



Agenda #3: Communications Committee Meeting Minutes

Saturday, April 25, 2020

10:30-11:50 a.m. CST

Conference Call: (605) 472-5304

Participant code: 488333#

1. Call to order, Serenity Prayer - Colleen/All
2. Check-in/sharing time/updates - All
3. Review and approval of minutes from last meeting - Scott/Colleen
4. Review of tasks identified during last meeting (highlighted) - Scott/Colleen
5. Review of survey results (attachment A) - Colleen
6. Review of survey results and discussion of next steps
in comms planning process (attachment B) - Colleen
7. Establish next meeting, close with Serenity Prayer - Colleen/All

Meeting Minutes

Present - Steve K., Jamie D., Scott J., and Colleen C.

We began with the Serenity prayer. We each shared our experiences as to how our program is going for us these days. We discussed some observations about the challenges presented by our recent "stay home" environment, including isolation, loneliness, stress and loss, and how the program helped us deal with these challenges. By consensus, we agreed with the summary of our March 28th meeting based on the notes that were supplied. These will be posted on the website to keep people up to date with the work of this committee. We covered the following:

- Scott provided us some office updates and agreed to send on to Claire the feedback about the experience of alternate meeting venues provided previously by Jamie and Steve for a future Experience, Strength and Hope email or a monthly Strength and Hope newsletter.
- We discussed how our team preferred to be communicated with. Scott, Steve and Colleen can do email, text or call, while Jamie prefers text or phone call. We talked about the idea of value statements (values most important to EAI in regard to the EA fellowship) in our communications planning.
- We discussed a very important point about reaching out to other 12 step programs (including the Betty Ford Clinic) to those who need not only their primary program of recovery, but also need EA.
- Then we shared our feedback to the following questions, which will serve as the basis for our draft communications plan:

1) Objectives: What do we want to accomplish with our communications?

We have the following objectives, which we believe will keep EA healthy, resilient, relevant and available to a broad cross-section of the population in need of a message of strength and hope:

- a. We want to share the inspiration messages of EA widely with all those seeking to become well emotionally.
- b. We want to broaden and build our membership (diversity of ages, interests, races, ethnicities, abilities, gender preferences).
- c. We want to provide factual information about what we offer, and how our organization works.
- d. We want to our communications to be frequent, responsive, transparent and two-way.
- e. We want to promote the financial stewardship of EA.

2) Key Messages: What are the several most critical messages need to accomplish these objectives?

- a. EA is here for you - you are not alone.
- b. EA offers hope for achieving recovery and joy by striving for emotional health.
- c. The tools and principles of EA make our 12-step fellowship strong; EA International (EAI) makes our 12-step fellowship work.
- d. We (EAI) is listening to you (EA fellowship members).
- e. We need your financial support, so EA can be here for future generations.
- f. These are the tools of the program: our meetings (of all kinds – face2face/telephone/zoom/chat), printed material (pamphlets/books/workbooks), sponsorship/partnership relationships, the F.B. page, the Loop, Electronic material (the apps (iPhone/Android as well as eBooks).
- g. This is how EA shows up in terms of people/property/-\$: people involved in the program in public ways in trusted servant roles are staff (name the positions not the staff members by name)/ex. Dir. By name/trustees by name/committee (names of committees but not names of the committee members).

3) Audiences: Who are we primarily speaking to?

- a. We're speaking to active members who attend groups most weeks
- b. Inactive/infrequent people who only occasionally or perhaps even never attend weekly groups
- c. People who might just come across EA through our methods of attraction (advertising/website/app/someone shares the info about EA), and Health care professionals as well as people in the service industry (police/religious communities).
- d. People who want information that is only content/program related as well as inspiration People who want both that inspiration content as well as the information about the organization (transparency).

4) Actions/Tools: How will we reach these audiences?

- a. Website
- b. YouTube
- c. Attendance at a meeting
- d. Mailing or emailing out info. /inspiration
- e. Distribution of materials to health care/service people
- f. The apps
- g. Talking to people one on one
- h. TV, radio, PSAs etc. (question about whether Exec Dir could do this outreach)
- i. Partnering with other "A" organizations to amplify our message

5) Current Attitudes: What do our audiences think now?

- a. Many of our potential audiences do not know who we are.
- b. Some like the inspiration/info.
- c. Some like both that and the info about the org.
- d. Some think we don't share enough about how the org. is run and some think it should not be part of our info.
- e. Some think we talk too much about \$\$ requests.
- f. Others think we don't emphasize fundraising enough.
- g. Some think our material is sexist and too religious sounding.
- h. Some are afraid of changing anything.
- i. Some are eager for new material and tools.

6) Desired Perceptions: What would we like our audiences to think?

- a. This is a great program that helps me/could help others
- b. I know what the content/program is all about and I know that if I want to know about the organization then the info. is available.
- c. We want them to think that this is accessible in all formats.
- d. We want them to value it so much that they support it financially.

7) Measuring Success: How will we know if we achieve our objectives? What metrics will be used?

If we try something new that is different from what we've done before or more than we've done before as a result of our strategy, we can know we've tried to achieve our objective. If people have a chance to weigh in on the communication as it is now in comparison to how they weigh in a year from now and they give us good marks, we know we've improved - program growth, financial health are measurements.

8) Tools: What means do we have to best communicate with our audiences? (Answered previously but will eventually be placed in chart form)

A few action steps:

- We agreed we would all take a closer look at the questions above and continue to refine the answers.
- Jamie said she is going to research the communications tools used by other 12-step programs.
- We agreed by consensus that we would hold out meetings on the last Saturday of every month from 10:30-11:50.
- Colleen said she would look into Zoom options for future meetings. Some like the idea of Zoom, others do not.

We closed at 11:59 CDT with the Serenity Prayer. The notes you're reading were taken by Colleen C.