

## **AGENDA ITEM ATTACHMENT**

*Agenda Item: Provide comprehensive update on the status of Trustee-Regent ISO Website Committee activities, respective of Tier One priorities identified in Committee Report.*

### **PRIORITY ONE – Improved Meeting Functionality**

- 1) Basis of Need: reported difficulties with updating of ISO website meeting directory, problematic search results for live meetings, impractical organization of virtual meetings (geographic instead of time-based), absence of phone meetings from meeting directory.
- 2) Intended Action Items:
  - a. New web-based meeting data entry form (refer to enclosed Exhibit One) to streamline data flow for adding new meetings/updating existing meeting information. The web-based form would include provisions for user verification (reCAPCHA), provide notification directly to ISO upon completion/submission, and include automatic updating into the GA Meeting Directory Database once the information in the entry form has been verified as accurate and complete.
  - b. Enhanced organization of meeting information to allow for more refined search parameters for live and virtual meetings, inclusive of local timezone references.
  - c. Organization of virtual/remote meetings to permit search by temporal proximity (identifying soonest next starting meeting).
  - d. Addition of phone meetings to meeting directory.
  - e. Upgraded/Enhanced Meeting Information Pages: Additional meeting information to be provided to better facilitate helping site visitors get to a meeting, by including specific references to meeting entry/location, information on wheelchair accessibility, links to local Intergroups/RSO's, etc.
  - f. Comprehensive audit of all current (~3100) meetings listed in the gamblersanonymous.org meeting database, which will include updating meetings to include supplemental information being provided in the new web-based meeting entry form.

### **PRIORITY TWO – Website Visibility Improvements**

- 1) Basis of Need: gamblersanonymous.org does not have a relevant digital presence. On any search related to gambling addiction/problem gambling, the website does not appear within the top twenty searches (unless the search includes a direct reference to Gamblers Anonymous).

2) Intended Action Items:

- a. Comprehensive website upgrades including (but not limited to) the following items under consideration:
  - i. Use of targeted keywords on the website's homepage which share a strong corollary to gambling addiction, to improve website's Search Engine Optimization (SEO) and visibility.
  - ii. Development of provisions to permit regularly refreshed homepage content (as such regular updates improve SEO based upon indications of regular ongoing activity and engagement) which could include content such as Daily Reflection excerpts, member testimonials, select LifeLine Bulletin content, and other recovery-focused GA-appropriate messaging.
  - iii. Providing a live virtual meeting directory feed on the homepage, which would allow visitors to identify and join the next available virtual meeting.
  - iv. Providing a graphic global map interface which includes links to local area Intergroup/RSO websites, informing site visitors to GA's existence as a world-wide fellowship.
  - v. Addition/incorporation of targeted supportive messaging and recovery-focused content, which would include specific examples of different forms of compulsive gambling (casinos, horse racing, online betting, predictive/polymarket wagers, lottery tickets, crypto/stock market speculation, etc.) – this will help inform visitors (whether they are potential new members, or friends/families seeking to learn more about someone in their lives) of how gambling addiction transcends the more commonly understood examples.
- b. The committee is currently developing a detailed technical Request For Proposal for use in soliciting pricing quotes from qualified web developers. The RFP, once finalized and approved by the committee, will:
  - i. Allow for budgeting and pricing examination based upon a clearly defined scope of services.
  - ii. Include pricing breakouts for various deliverables along with costs for ongoing maintenance service.
  - iii. Include comprehensive schedule of deliverables and timeline for completion following contract award. This would include identification of dependencies (ball in court responsibilities) to allow the Committee (in coordination with the BoR) to effectively track the status of the website enhancements, identify potential sources of delay and to proactively address them in advance, and

avoid potential cost overruns by identifying instances in which work product does not meet specified standards.

**PRIORITY THREE – Enhancement Of The Gamblersanonymous.org Store Area**

- 1) Basis of Need: The G.A. Shop area of the website, in addition to serving as a primary source of revenue for the Fellowship, also serves as the repository for over 1,000 pages of valuable recovery-based content. Unfortunately, poor image quality of the literature/supplies, inconsistencies in identification (where the title of literature differs from the title provided in the description), and minimal/non-existent description of the content in the literature, underserves the breadth and quality of the support available.
- 2) Intended Action Items:
  - a. A subcommittee was formed to develop comprehensive, more fully fleshed-out descriptions of each piece of literature (and other supplies).
  - b. As of March 15<sup>th</sup>, descriptions have been generated for approximately 1/3<sup>rd</sup> of the GA Store material. (Draft) Samples of several descriptions are provided for reference (Exhibit Two).
  - c. The Committee is focused on having all literature descriptions completed, proofed, edited, and ready for publication in the website as soon as is possible.
  - d. Where warranted, new imagery would be produced to improve clarity and presentation of materials.
  - e. The improved literature descriptions can be implemented in the near-term, with the understanding that a revised/enhanced layout/presentation of the GA Store section of the website will be included in the scope of enhancements listed in PRIORITY TWO.

## EXHIBIT ONE - WEB-BASED NEW MEETING/MEETING UPDATE ENTRY FORM

### Web-Based Meeting Information Entry Form

This form would be accessible from a page in [gamblersanonymous.org](http://gamblersanonymous.org), allowing users to submit information for new meetings (or updates to existing). After completion, ISO would receive a notification and then, after verifying accuracy and completeness, would approve the form. Approval would result in automatic entry to meeting database.

PLEASE USE THIS FORM FOR SUBMITTING A NEW MEETING FOR THE G.A.I.S.O. MEETING SCHEDULE DIRECTORY, OR FOR UPDATING INFORMATION FOR EXISTING MEETINGS. CONTACT I.S.O. AT +1-909-931-9056 FOR ASSISTANCE IF NEEDED.				
<b>IS THIS FOR A NEW MTG OR CHANGE TO EXISTING?</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>COUNTRY</b>	<b>REQUEST SUBMITTED BY (NAME &amp; ROLE)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>PROVINCE/STATE</b>	<b>DATE OF REQUEST SUBMISSION</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>CITY</b>	<b>CONTACT INFO FOR PERSON SUBMITTING REQUEST</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>RSO/INTERGROUP AREA #</b>	
<b>POINT OF CONTACT FOR THE MTG. (Name)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>MEETING DAY</b>	<b>CONTACT INFO (Phone/WhatsApp + Email)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>START TIME</b>	<b>MAILING ADDRESS (For ISO Correspondence)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>END TIME</b>	<b>LOCAL RSO/INTERGROUP WEBSITE URL</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>MEETING TIME ZONE</b>	
<b>MEETING FORMAT (Live/Virtual/Hybrid/Telephone)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>(REMOTE) ACCESS INFO (Meeting Link/Dial In Number Virtual / Hybrid / Telephone Meetings)</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>MEETING TYPE (Open/Closed, Open/Closed With Modification)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>(REMOTE) ACCESS INFO (PASSCODE For Virtual / Hybrid / Telephone Meetings)</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>MODIFICATION (Examples: Beginner's, Step, Men/Women Preferred, LGBTQIA+, or Other)</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>DIRECT ACCESS LINK (Direct Click-To-Join Link)</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>(NEW MEETINGS ONLY) - STARTER KIT REQUESTED?</b>  <input style="width: 100%; height: 20px;" type="text"/>  <b>PRIMARY MEETING LANGUAGE</b>  <input style="width: 100%; height: 20px;" type="text"/>	
<b>FACILITY ADDRESS INFORMATION</b>				
<b>FACILITY NAME/AFFILIATION</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>BUILDING NUMBER + STREET</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>CITY/PROVINCE</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>STATE</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>ZIP CODE</b>  <input style="width: 100%; height: 20px;" type="text"/>
<b>IS FACILITY WHEELCHAIR ACCESSIBLE?</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>MEETING/FACILITY ENTRANCE INFORMATION</b>  <input style="width: 100%; height: 20px;" type="text"/>	<b>ADDITIONAL NOTES</b>  <input style="width: 100%; height: 20px;" type="text"/>		

## EXHIBIT TWO - SAMPLE(S) OF G.A. LITERATURE UPGRADES

### **G.A. Shop Subcommittee – Literature/Material Description Form**

*Note: After completing the form for each item, please save the file with a reference to the literature/item name, and its respective line number from the checklist document (to help with keeping files organized).*

**Name of Literature/Item:** #11 Questions & Answers About Gambling

**Proposed Description (limit to 120-150 words at maximum):**

This literature explains the principles behind the Gambler's Anonymous 12 Recovery Steps and Unity program, exploring the process of recovery through personal responsibility, mutual support, honesty and spiritual growth, helping members understand how these principles guide lasting recovery from compulsive gambling.

**Back-Cover Information (APP/REV Date, Print Date)**

**Book details-English, Spanish**

**Revised 10/11**

**Printed 5/22**

**Does the photo/imagery of the item (in the website) need to be improved/re-taken (because the item is cropped in the photo, or because of poor image quality, or some other reason)?:**

Poor Quality dark

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#### **Name of Literature/Item:**

#7 G.A. Blue Book – Sharing Recovery Through G.A.

English

#### **Proposed Description:**

This book is a comprehensive guide that offers hope and structure through the 12-step program for compulsive gamblers seeking recovery and adaptation to a gambling-free life. It includes a collection of personal recovery stories written by members of Gamblers Anonymous (GA). Members share their real-life experiences, what gambling did to people's lives, and how the GA program helped them to recover from a gambling addiction.

#### **Back-Cover Information (APP/REV Date, Print Date):**

Revised 2023 Printed 2023

\$7.50

**Does the photo/imagery of the item (in the website) need to be improved/re-taken (because the item is cropped in the photo, or because of poor image quality, or some other reason)?**

No\

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**Name of Literature/Item:**

Working the Steps Pamphlet

**Proposed Description:**

This practical Gamblers Anonymous pamphlet provides a clear, step-by-step guide to understanding and applying the Twelve Steps of the GA Recovery Program.

Each Step is explained in plain language, helping members explore the spiritual principles of recovery - from admitting powerlessness over gambling to carrying the message to others. Thought-provoking discussion questions and reflections encourage honest self-examination, spiritual growth, and meaningful dialogue in meetings or personal study.

Designed for both newcomers and long-time members, this booklet helps translate the Steps into everyday action, supporting steady progress “one day at a time.” A valuable companion for anyone seeking deeper insight into the GA program and a practical path toward lasting recovery and personal transformation, this can be used with your sponsor or for discussions in Group Meetings that focus on Step Recovery,

**Back-Cover Information (APP/REV Date, Print Date):**

Revised 3/21 Printed 9/24

**\$2.75**