

Addendum 1:

Motion 1 Public Outreach Coordinator

That WA Area ends the six year trial started in 2013 & consolidate the WA Area Coordinator positions of Cooperating with the Professional Community (CPC), Public Information (PI), and Institutions into one position of Public Outreach Coordinator.

KBDM Background

Items to review:

- The 3 position descriptions from the Handbook
- The proposed PO Coordinator description for the handbook
- Service Manual pages re: public outreach • WSO web pages related to Public Outreach

Outreach Background:

Question 1: *What do we know about our members' or prospective members' wants, needs, or preferences that are relevant to this discussion?*

The functions of the AWSC seem to reflect the work of the WSO, which includes providing group services and communication, planning and coordinating the business meetings, preparing and distributing Literature and guiding Al-Anon's public outreach efforts. Washington Area has reflected the structure of WSO and adopted processes which seem to be wise and healthy. (Formerly adopted Action Committees, now uses Workgroups like Thought and Task Forces.)

Question 2: *What do we know about the capacity (time, energy, authority, responsibility) and strategic position of the organization (the goals and vision of AlAnon as a whole) relative to this issue?*

Although the Bylaws delineate the number and type of Coordinators as part of the AWSC, the Assembly has previously provided for modifications. The Coordinators of Washington Area seemed to have reflected the leadership structure of WSO to provide links of service to respond adequately to the needs of members and potential members. The structures of the WSO consolidated several positions over a decade ago. The WSO no longer has separate access for the links of service to connect for the CPC or Institutions Coordinators.

Current Trends:

Question 3: *What do we know about the current realities and evolving dynamics that are relevant to this discussion?*

Several changes have occurred during the past 3 years.

Much of the Public Information dissemination is done directly by WSO through the Digital Strategy Department, which includes the AFG website, and production and distribution of PSA's. Additionally, through the ***In the Loop*** emailed newsletter, the WSO is making connections DIRECTLY with interested members for doing some 12th step work.

An Associate Director, Claire R., responds to inquiries from Professionals, including Institutions, and also provides information to Area Public Outreach Coordinators about the status of various inquiries.

Communication from WSO formerly occurred through conference calls, but now occurs through email postings for Area Coordinators, called AFG Connects. This provides a forum for WSO staff to disseminate Public Outreach information and for Area PO Coordinators with an opportunity to either ask for help or share useful ideas.

Although some Areas do sponsor their own Public Outreach projects, Washington Area covers a large Geographical Area, with diverse needs and about 350 active groups. Thus, it doesn't seem practical to do an "Area" event, however, we do try to support "Area-wide" activities, like a statewide conference of Drug Courts, or School Counselors. In the past panel term, Districts and Groups were encouraged to choose how to focus their 12th Step energy, as was suitable for their circumstances.

Although I was busy with Public Outreach duties, I didn't feel that the time needed to fulfill the tasks of the Washington Area PO Coordinator was unduly demanding.

***Question 4:** What are the ethical implications of our choices (pros and cons)? This includes consideration of how the Legacies apply.*

Possible Benefits to revert to original status

Using 3 coordinator positions to cover Public Outreach might provide more of a focus on 12th step activities.

Allows for more voices to be brought into the Area panel from past DRs.

Possible Negative impacts of reverting to original status

Increase costs; 2 additional Coordinators requires Area expenses for 2 more people.

Only one coordinator from each Area gets access to the AFG Connects.

Double-headed management would be difficult to avoid.

With one Coordinator, there is an opportunity to develop a team from amongst the AWSC, thereby creating more involvement from other Districts. If there are three coordinators, then other members of the AWSC may miss out on the ability to engage in such a team effort.

***Question 5:** What do we wish we knew, but don't?* (Looking for inquiries)

– Submitted by Karen A. 2016-18 PO Coordinator. Please send questions or comments to KarenAhope42day@gmail.com