Thursday 5 January

World Board: Antonia Nikolinakou, Arne Hassel-Gren, Franney Jardine, Jim Buerer, Inigo Calonje Unceta, Mark Hersh, Odilson Gomes Braz Junior, Paul Craig, Piet de Boer, Ron Blake, Ron Hofius, Ron Miller, Sharon Harzenski-Deutsch, Tom McCall and Mary Banner will arrive on Friday

Staff: Eileen Perez, Becky Meyer, Anthony Edmondson, Travis Koplow.

1. World Board Sharing Session

The board met together in a sharing session to begin their meeting.

2. CAR 2012

Service System

- A question about **Delegation** was asked.

  The Service System proposes a model that depends more on delegation and the groups oversee the direct local service details much less. What the proposals don't address is the way the groups conduct business of the CAR and this is why some in fellowship believe we are trying to take that function away.

  All <u>agreed to add clarifying sentence to help the issue and concerns on delegation to the session profile, PowerPoint and possibly to *NAWS News*</u>. Whatever is written must to clear and to the point saying what the proposals mean.

- The CAT contains a more detailed description on Service System project inception and project background.

  Resolution 7: up to now members have been able to say that 'we are a service body when we say we are'. We're suggesting with the resolution a more collaborative decision among all affected members. On the page following the resolutions, there is a long paragraph that will address this.

Regional Proposals

- **Regional Proposal process** discussion. The new process is to help create a more discussion based conference. Any delegate bringing something for old or new business will have their idea presented as a proposal, which will be discussed and straw polled for support. If there is support, the board will come up with another set of straw polls at the very end of the conference.

  The board has new business motions which will need to be dealt with in the business session. So we have both. Challenge is that with this experiment there are still the planning motions which weren't addressed when experiment was created. We will encapsulate why we are presenting motions, explaining that policy for this has not been changed.

  Explain that the experiment came out of a lot of discussion at the 2010 conference. Ideas on the other side of the plan, we are weighing the support of other regions, which may or may not make it to the plan

  In March the Co Facilitators and Don Cameron will be here and we will be better able to talk about how we navigate the conference with proposals, straw polls, motions.

No objections to adding clarifying sentence to the CAR profile that explains the reason for proposal and not motions...proposals are more flexible... we will also direct them to the one page in the CAR.

Motions

- Suggesting that a cheat sheet or something that calls attention to all the motions be created and included.

- The **electronic bundling** motion confusion for many. One of the confusing points of that motion is that it seems that the Trust is being changed; that is not the case. Operational rules are what are being proposed for change which has been changed before.

- Chair brought up suggestion for wording change – Motions 2-4 seek to add language to the same article and section of the FIPT (among other changes). If more than one of the motions passes, therefore, the exact changes to the paragraph involved may differ slightly from what is shown in the "Policy Affected". No objections to changing in PowerPoint and profile.

3. **Input received and experience from the first few workshops**

   The board discussed their zonal workshops.

   - E-Blast

   Next conference participant e-blast will talk about extending the membership survey another 30 days and remind members that we are selling WCNA merchandise.

4. **Begin Discussion of CAT 2012**

   - Regional report format

   A few minor changes to the format made. During this time we also realized that regions are a bit reluctant to respond openly to certain types of questions that used to be in regional report outline. Therefore we thought to send out a survey with those types of questions creating a more anonymous atmosphere where delegates would respond more openly. Those responses would then be presented to the conference anonymously. No objections to pursuing the survey.

   - CAR PowerPoint's and session profiles

   PowerPoint (SS) Introduction slide – on the bottom of the page *proposals* will say *regional proposals*...

   No objection to sending the revised PowerPoint's out Monday.

   - Project Plans

   There are 3 tiers to ranking: 1) a priority 2) second priority and 3) essential carry-overs. The project plans document edited.

   Page 4 Service System: paragraph will have more wording on the first page

   Page 5 Tradition Book: believe this name won't stick, the conference asked for a "working guide" and the survey had a wide range of ideas. Page 6 Public Relations: there is the desire to have some focus groups and round tables. This will be changed to $40K budget.

   Page 7 An Introduction to NA Meetings: We didn't know how to attribute an expense therefore nothing was attributed, this will be reviewed again. The desire is to make piece as accessible

as possible. The item will be put out for R&I and we will engage people in discussion then put in the CAR 2014.

- WSC Seating

No discussion at this time.

Friday 6 January
Strategic Planning Session II

6. II Strategic Planning Session

The day was spent in a Strategic Session Planning session.

Saturday 7 January
Corporate Responsibilities

7. Financial Overview of NA World Services

A financial overview was provided.

We will continue with the same level of activity, cutting costs wherever possible; however, we will be looking to see what more we can do with PR because keeping our contacts is important. We ended year on a slight positive financial note.

Having this meeting early in January didn't allow for staff to complete the November financials, although summary was emailed to the Board.

There was some discussion about the fund flow chart and finding additional ways to get members to comprehend the importance of including NAWS in their contribution decisions.

- **Audit**

    Audit will be sent to the board

8. Other corporate responsibilities:

a. Production Items

The revised *Social Media* pamphlet passed out to the board.

The reformatted *Just for Today* gift edition is currently on hold due to increasing paper costs. We are also going to have to renegotiate paper /book production costs in Iran because of paper costs being incredibly high. Nothing else noted.

b. Website revision

The revised Narcotics Anonymous website presented to the board, the board informed that two board members are being used to gage direction because of their experience. Input:

- Combine *literature* and *products*. It's confusing that those are in two different locations or suggest *literature* as an icon and *other products* inside that as another icon
- Would like a different color scheme maybe find a different blue or green
- Working on writing changes to the shopping cart
- Include a same code on each page – make sure that stays the same (for example green bar)
- Replicate the front page – words not icons so we don't have to go back

- Have an Asp function
- Asks that consideration be given to keep in mind the Search Engine Optimization (SEO) and algorithms (protocol for search) as they are constancy changing.
  - Staff will look into Google for non-profits **Action**
  - May place "*In NA our vision is that...*" on the front page
- We are going to have to deal with commercial portals in some fashion in the future.
- Suggestion to put our book on various sites.

Miscellaneous

The Finnish word in our Vision statement (or on anything we have with a border with word) incorrect (Mark H /Fatia) – **Action**.

c. IPhone application

We are currently showing you a rough beta of an Iphone application of the *Just for Today* (JFT) that will run on the IPhone and Android. The existing *Just for Today* built into a mobile code. No objection to suggestion to make a free version, create an e-coupon and a mobile app donations portal.

We are also working on a meeting locator, clean time calculator and event locator as well. No objection with continuing all the applications, e.g. *Just for Today*, mobi donations portal, clean time calculator, and a meeting and event locator.

The domain name for www.na.mobi was acquired by NAWS.

d. E-publication formats

Two chapters of the Basic Text sent to publisher so that the chapter contained active index with hyperlink. The cost was fairly inexpensive to do. E-pubs can be read by a Kindle, Nook, and Sony. As a default e-pub will constantly repaginate.

- Hyperlinked words are a different color; staff will look into the ability to disable the hyperlink function (different color text in the document) if an individual wanted to but it's believed this is a reader function not the document - **Action.**

No objection to proceed with the conversion of book with index/hyperlinks into an e-publication. All the other books will be typical (standard) e-readers publications.

Reminder regarding adding the disclaimer regarding dictionary meanings not always being our (NA) definitions, we are using external material in our fellowship approved literature.

Living Clean has no index

i. Step Working Guide

We may take the step working guide cd version convert to a web app to be made part of an app or made to be a separate app and make available in portal – means you can fill in and print. No objection to pursuing an app of the cd version Step Working Guide.

Action - to look into protecting our digital rights and embedding our e-publications, for example Amazon lets you copy 5 times however the owner must provide their account information which includes credit card information to download the 5 different times to 5 different devices.

There was a suggestion for us to be mindful of selling things, then making enhancements and reselling. Most individuals will not be willing to repurchase the enhancement version therefore suggest smaller fee for enhancements, etc.

o   The board encouraged to send enhancement ideas to staff.

Idea/Tabled: If the motion passes, fellowship will be asked for enhancement ideas

Action - IT blog address provided to the Board. Blog talks about what NAWS is doing and what's in progress.

Action - staff will research selling on our own as well as selling through other people – the challenge is cost. Adobe DRM cost is $32K and an additional charge for each license. No matter what is done we have to be able to deal with the support.

o   Idea about adding for birthday

A bit cautious when we talk about all these electronic ideas because there is no IT Strategic Plan in place nor do we implement one, our IT implementation needs work. Will piggy back on another's suggestion to create an IT working group type think tank.

There were no objections to initiating an IT Think Tank given that we are at the end of a planning process for a cycle. Identifying resources will take some time; therefore, any board member with knowledge of resources should send those names to staff. All in agreement with developing a more concrete IT plan in our future Strategic Plans.

Develop a plan regarding communication: marketing, making it more professional and/or have a professional assessment on our professional targets and how we can better communicate with those targets. WB is to send any idea on how to better reach those groups, areas etc. to staff.

e. Approve October 2011 minutes

Page 7, no objection to approving the October 2011 World Board minutes

f. Action Item List

Project idea submissions responses in the Action Item List will be prepared for inclusion in the March Conference report.

Action- Send the board the minutes of the BPG

f. Facebook

Action: Anthony and Ron H drafting and framing topics for discussion for the board in March and for discussion at WSC.

9. Any other CAT or WSC 2012 related discussions

Seating

The Board does not believe it would be beneficial to bring a new region to the conference at this time given our current state of transition and the lack of consensus at the conference.

10. Initial discussion of WB Leadership for the 2012-2014 cycle

The board had a closed discussion regarding the leadership of the board for the next cycle.