Used users device to calculate time and location

Used Google Sheets Application Programming Interface

Use of OIAA visits increased by 4

Traffic spikes are right at the top of the hour

(Matt) ... inquiries for incorrect meeting information ... we want them to contact the meetings directory

We created a contact form with conditional logic... if you want to contact this committee then send a message and then goes where it needs to go.

Website traffic rough numbers 30k pageviews a day

90% of traffic is from Meeting Guide.

Steppers Committee <https://aa-intergroup.org/committees/12-steppers/>

How can we cleanse the meeting directory?

- Problem button turned into Report A Problem

# NAATW 2023 Crowdsourcing Workshop Report

- Issue was general tech support inquiries and unrelated complaints
- Turned off after 3 weeks bc of so many issues

(Josh) Too easy to enter invalid data, skipped meetings, Wednesday spelled wrong for example and skipped the meeting.

OIAA never asked for data

Launched on May 1st 2020

What do you want?

- A CMS, did a full stack React app hosted on Cloud run (MongoDB, Express, React, Node MERN)
- field validation
- Central branding beehive style

Streamlined change request – C4R created Enhanced Feedback form, this goes step further because contacts group representative. Requests approvals.

Massive Google Sheet demo. Demo of Central app backend. See screenshot below.

The screenshot shows a web application interface with a navigation bar at the top containing 'Groups', 'Activity', 'Reports', and 'Requests'. A search bar is located on the right side of the navigation bar. The main content area is titled 'Groups > Josh Group > Requested updated group notes'. Below this title, there is a table with three rows: 'Change made' (Josh R - 9:41 PM), 'Group notes' (null -> Hello from NAATW), and 'Approved' (Pending). Below the table are two buttons: 'Approve this change' and 'Decline this change'. To the right of the table is an 'Activity' section with a list of recent actions, including 'Requested updated group notes', 'Added representative', and 'Removed representative', each with a timestamp.

Submit a change, get an email later saying their change has been applied. Imagine at scale. The friction of looking in your email as an admin, copy pasting, searching, applying, replying, when you multiply it to scale it adds up to a lot of time.

Eventually we want to send out mass email to all 7k listings asking is this information correct? If not then submit change. Hope to automate these steps. User feedback could go directly to the group instead of OIAA committee. Different Languages....translate application UI, read in Hindi, write in Hindi and retranslate for tech team maintaining OIAA website.



## **NAATW 2023 Crowdsourcing Workshop Report**

Geocoding in progress, interprets timezone. Can be used with TSML UI, open source software on github. <https://github.com/code4recovery/central>

Email errors on request for change and Wordpress failed to send the email. Don't need to use Wordpress could be on Squarespace.

Ongoing issue with 3 metros near each other Dallas and Fort Worth—shared responsibility for shared listings. Overlap. Small groups could make changes over the larger groups cutting the time to update.

(Matt) Contact OIAA to get involved  
<https://aa-intergroup.org/join-oiaa/>

(Josh) Join Code for Recover if you are developer/designer or want to learn we meet biweekly.  
<https://code4recovery.org/>

### Questions

Jim - what do you do with Zombie meetings?

Josh - is there way to use Zoom UI to check if still in service but not sure if possible. Now the process is manual but potentially we could figure out way.

Damon - How do you authenticate the person requesting the has the authority and knowledge to do so?

Josh - OIAA continues to maintain service representatives. It is imported. Second tier proposing... (didn't hear)

Robin - We have many databases, we are excited to use it at our intergroups. Sacramento can be your guinea pig .

Steve - have you thought of using JSON as a solution?

Josh - we don't want to recreate the wheel, yes that's a good solution

Sam - What database did you choose? Why didn't you use Drupal CRM?

Josh - not a lot of experience with that CRM.

Sergey - Do you have structure to distribute admin currently?

Josh - no. Would love to sit down with you about the structure on that for districts and intergroups. Subdivide meetings. Idea: trying to use geography to break down to be more manageable.

Sergey- Why did you decide MERN stack?

Matt - A no-brainer. Keen to learn it and had potential.

Josh - and it worked out really well! No regrets.

## NAATW 2023 Crowdsourcing Workshop Report

Leslie - do we have guidelines for the Meeting Guide app? for example our area did not recognize the meeting affiliation, a group claimed to be aa and went to Area to get on list.

Josh - direct that to General Service Office. GSO will maintain polygons to set boundaries.

Sometimes it's geocoding incorrectly.

**Note anonymity scrub needed 9:39** - login screen has presenters first and last name, shown again several more

### Blast from the Past: Key Elements and Spiritual Ingredients of an AA Website

Every AA website should have a page for newcomers. They rarely read past the first couple of listings on a common search to the Google machine. Make info easy to come by. AA's don't have the attention span to read very far.

- Keeping our principles in mind, "What is our primary Purpose?" how can we use this tool to Carry the Message of AA, purpose to make the 12th step possible.
- When working with SEO for specific pages think like a newcomer "what would a newcomer Google?" "I can't stop drinking", "I blackout all the time" Back in the day we took out classified ads (PSAs) What about a PSA video on the site?
- Have a site map & a search tool
- Make info specifically available to professionals
- Create clear calls to action above the fold for different groups of folks - Newcomers "New?", Public info "What is AA?", Professionals "Are you a Professional?" & Current Members
- List what AA Does & Does not do.
- Make a space for Service Stories
- 3 Legacies
- Show 12 Traditions on your site.
- Make rotation easy for the next person in service. Let them shadow you for a few months. Train your successor - what we create should be easy to maintain. Create training videos for the next rotation of Trusted Servants. Have a committee - do not build in a vacuum
- Do you post events? Flyers? Service calendars? Event calendars? Announcements, Trusted Servant tools, Business reports, service opportunities, a method to contribute
- Too many admins and tons of flyers over time can make a site turn into a frankenstein. Clean it up occasionally, revisit it.
- Don't just say go to this website. Have the literature available, provide a link or an online bookstore, Give them a link to the Big Book, have links to the service manual or PI kit
- Make the website resource rich
- Each group is autonomous, but add personality. (I didn't understand how to add personality)
- Link to AI-Anon. It is a family disease. (Amen: I 2nd this suggestion: <https://ai-anon.org/> )

# NAATW 2023 Crowdsorce Workshop Report

- Be mindful of no affiliations or opinions
- Aa.org website guidelines
- Concerning giving out passcodes. Ask a question a non-AA wouldn't know like what is your favorite meeting?

Questions: Wordpress issues? Go through all your plugins. Maybe have a mirrored site to test.

Naatw.org - 2022 Key Elements and Spiritual Ingredients of an AA Website Kerri K. It's on youtube.

## DAY 2

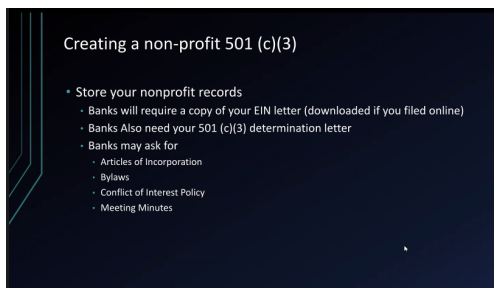
### Opening/Welcome

### Virtual Meetings: Best Practices - 0830 est

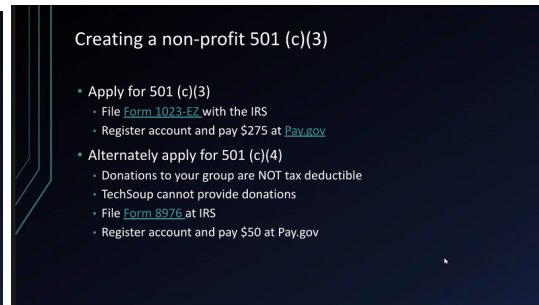
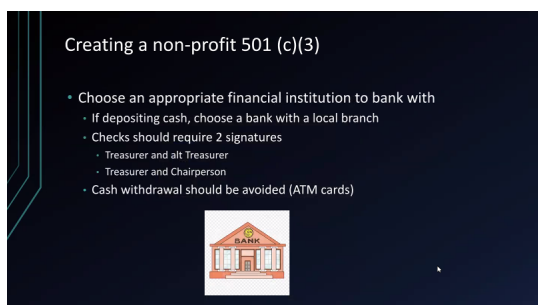
**Royce E.**, Freehold Township, NJ

Besides Google Meet etc. consider Jitsi Meet. It's free.

- To register for 501(c)(3)- Rocket Lawyer



- 
- Side Note: S-4 (financial tutorial about it. [area59aa.org](http://area59aa.org))



- 50/50 Raffles are consider “illegal gambling”

# NAATW 2023 Crowdsourcing Workshop Report

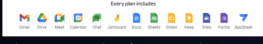
Choose a Hosting Platform

- Most popular Zoom
- Apptopia CNBC reports 12.92 million users per month
- 38.21% market share for online conferencing globally
- US accounts for half of all active Zoom meetings
- Free meetings 100 attendees / 40 minutes per meeting
- Pro Plan \$149.90 per year 100 attendees / 30 hours per meeting
- Business Plan \$199.90 per year 300 attendees / 30 hours per meeting
- Meeting plans up to 1,000 attendees
- Webinar plan offers over 1,000 people as spectators (Large speaker meeting)
- Techsoup offers 50% discount by paying \$18 admin fee



Choose a Hosting Platform

- Best Integrated Google Meet
- Plans include

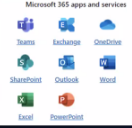


- Free plan – 100 attendees / 60 minute duration
- Business starter \$6 per month 1 year commitment 100 attendees / 24 hour
- Nonprofits have free plan 100 attendees / 24 hour duration
- Nonprofit \$5.04 per month 1 year commitment 250 attendees / 24 hour
- Enterprise plans support 500 attendees

- Skype- is Free/24 hrs (not good for over 100 participants)

Choose a Hosting Platform

- Best Microsoft Plan Teams
- Good for environments using Microsoft 365 and/or SharePoint
- Free option - 100 participants / 60 minutes duration
- Teams Essentials \$4 per month annual plan 300 participants – 30 hours
- Business Basic \$6 per month and adds other Microsoft Tools



- Microsoft provides software for free to nonprofits through TechSoup

- Virtual 7th Tradition transaction fees

# NAATW 2023 Crowdsourcing Workshop Report

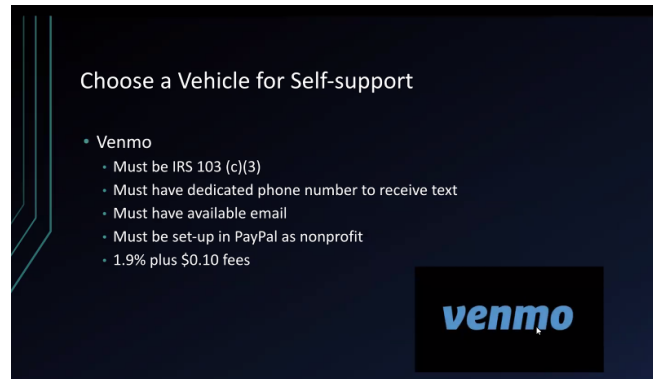
## Choose a Vehicle for Self-Support

- Case Study (continued)

The group contacts PayPal as gets classified as a nonprofit. The group member donates \$1 via PayPal. PayPal charges a fee of 1.99% and transaction fee of \$0.49. The group receives \$0.49 per donation. On a weekly basis the group has \$2.45 from that person to pay their bills.


The group encourages people to donate weekly to support meetings. The member donates \$5 via PayPal. PayPal charges a fee of 1.99% and transaction fee of \$0.49. On a weekly basis the group has \$4.41 from that person to pay their bills.

○



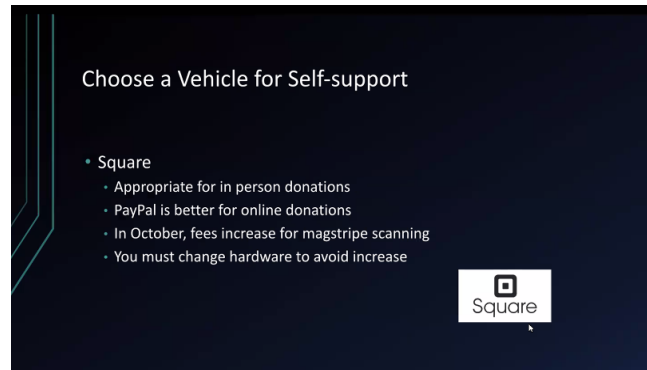
### Choose a Vehicle for Self-support

- Venmo
  - Must be IRS 103 (c)(3)
  - Must have dedicated phone number to receive text
  - Must have available email
  - Must be set-up in PayPal as nonprofit
  - 1.9% plus \$0.10 fees




○

○ Typo on Venmo slide first bullet? Should say 501(c)(3)



### Choose a Vehicle for Self-support

- Square
  - Appropriate for in person donations
  - PayPal is better for online donations
  - In October, fees increase for magstripe scanning
  - You must change hardware to avoid increase



○

# NAATW 2023 Crowdsource Workshop Report

## What's New: A 2023 Technology Update from AAWS - 0945 EST

**Clorinda V.**, Communications Director, **Lorna G.**, Technology Services, **Tracey G.**, GSO Senior Digital Strategist

Excellent presentations on the establishment and functions, policies and guiding principles of the technology department at the GSO.

GSO podcast coming this fall.

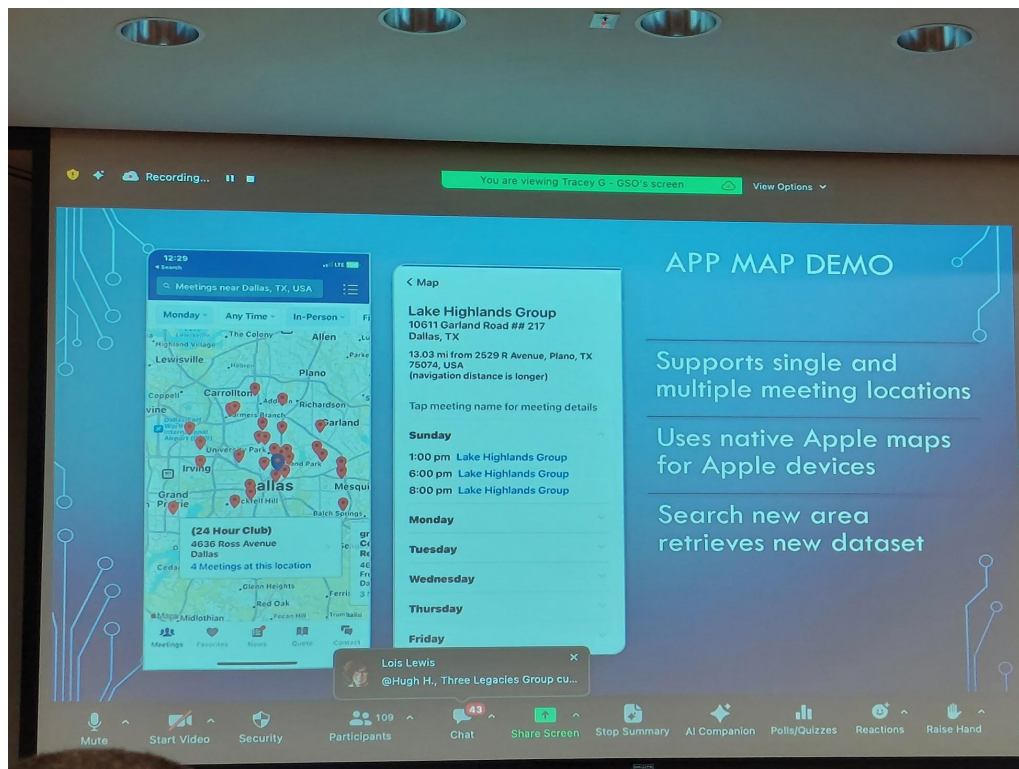
Meetingguide.helpdocs.io is support site

New Entity dashboard for Meeting Guide

The distance filter - smaller radius in a metro area and larger in a rural area

Added distance filter

Coming up - maps



Generative AI - human like creativity.

ChatGPT - instructing, teaching, programming

Ask ChatGPT a question

Avoid treating it like a search engine, it does not keep up on current events

It's like asking a specific essay question in school

## NAATW 2023 Crowdsourcing Workshop Report

Talk to it like telling a person how to act: Do this, while keeping this in mind and present the answer like you're talking to a group of grandmothers.

You can ask ChatGPT to edit what is written then ask it to explain why GPT chose those edits.

Use it to improve your service writing emails, play devil's advocate, translate tech jargon into untechy words

(anonymity break 1:30 pm EST)

- Use it to improve your events. Organize volunteers, choose a theme, help with feedback evaluation.
- Format text to make it actionable
- Get unemotional answers to questions—just facts not skewed by human hangups
- It seems ChatGPT is loaded with many many details about factual things. And loaded with likely human emotional responses. Like a certain android from a popular sci fi tv show that began in 1966. (Data from Star Trek).
- What is ChatGPT good at and what it is not: hand work, heart work,
- Fact check everything.

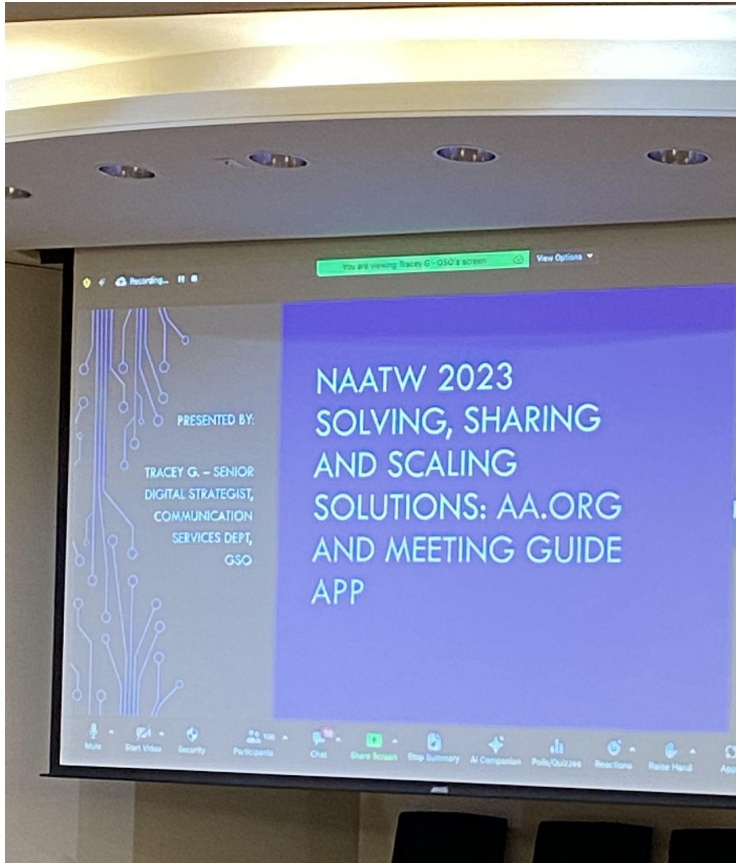
(12 Statements of Technology) <https://naatw.org/12-statements-of-technology/>

AI could be used to help the newcomer by understanding their language and culture and making AA more personable.

Lorna: about the unwillingness of our “spiritual movement” that is AA to invest money in ERP (Enterprise Resource Planning software), communication and technology tools:

- There is a lack of understanding about the General Service Office.
- With infrastructure implementation comes the “ocean of the technology world.”
- We are a small organization in the tech world today.
- We can't put our heads down and pretend that we have a traverse to that world. The cost of business in the technology ocean is the kind of money we have to spend. That's the reality.
- Whether people want to attack her personally, the real drive she has is to 1) keep the organization moving forward (we have had four years of digital transformation) and 2) doing it in the most cost-effective way we can...she negotiates EVERYTHING and gets deals on agreements to the penny that other organizations don't get...

## NAATW 2023 Crowdsource Workshop Report



### Questions:

Any work on creating transparency for members.

Any option for an API to fellowship connection so that we don't have to keep data up to date in multiple areas.

Are the pamphlets being actively converted to mobile friendly formats?

It is a project that has approval - and they are working on it.

How do I see the meeting guide app in another language?

Set your phone to french or spanish

Are there any plans to update the conference dashboard for delegates

Yes and we have a proof of conference for a new tool for conference delegates. Targeted update by end of calendar year.

What will the format/content of the upcoming GSO podcast?

Interviews of staff and board members. Discussion content on how GSO functions and resources available.



## NAATW 2023 Crowdsourcing Workshop Report

Is there a way to reuse content

- Clorinda says - we aren't sure if we have permission to put one type of content on a platform does that mean we can put video if the conference approved only posts
- How do we know when we are "starving the dog" in terms of cutting the budget too much

How can GSO better communicate how the 7th tradition contributions are being spent?

- There is certainly internal communications which are happening between GSO and the board(s). These are types of communications which can probably be shared externally better.
- There are current limitations on how we can share financial information with the fellowship

Is there something we can do about aa.com?

It is prompting people to call and visit treatment

Is there any special relationship we have with Google that we could downgrade their results on search engines

## What New II: A 2023 Technology Update from The Grapevine - 1130. EST

**Niurka M.**, Department Manager & **Wendell O.**, Coordinator

GV website

YouTube channel

Instagram

Mobile App

Podcast

e-communications.

- Daily quote
- GV NEWS
- WEB Exclusives

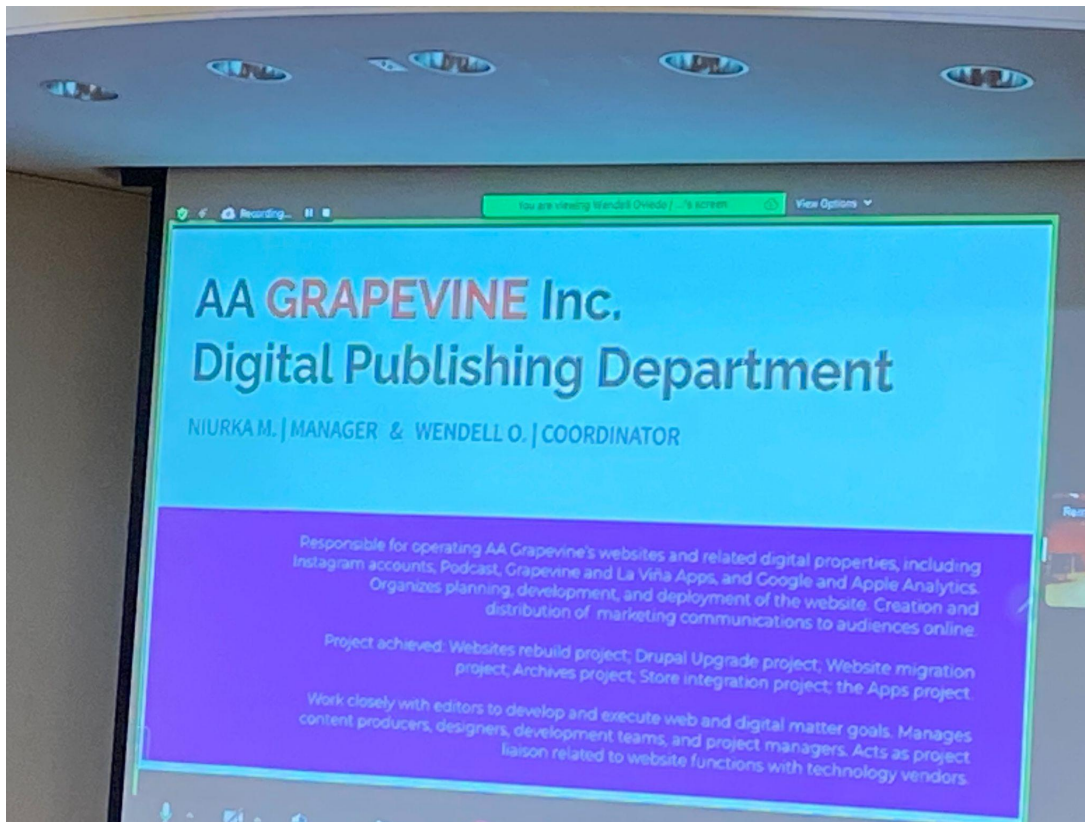
Social media accounts are managed through r this department.

GV and LV apps

- Available now in the mobile app stores
- FAQ about the app Available on GV website.
- Provides access to current articles and archives
- Daily checklist, unique to app

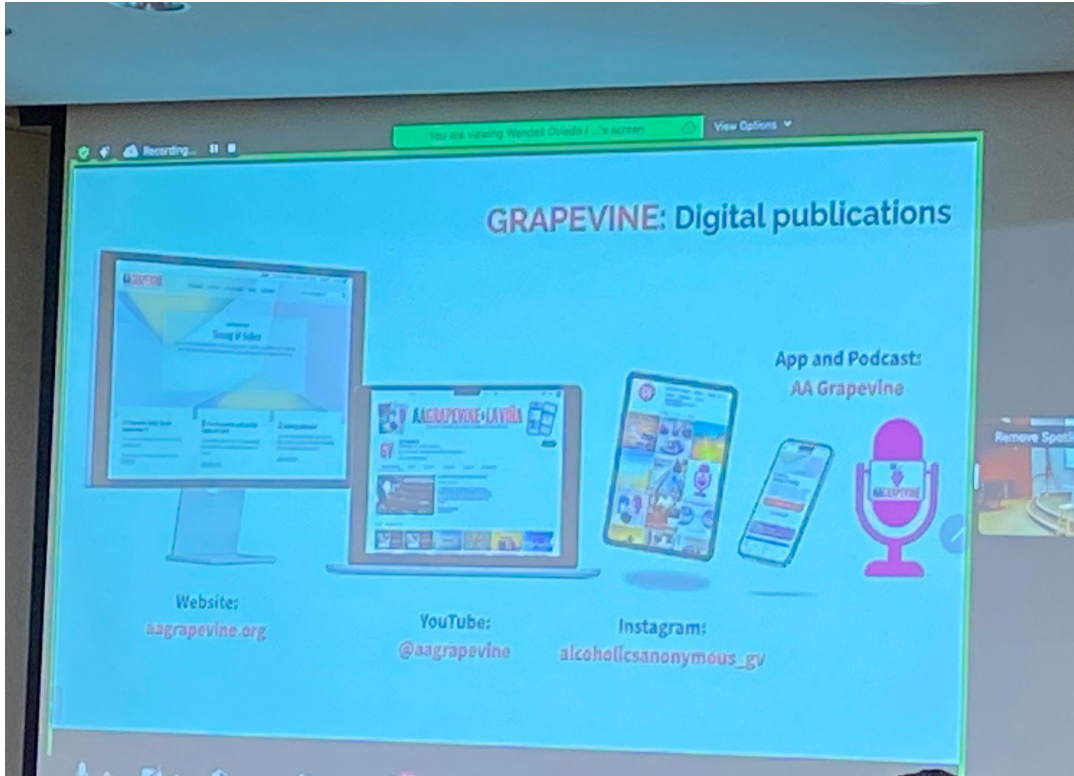
## NAATW 2023 Crowdsource Workshop Report

- Sobriety Calculator too.
- Audio content
- Listen to the podcast directly in the app
  - <https://www.aagrapevine.org/podcast>
- App is free. And has a subscription plan for more complete content.
  - One year subscription is \$29.95 either printed or with the app.
  - Subscription allows access to all digital content on the app and the website.
- App only available in US and Canada currently. Other countries may be a future plan.
- <https://www.aagrapevine.org/apps>



First slide of the Grapevine presentation as it was presented at NAATW at Shenandoah University.

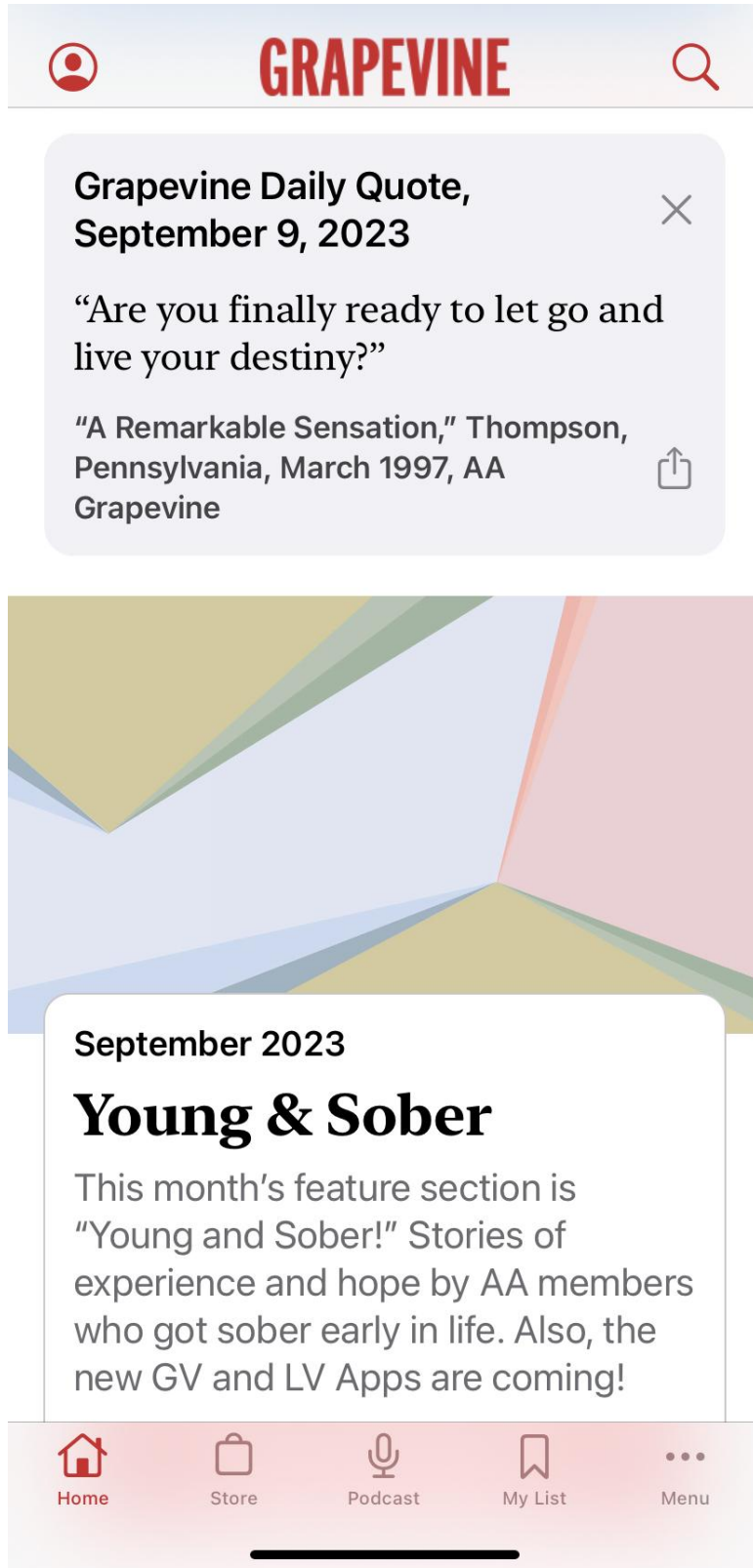
# NAATW 2023 Crowdsourcing Workshop Report



Second slide of the Grapevine presentation at NAATW at Shenandoah University.

# NAATW 2023 Crowdsource Workshop Report

Screen Picture of Grapevine app on iPhone



## NAATW 2023 Crowdsourcing Workshop Report

### Questions:

Can the link for the app be embedded into AA websites and mobile apps?

- Yes

What are epub users going to do when it ends in October 2023?

- They will have to switch over to a digital subscription.

Is there plans to add sorting/filtering in the search feature for the app?

- Will be worked on

Is there plans to add search features for the podcast?

- Will be worked on.

How can we use the June 2021 arrival for outreach.

- It requires permission from the GV department.

## AI for AA: The Potential for Generative AI to Enhance and Support AA - 1300 EST

Lois L., St. Louis, MO

[Presentation slides here](#)

Generative AI focuses on generating content

Some examples of AI we use daily: "Spell Check" or "Auto Complete"

Evolving quickly

Use anonymity when using the AI Bots.

Official Apps available - such as: [ChatGPT](#)

<https://chat.openai.com>

Another AI tool: <https://bard.google.com>

Works through prompting. Literally a chat.

Prompting vs asking

## NAATW 2023 Crowdsourcing Workshop Report

- Generate things that are not just a fact or question
- Provide it a framework for what you want, can choose how you would like to respond (as if talking to a 6 yr old vs long-timer member of AA)
- Provide context
- ChatGPT formula prompt

What is it being used for

How can AA use it

- Generate discussions
- Content or format for flyers
- Improve minutes
- Improve writing in general such as Prompt: “simplify my letter”
- Organize notes
- Play devil’s advocate - Prompt “give me the pros and cons of pain language”
- Scan a document “look for the word onomatopoeia”
- Tone analysis
- Can generate markdown

Use it to improve your events

- Help to plan volunteers
- Help with themes
- Help with feedback evaluations - possibly format / organize or pare down all feedback from a survey submitted to the fellowship. “Analyze this...”

Use to improve our websites

- Generate content - code development
- SEO optimization - writing for the web
- Design recommendations
- User support
- Newsletter development/ content
- Foreign language generator

Use it to explain or participate in service structure

- Generate pros and cons for agenda items

Chat GPT is added to most applications we already use - such as Zoom, Slack, Google, Glide app...

## NAATW 2023 Crowdsourcing Workshop Report

Also auto generate images: DALL-E, midjourney & stable diffusion...

Also able to read images: Picture of my fridge & tell me what I can make for dinner.

How to approach concerns

- What about robot sponsors?

We have different types of work that needs to be done

- hand (forwarding phones),
- head (spellcheck), and
- heart (sponsorship) work.

Maybe some of the hand work we can have AI assist with...

Don't blindly trust it. Lack of transparency in where the generated info comes from  
It has a cutoff on how new its training data is

It generates bad info too - hallucination AI generating such as "create a bunch of gibberish for me that sounds like fact"

### What's next

- How can we benefit from these technologies?

Some stuff posted in Slack during the presentation:

<https://chat.openai.com/share/67d6ab2c-137e-4b12-b9ed-b50b796f2d45>

[Bing.com/chat](https://bing.com/chat) gives

"ChatGPT is a chatty AI that talks to you and answers questions. BARD is an AI that learns to do specific tasks better, like writing, by getting feedback from people. ChatGPT is like a friendly chat buddy, while BARD is a focused learner." - member in chat.

### Questions

What level of attribution/ situation should be used for ChatGPT?

- Used as a tool it should not need attribution

[Cursor.sl](https://cursor.slashdev.com/). Fork of vscode with ChatGPT built in

# NAATW 2023 Crowdsome Workshop Report

Caution on providing proprietary information to ChatGPT

## DIY Usability Testing for Better AA Websites

**Melissa E.**, Durham, NC

This is watching how people use AA Websites and how they go about gleaning information from it. Online and in-person folks practiced using a usability test by checking the weather. Usability tests are for seeing how other people use tech by using screen sharing or watching over their shoulders. What people say and what people do are often different. They will click on things and not remember doing it.

Be indifferent when testing.

We pretended to order Candy from Dylan'sCandyBar.com

Developers are not good testers for a website - they are not the average user. Maybe grab someone who's never been to an AA website before. Different users who may be coming to our site for different reasons & different abilities. Maybe a friend who is not a member (pretending to be a newcomer), maybe a longtimer, maybe a professional or someone looking for general info. Get different folks for the same test (instead of a group of folks who all think the same). Who are the people we serve? Let them lead us in what they see. Possible section on site for friends and family. You can ask for strangers on a neighborhood list server, or friends of friends, or a partner organization. If you conduct a test online (like via Zoom) you can record, instead of attempting to take notes during the test.

Sample testing script:

<https://static1.squarespace.com/static/56bff7667da24fee23d6af94/t/64fc8c3d7a74bb2edea26c12/1694272573448/Usability+Testing+Example+-+AA+District+Website.pdf>

Presenter's resource page: <https://www.melissaegg.com/blog/naatw>

Great book for a resource: "Don't Make Me Think" by Kreg

Start with a couple of questions to build rapport and also let them know that you appreciate their time. Schmooze.



## NAATW 2023 Crowdsourcing Workshop Report

### AI for AA: Bringing New Depth to the Meeting List

**Matthew L.**, Long Beach, CA

APIs similar to a spreadsheet behind the tech.

### How Australia is Dancing the Digital 12 Steps

**Lachlan B.** from Australia

4:50 pm **Anonymity break?** I see the speaker's full name on screen but we probably won't share that - just a note.

"Recovering Board Member" Just rotated off GSB Australia as a trustee  
"With great recovery comes great ability to have many screens"

They have an online area now in their service structure so that virtual groups would have a voice  
There were questions about "what is an Australian online meeting" if its being hosted from overseas

Got a non-profit subscription to paypal and let members contribute via recurring contributions.  
This helped them regain financial stability.

They are going to launch a national chat service - to supplement national telephone support line.  
There are some compliance activities they have to deal with around "vulnerable populations" which we are...

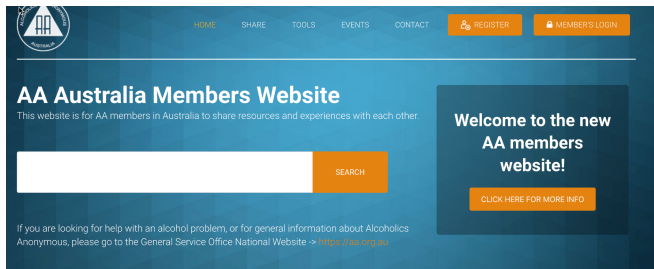
They found a chat provider that gave them 20 seats for free.

They are using WhatsApp and other group messaging products for their "working groups" (I think "committees").

They had a large billboard in central Melbourne - they are able to centrally collate this stuff.

# NAATW 2023 Crowdsourcing Workshop Report

They have a new “Members only” website launched in 2022 also Facebook for AAs only)



They called it a social media site for AA - a member could log in and access forums, read articles and access toolkits like PI toolkits - [members.aa.org.au](https://members.aa.org.au)

## Questions:

- Why did they decide to have a virtual area?
  - They have inactive areas - large areas in Australia - so the area is the basic operating unit in AU
  - It does open the possibility of having online districts as well
- Do you have hybrid assemblies?
  - Yes people vote and they are coming up with all kinds of ways to make that fair and equitable
- Tell me more about the member site
  - It is wordpress-based
  - We are lucky to have a technology company that is run by a member so we get “mates’ rates”
  - Initial adoption has been slower than they hoped

What have been the benefits and problems with the online Area so far? (It’s only been a year). It’s bringing more people and groups into the service structure. More participation. Problems have just been normal growing pains but nothing that has hindered progress or made them think it wasn’t a good idea.

Asked about logging in on the wordpress plugins - you could login with social media to login to the member site - some people love it, some are wary or they can create a local account.

## How to Most Effectively Use AA Literature in a Virtual Setting

Lisa R 26 years in AA more years in AI Anon

Working as engineer before joining AA. Worked with psychologists, behavioral psychologists.

Lisa was powerless over electrical power at her home today.

## NAATW 2023 Crowdsourcing Workshop Report

Pre-Pandemic folks would go to a physical meeting space and there was usually a table filled with literature. Some people have never actually been to an in-person meeting.

Literature has changed greatly since the 1930's. There is even an online bookstore. Audiobooks, large print, different languages, formats, devices.

People don't end their learning at a certain age. People are coming in younger to AA and there are older folks staying in AA, middle age today at 55 years old is not the same. There is more to learn these days. People don't just hang up their school books anymore. Pagination is different on ebooks and on devices. 21st century is moving rapidly towards the "pageless document". 21st century is much more dependent on 'Search' in general as a means for navigating content - in literature (via applications/apps) as well as on the web. Apparently there is a difference between the internet and the web ("web" refers to the World Wide Web of files - such as HTML documents - that live on hard disks et al on computers (referred to as 'servers') that are attached to the internet). We can learn this no matter our skill level. "Being on the same page" (as a way of signaling 'being in accord') is on the way out given pagination is an 'artifact' from the 21th century.

Universal design is aimed at being usable by all people of all abilities - 'iterature' that can be adjusted to suit the individual's way of digesting information. Universal design is basically the Spiritual Principles of AA. Mental Model. Documenting assumptions about 'users' is essentially the process of taking a personal inventory. When you are designing literature, keep in mind the profile you have assumed of readers/users.

Moving away from pagination to pageless documents would be changing from saying "look at page 84," say "refer to the last half of the chapter titled "Into Action" or say a short phrase that is quickly searchable. If the person directing our attention says to start reading from "they turned left at the bottom of the hill" that is specific enough where everyone can easily find the place. From there people will search and skim the text. Annotated text, multimedia, pageless docs, Augmented reality.

- Audience member later pointed out that electronic documents usually come with jumps and/or collapsible headings that are useful for navigating.

Are you teachable? Are you willing to try something new? Are you able to change?

Keeping 'user profile/assumptions about users in mind when sharing screens and literature. Careful scrolling—you make us dizzy when scrolling while we're reading. Page/slow down, please. When drawing our attention to a certain place use waltzing mouse movements, not mosh pit movements. Think of others. (insert AA principle, tradition or quote here)

# NAATW 2023 Crowdsourcing Workshop Report

## Birds of a Feather (BoF)

### BoF Topic #1: Online Service Structure

Facilitators: Amy B. A75 (S WI), Beth D. A15 (S FL) & Vivian K. A06 (S CA) submitted related BoF topics

#### **Submitters:**

Amy: Online group with usual elected trusted servants (GSR, IGR, Treasurer, etc.) attached to geographical District 20 of Area 75

In trial period with one of the groups in online District 25 in WA

Issues:

- Contributions going to one geographical location although members attend from across the country and world
- Voting, same issue
- Should we have an online Area? And, how do we get one?
- Group Info Flyer  
[https://drive.google.com/file/d/1yZW3ht3oJQ-QbT\\_Nqtv9NbsGRDjleDOe/view?usp=drivesdk](https://drive.google.com/file/d/1yZW3ht3oJQ-QbT_Nqtv9NbsGRDjleDOe/view?usp=drivesdk)
- We have struggled to get volunteers from outside our geographic location to be of service even though they make up over 50% of our regular attendees.
- I emailed AA archives tonight 9/9, to request the minutes from when adding an online area failed. They will be shared on Slack when I receive them under the #online-service-structures channel.
- A round table is being formed, see Slack or email me to be included. Amy B.- [amyb22812@gmail.com](mailto:amyb22812@gmail.com)

Beth: Virtual homegroup based in A15 S FL

- Brick & mortar group for 30 years which became virtual during the pandemic
- Had local GSR who moved out of the Area
- Alt GSR took over and can attend Area meetings but not District
- Hybrid Area meetings are cost-prohibitive
- District very resistant to becoming hybrid
- Could join a virtual District in A48
- 2 group members are officers of local District, so don't want to "move" out of state
- Hybrid not an ideal environment for a large business meeting

Vivian: Are we ready for an online Area?

- Currently District Registrar—about 40 GSRs at hybrid District meetings
- ~25% of GSRs from online or hybrid meetings
- Online GSRs want to participate in District

## NAATW 2023 Crowdsourcing Workshop Report

- Human experiences of online / hybrid / in-person meetings are 3 very different experiences
- Finds in-person recovery meetings best, but online business meetings are very efficient
- Hopes will get to online-only District but currently in a transition period where hybrid may be best so others can get online experience
- Analogy: living on land vs. living on water compared to in-person vs. virtual—both have advantages, but doing both simultaneously doesn't work well

### **Participants:**

- Frustrated member reports attending 3x as many meetings now as he did pre-pandemic
  - Frustrated because GSB ad hoc has been studying this for years and hasn't reached a conclusion—even though there was an Proposed Agenda Item requesting forming an online Area that the Trustees did not forward to the Conference.
- DCM of NENY online District reports that almost all of their District activities are hybrid except District meeting which is solely virtual
  - Election Assembly in September, Voting in October, hybrid Convention in November
  - Some people very resistant
  - She has been growing by leaps and bounds in online meetings for 15 years because of the diversity; feels included online
  - She and someone from W WA hold [open forum](#) to discuss online Districts 3rd Sundays 8pm ET
  - Oregon & Florida now have online Districts as well
  - Virtual DCMs often attend each others' meeting
  - Rewriting manual because virtual District different from on-the-ground
  - Has never been at a group with money before!
  - Use A48 Delegate
  - Other virtual meetings choose whether they want geographic or virtual District
- <https://district20.aahmbny.org/>
  - [district20dcm@aahmbny.org](mailto:district20dcm@aahmbny.org)
  - Online District Roundtable Join Zoom Meeting  
<https://us02web.zoom.us/j/82660463055?pwd=dmxLcWpaYjR5MWQ4dEtYeXl2UVhidz09>
  - Meeting ID: 826 6046 3055 Passcode: remoteD
- W WA Area 72 has an online District with DCM who attends hybrid Assemblies in person
  - When online group was set up, language said it would be within geographic limits of A72, but there is now a group with no boundaries; will be discussed at next Assembly
  - When A72 WA originally moved to split into two, motion failed at GSC; now E&W split [for those who don't know: there's a mountain range in between that's impassable in the winter]
- A33 SE MI resistant to hybrid Assembly

## NAATW 2023 Crowdsourcing Workshop Report

- Asked at Assembly whether any members of virtual meetings felt they do not have representation via an in-person meeting
  - speaker attends other in-person meetings, but they aren't his home group—he and young people feel like they don't have a voice
- VT member has been involved in online meetings since 1984
  - Apocryphal alcoholic with mobility challenges required a special purpose van + 4 people to attend their anniversary meeting; isolated other 364 days of the year
  - 2019: newcomer in 20 years won't be waving \_\_\_\_\_
  - Online Area limits participation because it has only 1 Delegate even though it has members from all over
    - Should members from outside the country have a vote in the US & Canada structure?
  - Garage meeting—flaunting?
  - Need to keep Unity first
- A72 W WA online D25 has issue because initial motion required existence within Area boundaries—will be voting whether to change the language at the next Assembly
  - Should they allow people who don't live in W WA vote on issues there?
  - Have [100/400?] Votes at an Assembly—a few from other Areas can't skew vote
  - Would take pressure off other Areas who maybe should participate in the virtual world
- A71 VA How did others choose which Area to send GSR to? **Amy B.: We chose based on the geographic location of our GSR. They go to district meetings in person and the area meetings are hybrid.**
  - Does the Area need to be hybrid? **Only if the GSR doesn't live nearby. Ours does but prefers to attend online.** The GSR may be far away and unable to attend Assemblies in person
  - In VA, a group can be in the Area if you vote that you are; wondered if it's bi-nationwide [answer: no]
- In NENY, Registrar brought motion to Assembly
  - online now-DCM against it the first time because she didn't want to be forced to join virtual District; language improved the second time it came before the body, so she supported it
  - Her online group that was originally in a geographic District voted to move to virtual District
- W WA virtual District member: members at inter-Area online roundtable mentioned earlier saw a need for a virtual District
  - Several of the members were from A72, so they brought the motion there and took it through Area discussion process
  - Area being hybrid is very helpful—would otherwise have to figure out how representative would attend Assemblies
- OIAA member's home group has always been virtual and never wanted to be in-person
  - If groups remain non-geographical, \_\_\_\_\_

## NAATW 2023 Crowdsourcing Workshop Report

- Group's bylaws specify sending contributions to GSO, although it doesn't recognize them as a group
- Another OIAA member has had hearing impairment for a long time—closed captioning is incredibly helpful
  - GSO moving toward more accessibility
  - More \$ is spent by Districts & groups to pay for hotels than was sent to GSO!
    - Perhaps money should be going more to 5th Tradition work rather than supporting the hotel industry
- A67 SE TX IT Committee Chair: hadn't previously considered dilution of voice of online/hybrid groups
  - Delegate would get some voice from online groups if they are spread through geographic Areas, whereas only one Delegate would represent online interests if the virtual groups are grouped in an online Area
- In GA & OH many meetings meet only once per week so many people claim multiple home groups—conflicts with principle that each member has only one home group where they vote and do service work
- A09 S CA special worker for central office: when registering online meetings, they often offer Treasurer as contact because Meeting Guide requires *some* geographic location—might be good idea to join general service structure at time of rotation
  - A lot of people at their District meeting attend virtual meetings; the District hasn't had an issue with how to treat the virtual meetings
- Believes we should have a non-geographic Area
  - Central Offices have a lot of responsibilities but no direct voice & no vote [other than CO/IG reps communicating to the GSRs & Delegates]
  - Part of a group that split recently owned website and refused to put other part of the group on the site post-split
  - Areas exist to serve the groups, so how do Areas tell groups what they can do?
  - Their Area probably wouldn't support an online Area

Copied from the chat box:

From my delegate: The Participation of Online Groups (POG) Ad Hoc Committee is gathering further information via a short survey. Please take a few moments to fill this electronic survey out <https://forms.office.com/pages/responsepage.aspx?id=C6HZh8t0rUyLiVU9d5MdbZFw7KTkR3xLmE-u5e3MKgh9UQVdRT0UzNktYskZMR0ZQSUJKMIVPRjU4WS4u>

Thank you Allise for the wonderful work taking notes. Beautiful service! [TU! AAB]

Final thoughts, Amy B.: Bill said, "if we don't change, we'll surely die." Maybe there's something we can contribute to help AA grow, with the guidance of a loving Higher Power. How do we do that? Like our literature says, it is suggested that we focus on our part. What part CAN we control? Maybe it means establishing more online districts, collecting data and organizing, to name a few. Currently,

## NAATW 2023 Crowdsourcing Workshop Report

AAWS only sees a handful of districts. It is my understanding that there is currently not enough demand YET to add an online area. Please correct me if I misunderstood. I reached out to archives at GSO last night and requested the minutes from when adding an online area failed. Let's move forward together, one step at a time. Join us on Slack #online-service-structure. Thank you for allowing me to be of service.

- Response: the Proposed Agenda Item requesting an online Area did not technically fail because it did not reach the Conference. Instead, the Board of Trustees appointed an ad hoc committee to consider how online groups should participate in the service structure. It's basic report this year was: we're still thinking about it. See page 23 of the Final Report from the Conference or the full report on *Participation of Online Groups in the U.S. / Canada Service Structure* from the General Service Office. I'd try <mailto:groupservices@aa.org>.

### BoF Topic #2—Hybrid assemblies

### BoF Topic #3

Where are we going and why is NAATW needed in 2024

- We have problems with getting bids
  - Would like to have bids at least 2 years out
  - Hard to execute a conference of this size well with less than a year to plan and recruit presenters & subcommittees, etc.
  - Houston A67 has a bunch of people here - they have the IT committee
    - They said they would love to have us & have researched Intercontinental hotel near the airport – what does it take to put a bid in?
- We have almost 200 online registrants online and ~70 people are attending in-person
- If we want to continue part of that sustainability needs to come from all of us
  - Some fear that we cannot continue the in-person workshop due to hotel expense
  - But: have had replicable, affordable solutions this year and last
    - As was done in Seattle, use Area equipment for hybrid set-up, reach down to District equipment if necessary,
    - As was done here, use college or university venue—they all have hybrid equipment post-pandemic and many are *happy* to have the revenue
      - Our workshop times don't conflict with usual class times
      - This year we have had students helping us operate the equipment
      - Allows us to avoid hotel minimum room-block and F&B (food and beverage) requirements, so it's a double win for us
  - Have considered raising hybrid registration fees to equal in-person
    - Basically did that this time: the difference between them was the food component and it was less than it would have been at a hotel



## NAATW 2023 Crowdsome Workshop Report

- This event made money after all the last-minute online registrations
- Post-Conference survey crucial for continuing improvement
- NAATW may help foster grass roots experiments
- We should participate in legitimate suffering [???

### BoF Topic #4 - The Bus Factor - What happens if a service worker gets hit by a bus?

- Code for recovery - almost ALL AA entities use the 12-step meeting list (TSML) plugin for wordpress, however we have 2 folks who are helping maintain that plugin. Developers or wanna be developers wanted, have an interest, ask that folks who help are in a recovery program.
- Importance of not only documentation, possible training videos, we drop off in AA, folks leave
- Most importantly when we build our tech/websites it is most helpful to not build something so complex it cannot be handed off to the next rotation.
- The fellowship will step up when needed.
- Have contingency plans in place - when power went out, we have to forward the phones immediately, thank goodness the meeting guide app was still running, we still keep some printed meeting books on hand, Document the contingency plans & let committee's know where that documentation is located.
- Website down, the fellowship had to come together (many members from all over had to come together, newcomer called to inform, Nightwatch coordinator was provided the info that website was down & Meeting Guide App was still up, called the tech committee - there are 3 folks, special worker on the horn with hosting company)
- If a tool is too complicated & when something does not work - or too complicated to rotate - Throw it away. This gadget doesn't work... toss it.
- "I gotta guy" Find 4-5 of them **TIAA** is a great place to start - who's available for what?
- Get a tech committee on hand that rotates
- Keep it simple, most web tools are "Whatcha see is whatcha get" (WYSIWYG) as easy as setting up a facebook page
- Have skill set documented of what someone should be able to bring to the table
- Developers in Code for Recovery keep good "read me" documentations and videos.
- Continuity of Operations.
- When documenting use the Creating a PBJ Sandwich model (again keeping it simple): Should be as simple as 1) first go to the pantry 2) then untwist the bread tie...
- There is a continuity disaster recovery documentation for Code for Recovery (Woo Hoo!)

# NAATW 2023 Crowdsourcing Workshop Report

## Solution Hacking

### Sharing, Solving and Scaling Solutions In Small Groups

#### Solution Hacking Virtual Rooms:

Google Workspace - Room 1  
Hybrid Setup - Room 2  
Wordpress Alt - Room 3  
ChatGPT - Room 4  
Online Meeting Safety - Room 5  
Fellowship Connection - Room 10

### Solution Hacking - Rm 1 Google Workspace Admins

- Google work space admins
- Advantage of transferring emails - set up multiple emails for one domain (say a district, area or central office, or committee's can use)
- Multiple people can do account recovery & share documents, folders
- The apps included are Google docs, Sheets, google calendars...
- Personal account vs a paid account
- Edited the DNS records always pointed to google
- Having a committee chair managing the group was useful
- Are any folks using 2 factor authentication for Google workspace? It is useful to help with no one hacking the account. Some folks pushback with that, because you would have to use a personal account.
- If you are the admin as an admin for the Google Workspace If you are locked out of an account can you Recover the information only as an admin. You can suspend an account, or change the password.
- Another solution, there is one email but the password is not shared, then multiple people get the info on how to use it that way there are multiple folks who have access to it through their personal email so that way passwords are not shared. What changes is who get those emails, the service email gets forwarded to their personal account.
- Shared docs are used for everyone to see. We treat email like it is not the record, it is not consistent
- Using Office 365 instead of Google Workspace, you always have to always keep licenses in use, so if the account doesn't get used 365 will make the licenses deactivated

# **NAATW 2023 Crowdsourcing Workshop Report**

## Wordpress Alternatives - Room 3

- Wordpress has become the de-facto standard, for better or worse, despite general lack of love for the platform. “Stick with the herd”
- Desire to be portable, not locked into a vendor or hosting provider
  - Paid vs free versions of plug-ins
  - Wix, Squarespace, Go-Daddy, etc. often lack portability
- One member took a programmatic approach to analyzing AA entity websites linked from aa.org for hosting provider and platform. Not-insignificant number 600-some sites are not using WordPress. Spreadsheet to be posted in Slack #wordpress-alternatives channel.
- Discussion of containerization (Docker, Docker Swarm/Compose, Kubernetes) versus monolithic wordpress site.
- Discussion of sales via websites, plugins used (Literature sales, conference/Round-Up tickets)
- Mention of Laravel as a PHP-based framework on which other non-WP Content Management Systems could be built to be more user friendly than WP back-end.
- [General Sharing session after mentioned Statamic and October CMS as being non-WP CMSs based on Laravel.]
- Static site generators are another option that might be worth considering. One example is Hugo, <https://gohugo.io/hosting-and-deployment/>. Another example is Publii. It's easy to use and can be backed up. <https://getpublii.com/>

## Online Meeting Safety - Room 5

- Trauma informed, not everyone recovers at same pace
- Rooms are a public space
- Singleness of purpose, emotional sobriety Bill recognized around 20 yrs

## Fellowship Connection - Room 10

- A database at GSO to collect group information - GSR is the contact person for the group, then the group gets a number, & some basic group info. New group form & a group update form found in service manual - send into your Area Registrar
- The group does not have a GSR to list with GSO...
- This hands the responsibility back to the Groups and the Areas
- Implemented in around 2018.
- If it's a new meeting - take the form to the group - here's how you update your info.

## **NAATW 2023 Crowdsourcing Workshop Report**

- Maybe we will have clean data if we all continue to submit good info, and show newer trusted servants how to keep it up.
- You can login & look at all your group contributions for the year, keeping track of things, quarterly reports are sent of each districts contributions, you can see all the groups registered

### Sharing Session

#### **Come Together to Share Hacking Solutions**

- Any recaps of breakouts or Birds of a Feather?
- Google workspace facilitation was discussed in one
- There was a ChatGPT room - people played around with things, compared vs. Bard. one participant indicated concerns about how long personal data is stored in ChatGPT - there was a promise of better wordsmithing
- Zoom safety was solution hacking
- Maps on Meeting Guide
- Fellowship Connection
- Wordpress Alternatives: people wished there were more viable options - one member mentioned laravel, likes and dislikes of various plugins Statamic and October CMSs built on top of laravel - also Drupal
- Hybrid
- CPC coordination of 10-12 med students - they are having regular virtual meetings - could those be automated - it takes all of the resourcesNot

## DAY 3

### Opening/Welcome

### Off the Shelf Solution for Technology in AA

**Doug G.**, Winchester, VA

[Presentation Slides here](#)

## NAATW 2023 Crowdsourcing Workshop Report

Told in AA fashion: Where we were, what happened and where we are now.

Blue Ridge Area Intergroup of AA

What it was like pre-pandemic: \$4000-\$5000 year printing meeting brochures

Doug was working in \_\_\_\_\_, when a friend from Milan showed him a picture of covid tent.

On his own, Doug started posting online Zoom Meetings and encourage folks to not drink, read the Big Book.

Noticed need for website. Wordpress, tsml, before tsml supported online meetings

Paid for Zoom out of own pocket.

Considered how secure a meeting should be. Should we make working zoom links? Post passwords? How to avoid bombers?

Intergroup started paying for it, Got 2 Zoom licenses. (not shared licenses)

Eventually changed from BRI.org to BRAI.org. Blue ridge area intergroup. Doug not happy with name.

Wordpress: Open source content management system. Platform of choice for small organizations.

AA.org is a Drupal because of size and complexity. Doug needed to make something he could turn over to the next service person.

Theme: Choose stock theme and customize it.

WP - Create pages announcements, service, local AA districts, 7th tradition contributions, district 10

Day of sharing,

Media library: posters for events

Making TSML the home page Php =

Time to Upgrade: Some meeting information was outdated.

**Note anonymity break** - code on page 24 had full name of presenter in URL within the code. I [Doug] has fixed this in the published slide deck, but it still needs to be fixed in the recording.

## Solving our Common Problems: A Technology Update from TIAA

**Joel G.**, Houston, TX and **Scott F.**, Bethlehem, PA

[tiaa-forum.org](http://tiaa-forum.org) is 365 days a year!

Become involved. Many non-techies get involved there.

Hot Topics is the front page to see what the site is about without creating a login

Any AA member can be a member of tiaa-forum.

We are all technologists these days! Go check it out!

## **NAATW 2023 Crowdsourcing Workshop Report**

### Annual Members Meeting

Area26.net has a good set of documents on their DCM page on RFPs for assemblies

Minutes will be posted on <https://naatw.org>

### 2024 NAATW Bid

A26 offers [Bidding suggestions](#) on its [website](#), as well as an [RFP form](#) and an [RFP example](#).

### Closing Remarks