

HVIG Website Proposal

A proposal from the Website Committee of the HOW Virtual Intergroup
for Dec 8, 2019

Website Committee Trusted Servants (through Sept 2020)

- ▶ Chair: Audrey T (MN) 952-239-5525 (to coordinate feedback)
- ▶ Deborah R (MI)
- ▶ Susan W. (GA)
- ▶ Julie R.
- ▶ Cathy S (MD)
- ▶ Howard W. (MN)
- ▶ Paige R. (DE)
- ▶ Kim
- ▶ For Questions / Comments - Please fill in the form on the website (<https://www.oahowphonemeetings.com/vsb.html>) so we can discuss your ideas through group conscience - Thanks!

HVIG Stated Purpose of the Website

- ▶ To serve the needs of the 2-Hour OAHOW phone meetings and fellowship
- ▶ To make it easy for all compulsive eaters, especially for those who still suffer, to find a meeting and get support
- ▶ For people to sign up for and have access to the We Care List [contacts, with phone and email information] for support and fellowship
- ▶ For communication updates from our OAHOW Virtual Intergroup (HVIG), Virtual Region (VR), HVIG VR Representative, and WSBC 2020 Delegate
- ▶ To provide resources for the fellowship like: documents, links to literature and events (like workshops) available from VR, what is happening at VR and OA World Service Business Conference, and other 12-Step related websites

Current Website Challenges: Reviewed by Website Committee

- ▶ Current website traffic is down over 50% from last year (170,000 site visitors in 2018 to 80,000 site visitors in 2019)
- ▶ Site was built over five years ago and technology is no longer supporting mobile for this platform and is likely contributing to reduced traffic. This inhibits our ability to “carry the message.”
- ▶ Current website contains 21 pages with 12 meeting pages that are labor intensive and time-consuming to manage.
- ▶ Some meeting pages include service positions and meeting minutes on their pages. Some only have call-in information. Not a consistent format for site visitors.
- ▶ Most meeting-specific information is outdated on meeting pages. Complaints received from people no longer in program who are listed on pages.
- ▶ Due to lack of volunteers, service positions listed are difficult for meetings and website admins to keep current on individual meeting pages.

Website Recommendations: Option 1

- ▶ Build a new site (through BridgePact) that's mobile-optimized by 1/31/20 to avoid the additional \$64.99 SSL cost (SSL is included in the new template)
- ▶ Continue with BridgePact Creative hosting (\$12.99 per month) and their 24/7 live phone support
- ▶ Keep the oahowphonemeetings.com website published and build the new one on oahowphonemeeting.org for an easy transition (forward traffic from old domain after new site goes live)
- ▶ Create a form on the website for group conscience ideas and feedback about the website (changes voted on through group conscience over time at HVIG meetings)
- ▶ Streamline and consolidate content from 21 pages to 9 pages by merging the individual meeting pages into one page
- ▶ Consider the four options in this proposal at the 12/08/19 HVIG meeting and vote

4 Options to Consider

Option 1: Recommended

New Website Published by 1/31/20



Up-Side

- New site published by 1/31/20
- Mobile-supported and secure
- Easier to make updates
- Group conscience included
- Meetings consolidated onto one-page easier access and updates
- 50% savings: one-time cost of \$995
- Save \$64.99 annually for SSL certification (included in new hosting plan)

Down-Side

- Current site is out of date with inaccurate information (due to lack of volunteers)
- Needs immediate voting and approval from group conscience at the 12/08/19 HVIG meeting to meet the 1/31/20 deadline
- Present website continue to be difficult to use on the mobile platform (less traffic = less opportunity to carry the message)
- \$64.99 expense is due 1/31/20

Option 1: Additional Key Points to Consider Discussion / Voting on 12/8/19 HVIG Meeting

- ▶ BridgePact Creative is our current website hosting provider and they helped us build the current website for \$1100 five years ago (over 50% discount provided).
- ▶ BridgePact is offering to create the new site by 1/31/20 for \$995 (management approved, at a 50% discount) on the most current mobile-optimized platform (not WordPress) for easy updating.
- ▶ Current site on oahowphonemeetings.com will continue to be published while the new oahowphonemeetings.org site is built so there is no down-time.
- ▶ NOTE: Audrey (current Website Chair) works for BridgePact. She has offered to volunteer her time as Project Manager (no charge) to over see the project (if Option 1 chosen). New Project Manager needed if NOT selected. Some volunteers have offered to help with the build.
- ▶ A form can be posted on the current website to get feedback from the fellowship about the website on content for the new site for group conscience participation.
- ▶ Ongoing changes can be made through group conscience AFTER the new site is published as part of the monthly updates made by the website committee (volunteers welcome).
- ▶ Much of the current content from the site can be used for the new mobile-friendly site.

Option 2: Total Self-Serve

New Website Published by 09/2020



Up-Side

- New site created by all volunteers, so it saves money
- Can be built over the next several months
- Time to consider all options
- 24-7 customer phone support available through BridgePact
- Decision doesn't have to be made on 12/8

Down-Side

- No professional design support
- Need a project manager to volunteer
- Loss of mobile traffic
- Lost traffic through delay
- Risk of poor / no execution
- SSL fee of \$64.99 due 1/31/20
- Where will the volunteers come from?

Option 3: Keep Current Site - No Action Taken



Up-Side

- No additional cost
- Hosting is \$12.99 per month
- SSL Certification for security is \$64.99 per year already in place on the site (1/31/20 renews)

Down-Side

- Missed opportunities to reach newcomers.
- Hard to keep info current, again due to of lack of volunteers
- Possible breakdown of the site and lost data.
- Frustration for users on both website and mobile devices.

Option 4: Research New Platforms for 2020



Up-Side

- Take the next few months to research other options
- Might get a new site done for less or free
- Decision does not need to be made immediately
- There may be volunteers in the fellowship who can build a site for little or no cost

Down-Side

- Might end up having to pay someone later who doesn't know our fellowship
- New site might not be secure with 24-7 support
- Could be hard for volunteers to update and maintain
- Spend \$64.99 on SSL fee for the old site. due 1/31/20