

Digital Strategy Committee

Members: Butch G, Mike S, Luis O, Brandon S, Efra J, Pat C, Walter G, Mike G

Since the Denver meeting, Digital Strategy Committee has largely focused on continuation/expansion of items presented in Denver:

Master Literature File – In working with IES in updating the MLF based upon approved changes in Denver, it was noted that ISO/the IES did not have access to editable source copies of approved GA literature; as a result, applying changes was cumbersome and difficult. Working closely with the Literature Committee, the issue has been resolved – at this point, ISO/IES has editable (MS Word format) copies of all approved GA literature, which will more readily allow for implementation of approved literature changes moving forward.

As well, the Master Literature File has been updated to include digital source files (where previously scanned copies had been required), as well including copies of literature with approved changes from the Denver BoT meeting.

Digital Code of Conduct – Based upon the approved motion in Denver, the DSC began development of the framework for a Digital Code of Conduct. However, based upon a review of how expansive such a document would ultimately need to be to properly serve the fellowship in addressing all forms of digital engagement, the effort was discontinued; instead, the DSC plans to support the formation of a new committee which (if approved), would include multiple Trustees, Regents, and Committees, for the sake of developing a comprehensive Digital Guidance Code.

Social Media – The DSC has continued collaboration with the PR committee in development and framing of social media for the purpose of GA outreach and attraction. The social media test with 13 areas was a success in every measurable way. There remain questions regarding approval pathways and requirements, which served as the motivation for an agenda item identifying social media as GA-appropriate literature. It is the recommendation of the DSC that this motion be approved by the BoT, in recognition of the fact that any content shared in digital space (including social media) may impact other groups or Gamblers Anonymous as a whole.