

Website Thought Force Final Report

Date: March 22, 2026

To: AWSC and Colorado Area Assembly

From: Website Thought Force

Subject: Final Report and Recommended Next Steps

Website Thought Force Charge:

1. Research our current Colorado Area website and determine if it meets our current and immediate future needs.
 - Identify key functions and/or primary purpose of the website and whether these needs are currently being met or need to be addressed.
 - Look at any other areas you believe may be pertinent and relevant to Area 5.
2. Explore the benefits and/or downsides of the Area website and how it could be optimized for ease of use and navigation for members and newcomers so that it would best serve our Colorado Area.
3. Research what are the management requirements we need to maintain our current or future webpage?
4. Use Knowledge Based Decision Making (KBDM) to determine considerations of what is being asked for.
 - Five Elements of Knowledge Based Decision Making:
 - 1.) Open communication between leadership and membership
 - 2.) Dialogue before deliberation
 - 3.) Common access to full information
 - 4.) Exist in a culture of trust
 - 5.) Confidence in the competency of partners
 - Some examples of questions to consider through KBDM could be:
 - Is there currently a need?
 - Have our members asked for this?
 - Would there be a need to coordinate the task and how would this happen?
5. Prepare recommendations to the AWSC regarding the above information, keeping in mind which would best serve the needs of our members and Area using the Template for Task/Thought Force Final Report.
6. Investigate and include any other issues this Thought Force considers to be relevant, pertinent and in the best interest of Area 5.

Overview of Thought Force Work Plan:

Met on zoom biweekly to weekly and supplemented with email communication

1. Clarified the websites primary purpose
 - a. Reviewed the Colorado Area website history and Web Site Procedures (revised but not adopted on 9/11/23)
 - b. Reviewed the WSO Guidelines (G-40) Al-Anon Service Arm Websites
 - c. Reviewed the Website Coordinator Position Description

2. Viewed other Area Websites for comparison
3. Utilized AFG Connects Website Coordinator resource for suggestions and tips including the creation and use of a website committee
4. Reviewed previous website thought force findings (2021)
5. Surveyed membership for feedback and analyzed data on website needs and wants

Summary of Thought Force Findings:

- The purpose of our website is to support Al-Anon's primary purpose of providing help and hope to friends and families of problem drinkers:
 - Public Outreach (newcomers and professionals resource)
 - Member resources (Events/Calendar, newsletter, service arm links, literature, meetings, donations etc)
 - Colorado Area Resources and Communication tool (Assembly Documents, GR Resources, Skits and Workshops)
- Area Website Comparison:
 - Our website is comparable to those we found most useful
 - Navigation and organization has room for improvement
 - Many Areas similar in size to the Colorado Area had AWSC/Assembly Archives available through their website
 - Most Area websites had a stronger Alateen presence
 - Most Area websites have more prominent contribution information
 - Several Area websites have dedicated pages for Al-Anon service opportunities
 - District Meeting information was included in some event calendars
- AFG Connects informed:
 - Areas created website committees to support the Website Coordinator
 - Tips and guidance toward simplifying design and navigation
- 2021 Thoughtforce survey results
 - Top Website Need from July 2021
 - Finding a Meeting was #1
 - Finding Help was #2
 - Finding Event/General Info. #3
 - 63% found what they needed
 - 29% had a good experience
 - 29% found our website hard to use
 - Missed opportunity with No Spanish survey
- 2026 Website Thoughtforce Survey Analytics
 - The majority of responses (61%) indicates no need to overhaul the website
 - Improving Navigation and links were most requested improvements
 - Information posted needs to be reviewed, updated, and/or deleted (13%)
 - Current users are looking for:
 - Calendar and Events (61.8%)
 - Assembly information (54.4%)
 - Meeting Information (47.1%)
 - General Information (36.8)
 - Past Assembly information/Area Maps and Documents (27.9%)
 - Literature (23.5%)
 - Area Contact Information/Newsletter (20.6%)

Website Thought Force Recommendations:

Based on the research of other websites and the 2026 survey results, **an overhaul of the website is not indicated at this time**. There may be a need in the future to upgrade from our current economy web hosting plan. We recommend the following:

Recommendation #1: To form a committee to aid in work and direction to the current website coordinator (A Website Advisory Committee) since it is not necessary or desirable to overhaul the website at this time. This website advisory committee would be used to review the following:

- Newcomers/Alateen/Members
 - Ease of Navigation/Search Bar
 - Increase Welcoming Alateen Presence on website
- Members in service to their groups IE:
 - Continue to add to GR Connections
 - Continue Newsletter page for GRs and Members
- Members in service to the Area
 - Assembly documents
 - Archive needs
- Depending upon the scope of the work of the website advisory committee, upgrading to a new website hosting plan may be necessary. Current web hosting plan is economy - Web Hosting Economy \$5.99/mo (25GB), Web Hosting Deluxe \$7.99/mo (50GB), Web Hosting Ultimate \$12.99/mo (75 GB)
- To determine the direction of the website as we try to meet our current and immediate future needs, .

Recommendation #2: To create a Thought Force for Electronic Archives since a majority of Area websites that we reviewed had access to extensive Area history and archived materials; including assembly motions, thought and task forces, presentations, workshops, minutes etc.

Action to be Taken: The Task Force asks the AWSC to adopt the 2 recommendations, which do not require funding.

Thank you for your consideration.

List of the Task/Thought force members:

Marcia M.

Marcia S.

Sheila A.

Sue W. (chair)