

# WSO Information Technology Committee Report Activities for December 2023

## About WSO IT Committee

**Chair:** Marcin C. (UK)

**Vice-chair:** Brad L (MD, USA)

**Volunteers:** Boaz (FL, USA), Clare W (AUS), Kathy T (CA, USA), Lisa B (NV, USA), Mary Jo (IL, USA)

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The WSO IT Committee supports the work of the Board, WSO Committees, and special workers by assisting with technological solutions. We maintain [adultchildren.org](http://adultchildren.org), [shop.adultchildren.org](http://shop.adultchildren.org), [acawso.org](http://acawso.org), [acawsoec.com](http://acawsoec.com), and [acaworldconvention.org](http://acaworldconvention.org).

We meet weekly on Mondays at 4pm ET via Zoom and use our channel on Slack for work between meetings. If you're interested in joining us, please send an email to [itchair@acawso.org](mailto:itchair@acawso.org). We welcome anyone who is interested in becoming involved, especially those experienced in database, graphics and web design, particularly WordPress.

## IT Activities in December

- Approved hiring a new developer that would work on various aspects of the meeting plugin and met with the developer to discuss next steps. The developer started to work on agreed items in the month of December

- Provided initial edits of the individual AWC Workshops recordings to the AWC Planning Team
- Completed edits of the recordings from the Boca Raton Regional Event and uploaded them to the Shop backend
- Worked with the newly designed website developer to complete outstanding items and released the final payment to the company
- Set up two channels for communication between the IT Committee and ABC Committee and the IT Committee and AWC Planning Team. It is hoped these two channels will improve flow of communication when the events (ABCs, QDMs and AWCs are being planned)
- The IT Committee and its subcommittees decided to cancel some of the meetings during the last two weeks of the month for Holidays break.
  
- *Website Design Subcommittee*
  - Continued internal review of the new website
  - Continued to review the progress of the vendor on the new website optimisations and finishing the tasks that were still outstanding
  - Testing of functionality of the new website
  - Welcomed a new member of the subcommittee
  - Discussed a possibility of launching the new website with reduced content to begin with
  - Approved purchase of a plugin that would help us present a volunteer page in a streamlined and fashionable manner
  
- *Business IT Subcommittee*
  - Fishbowl - still ongoing
  - Continuing to search for possible replacement for GiveWP
  - Slack users are being added when requested by committee chairs
  - IT Chair received initial training on the Shopify website
  
- *Meeting List Maintenance (MLM) Subcommittee*
  - Continued to answer emails, process updates and registrations of meetings

- o Assisted a newly formed intergroup with affiliating the meetings that are part of that intergroup
- o Continued to work with Members Services and Fellowship and Public Engagement CC on how to approach changes to the Beginners category
  
- *Policy and Procedures Working Group*
  - o The group continued to work on the IT Policies and Procedures document in regards to ABC and AWC events
  
- **Acawso.org**
  - o Updates to committee pages on website - ongoing
  - o Posting monthly committee reports - ongoing

*IT Goals for the 2023 year:*

- Deployment of the new adultchildren.org website
- Hiring of a long term contractor to support and enhance the WSO meeting plugin
- Continue to harden our websites against attack
- New pathways for inviting and supporting WSO volunteers
- Continued support of ALL WSO committees, the Board, and the WSO Office

### Adultchildren.org Analytics

First user defa... channel group ▾ +	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
	72,250 100% of total	108,997 100% of total	53.51% Avg 0%	1.31 Avg 0%	3m 09s Avg 0%	1,464,531 100% of total	2,667.00 100% of total	\$68,460.96 100% of total
1 Organic Search	35,254	59,014	60.16%	1.45	3m 54s	812,492	1,516.00	\$34,423.32
2 Direct	32,469	44,562	44.41%	1.19	2m 28s	591,712	1,023.00	\$31,443.60
3 Referral	2,766	3,539	56.62%	1.15	3m 04s	46,101	122.00	\$2,478.52
4 Organic Social	1,705	1,071	47.75%	0.60	1m 05s	13,570	6.00	\$115.53
5 Organic Video	56	62	67.39%	1.00	2m 48s	656	0.00	\$0.00

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	82,705 100% of total	71,648 100% of total	107,673 100% of total	53.49% Avg 0%	1.30 Avg 0%	3m 09s Avg 0%	1,452,486 100% of total	2,652.00 100% of total	\$68,259.02 100% of total
1 United States	65,293	56,490	84,598	53.43%	1.30	3m 17s	1,167,652	2,135.00	\$36,873.26
2 United Kingdom	4,064	3,468	5,041	51.19%	1.24	2m 23s	60,929	21.00	\$115.93
3 Canada	3,720	3,185	5,051	55.59%	1.36	3m 15s	65,891	49.00	\$776.45
4 Australia	1,672	1,433	2,271	51.35%	1.36	2m 38s	27,927	18.00	\$181.93
5 Sweden	1,063	887	1,433	38.95%	1.35	2m 20s	14,340	8.00	\$49.95
6 Germany	648	551	813	54.13%	1.25	2m 22s	9,949	6.00	\$513.99
7 Ireland	602	522	834	54.98%	1.39	2m 51s	9,971	4.00	\$62.00
8 Netherlands	436	349	634	46.79%	1.45	2m 31s	6,633	0.00	\$0.00
9 Russia	435	392	308	48.73%	0.71	49s	3,427	0.00	\$0.00
10 India	340	280	400	48.08%	1.18	2m 07s	5,514	0.00	\$0.00

Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	472,309 100% of total	82,944 100% of total	5.69 Avg 0%	3m 07s Avg 0%	1,442,022 100% of total	2,664.00 100% of total	\$68,439.96 100% of total
1 Meeting Search - Adult Children of Alcoholics & Dysfunctional Families	179,759	32,976	5.45	3m 52s	643,566	0.00	\$0.00
2 Strengthening My Recovery – Daily Meditation - Adult Children of Alcoholics & Dysfunctional Families	59,307	12,464	4.76	1m 52s	140,428	0.00	\$0.00
3 Welcome - Adult Children of Alcoholics & Dysfunctional Families	41,365	25,713	1.61	26s	130,832	0.00	\$0.00
4 Laundry List - Adult Children of Alcoholics & Dysfunctional Families	22,380	14,772	1.52	1m 30s	61,400	0.00	\$0.00
5 WORLD MEETING LIST - Adult Children of Alcoholics & Dysfunctional Families	15,888	4,351	3.65	1m 01s	44,977	0.00	\$0.00
6 Online/Phone Meetings Calendar View - Adult Children of Alcoholics & Dysfunctional Families	12,491	4,505	2.77	29s	28,306	0.00	\$0.00
7 Quick Search - Adult Children of Alcoholics & Dysfunctional Families	10,431	2,158	4.83	2m 58s	36,022	0.00	\$0.00
8 Our ACA Meditation of the Day - Adult Children of Alcoholics & Dysfunctional Families	9,943	3,018	3.29	1m 17s	24,981	0.00	\$0.00
9 Adult Children of Alcoholics, World Service Organization – ACAWSO	8,576	4,998	1.72	26s	18,979	0.00	\$0.00
10 Meeting Details - Adult Children of Alcoholics & Dysfunctional Families	7,445	3,157	2.36	46s	18,080	0.00	\$0.00

## Acawso.org Analytics

First user defa... channel group	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	5,392 100% of total	4,258 100% of total	48.42% Avg 0%	0.73 Avg 0%	1m 08s Avg 0%	45,289 100% of total	0.00	\$0.00
1 Direct	2,610	1,860	40.32%	0.66	52s	20,981	0.00	\$0.00
2 Referral	1,709	1,483	57.1%	0.81	1m 23s	14,914	0.00	\$0.00
3 Organic Search	1,028	1,002	60.07%	0.89	1m 25s	9,194	0.00	\$0.00
4 Organic Social	39	15	34.09%	0.36	13s	180	0.00	\$0.00
5 Email	6	1	16.67%	0.17	2s	20	0.00	\$0.00

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	5,834 100% of total	5,392 100% of total	4,258 100% of total	48.42% Avg 0%	0.73 Avg 0%	1m 08s Avg 0%	45,289 100% of total	0.00	\$0.00
1 United States	4,435	4,123	3,288	49.32%	0.74	1m 10s	34,472	0.00	\$0.00
2 Canada	289	250	298	52.93%	1.03	1m 26s	2,886	0.00	\$0.00
3 United Kingdom	257	237	183	49.33%	0.71	59s	1,791	0.00	\$0.00
4 Australia	81	76	58	44.27%	0.72	1m 04s	656	0.00	\$0.00
5 Russia	81	77	38	33.63%	0.47	35s	502	0.00	\$0.00
6 Sweden	74	69	39	32.5%	0.53	44s	472	0.00	\$0.00
7 Germany	71	59	42	50.6%	0.59	39s	439	0.00	\$0.00
8 Netherlands	57	52	25	32.89%	0.44	28s	307	0.00	\$0.00
9 India	38	35	26	42.62%	0.68	45s	389	0.00	\$0.00
10 China	36	35	4	10%	0.11	8s	125	0.00	\$0.00

Page title and screen class		↓ Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		100% of total	100% of total	Avg 0%	Avg 0%	100% of total	All events	All events
		17,640	5,834	3.02	1m 08s	45,289	0.00	\$0.00
1	ACA WSO   Adult Children of Alcoholics World Service Organization	3,047	1,791	1.70	26s	8,749	0.00	\$0.00
2	Events   ACA WSO	1,734	1,075	1.61	45s	4,940	0.00	\$0.00
3	ACA Proposed Name Change – Town Halls December 2nd, 2023   ACA WSO	830	570	1.46	29s	2,247	0.00	\$0.00
4	The Traveler Newsletter   ACA WSO	584	477	1.22	18s	1,874	0.00	\$0.00
5	Ready Set GO!! Morning Series   ACA WSO	500	286	1.75	1m 02s	1,108	0.00	\$0.00
6	Ready Set GO!! Evening Series   ACA WSO	468	287	1.63	51s	1,072	0.00	\$0.00
7	Christmas Eve and Christmas Day Marathon Phone Meetings:   ACA WSO	451	284	1.59	37s	933	0.00	\$0.00
8	Monthly Telecon   ACA WSO	397	268	1.48	33s	1,021	0.00	\$0.00
9	Member Shared Resources   ACA WSO	378	276	1.37	45s	1,187	0.00	\$0.00
10	Holiday Workshop Gift to You: 12/24 & 12/31   ACA WSO	376	230	1.63	32s	770	0.00	\$0.00

## Acaawsoec.org Analytics

First user defa... channel group		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
		100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	All events	All events
		586	542	60.09%	0.89	57s	5,274	0.00	\$0.00
1	Organic Search	382	298	66.22%	0.77	28s	2,504	0.00	\$0.00
2	Direct	183	195	50.91%	0.98	1m 45s	2,400	0.00	\$0.00
3	Referral	13	11	78.57%	0.85	25s	89	0.00	\$0.00
4	Organic Social	8	37	63.79%	3.70	4m 29s	281	0.00	\$0.00

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	All events	All events
	610	586	542	60.09%	0.89	57s	5,274	0.00	\$0.00
1 United States	177	171	100	49.26%	0.56	22s	1,005	0.00	\$0.00
2 United Kingdom	56	53	56	72.73%	1.00	39s	774	0.00	\$0.00
3 Netherlands	42	41	27	57.45%	0.64	17s	279	0.00	\$0.00
4 Germany	38	36	24	34.29%	0.63	20s	299	0.00	\$0.00
5 Greece	27	22	113	71.52%	4.19	10m 42s	955	0.00	\$0.00
6 Ireland	21	21	14	63.64%	0.67	20s	140	0.00	\$0.00
7 Poland	20	20	20	80%	1.00	32s	161	0.00	\$0.00
8 France	18	15	16	69.57%	0.89	1m 14s	150	0.00	\$0.00
9 Sweden	17	14	14	66.67%	0.82	55s	108	0.00	\$0.00
10 Belgium	16	16	19	82.61%	1.19	1m 06s	124	0.00	\$0.00

Page title and screen class		↓ Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		100% of total	100% of total	Avg 0%	Avg 0%	100% of total	All events	All events
		1,581	610	2.59	57s	5,274	0.00	\$0.00
1	greece - Adult Children of Alcoholics/Dysfunctional Families European Committee	312	36	8.67	6m 10s	818	0.00	\$0.00
2	Welcome - Adult Children of Alcoholics/Dysfunctional Families European Committee	308	225	1.37	9s	938	0.00	\$0.00
3	Countries - Adult Children of Alcoholics/Dysfunctional Families European Committee	72	52	1.38	13s	167	0.00	\$0.00
4	germany - Adult Children of Alcoholics/Dysfunctional Families European Committee	71	34	2.09	25s	229	0.00	\$0.00
5	daily meditations - Adult Children of Alcoholics/Dysfunctional Families European Committee	70	61	1.15	12s	305	0.00	\$0.00
6	france - Adult Children of Alcoholics/Dysfunctional Families European Committee	59	32	1.84	41s	211	0.00	\$0.00
7	netherlands - Adult Children of Alcoholics/Dysfunctional Families European Committee	59	51	1.16	13s	287	0.00	\$0.00
8	Ireland - Adult Children of Alcoholics/Dysfunctional Families European Committee	46	34	1.35	29s	193	0.00	\$0.00
9	Page not found - Adult Children of Alcoholics/Dysfunctional Families European Committee	42	7	6.00	25s	128	0.00	\$0.00
10	Meetings - Adult Children of Alcoholics/Dysfunctional Families European Committee	40	35	1.14	9s	137	0.00	\$0.00

