

WSO Name Study Committee Report

Activities for June-August 2023

About WSO Name Study

Volunteers: Brad L (chair), Marcin C, , Mardi M, Arjan F, Daren C

Contact the committee: namestudy@acawso.org

Our Purpose: To create an ad-hoc committee to explore changing the fellowship's name, logo, acronym, and any other identifying marks to include dysfunctional families. This group would meet for a year and then report results during the 2023 ABC committee reports. If the work results in a recommendation, it will appear on the 2023 ABC agenda. (If not ready by the 2023 ABC, then the report and potential recommendation will appear on the 2024 ABC agenda.)

We meet the 2nd and 4th Mondays of each month at 3pm ET via Zoom and use our slack channel for work between meetings. If you're interested in joining us, please send an email to namestudy@acawso.org

Status of NameStudy goals from the 2023 ABC

- Analysis of the name study survey - **to start once survey is completed**
- Hold a town hall to further get fellowship input - **in progress**
- Research and create a list of potential costs associated with a name change (e.g. trademarks, literature changes) - **in progress**
- Develop an implementation plan (with time estimates) for a new name should the Annual Business Conference choose to adopt one. - **in progress**
- To increase membership in the name study committee. - **in progress**

Current Name Study Activities

- Presented results of the Name Study Survey at the August QDM
- Results of the survey are available at <https://acawso.org/name-change/>
- Discussions of future surveys and town halls
- Data analysis committee will discuss the results of the survey and share suggestion for next steps with name study committee members at the September 15 Data Analysis Committee Meeting