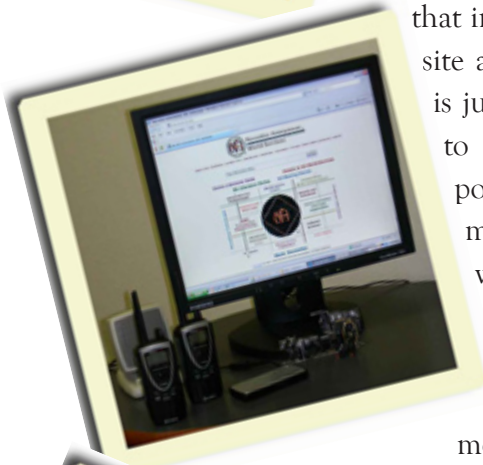...Narcotics Anonymous has universal recognition and respect as a viable program of recovery...

NAWS Continues to Find New Ways to Connect to Members

Your Information Technology Team

All of the work done through your world services is meant to enhance the efforts worldwide to carry the message. Your Information Technology team plays an integral role in our efforts to facilitate better communication throughout our service system and with the public. The technological infrastructure of NA World Services is crucial in providing adequate support and services to our staff, members, and customers. In the 2005-2006 fiscal year we continued to invest our energy and effort into strengthening that infrastructure through increased functionality of our website and its features. The rising popularity of e-subscriptions is just one of the many recent advances that aid our efforts to communicate more efficiently. E-subscriptions make it possible for members to receive fellowship and service communications electronically, eliminating unnecessary paper waste and mailing costs. To learn more about e-subs, visit http://portaltools.na.org/PortalTools/subscriptions/Login.cfm.

Traffic and activity on the NA website, one of our most important resources as a worldwide fellowship, steadily continues to grow. As more members recognize the value of the website as a versatile, consistent, and reliable resource, they take better advantage of its features, including the recovery literature available online, the meeting locator, the online shopping cart, and the donations portal.

Website traffic reports from the beginning and end of the year help to illustrate the fellowship's recognition of its value as a tool for helping to carry the message.

NA Website Statistics	July 2005	June 2006
Hits	1,919,573	2,200,959
Visits	159,182	207,906
visits per day avg	5,134	6,706
Meeting locator portal	43,736	55,876
Area/Reg links views	20,442	22,242
Events calendar views	19,003	21,653
Facts about NA views	13,406	12,759
Literature online	9,053	11,758
Shopping cart portal	4,171	6,960

As the popularity of the meeting locator continues to grow, we are putting forth our best efforts to keep online meeting information up-to-date. One hundred twenty-four active Web contacts for area and regional service committees make it much easier to accomplish this task by updating meetings in their areas and regions. These trusted servants can also use their database access to generate printable, pre-formatted meeting lists if they so choose. These same members also have access to one of our newest resources: an FTP site for sharing locally developed service materials.

In addition to creating and improving the resources and functions of the website, we continue to work very hard to update and improve the databases that drive the website. We hope to soon make it possible for members and trusted servants to use a single user profile to access all of the resources available on the website. Our website is constantly changing, through new tools and functions, as well as through improvements to existing content. Anyone who visits the website frequently will notice that we continue to implement and improve resources for the fellowship, the service system, and the general public. The general appearance of the website will not change until the support-

ing file structure, which spans six servers and several domains, has been thoroughly streamlined. In the meantime, we are putting a great deal of energy into providing more and better ways to strive toward our NAWS vision. Our website is integral to our efforts to make it possible for every addict in the world to hear the NA message in his or her own language and culture. The website will also help to make it possible for NA communities worldwide to work together in a spirit of cooperation.

The creation of FTP sites, one for conference participants and one for service materials developed by local service committees, is one of the means by which we have worked toward those goals. Another way to achieve those goals is our constant effort to expand the range of literature available online in a variety of languages. Before too long, even the NA Basic Text will be available for download from the website. Among these other goals, we also hope to make the website format more user-friendly, to increase the amount of material for public information and public relations, to increase materials and support available for the NA service structure, and to continue identifying ways to better use the website to encourage effective communication through all levels of the fellowship.

Some helpful web locations to remember:

Issue Discussion Boards

http://www.na.org/discussion_boards.htm

Upcoming Events

http://www.na.org/comingup-toc.htm or
http://www.na.org/nawsevents/event-reg.htm

Local Service Committee Resources

http://www.na.org/local_resource_area.htm

Sign-up for E-subs

http://portaltools.na.org/PortalTools/subscriptions

Check back often for the latest updates to the website:

http://www.na.org/additions.htm