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

Information Technology

Our website, www.na.org, will always be the most conspicuous work of the NAWS Information Technology Team. The reality is, however, that there is a great deal more involved in meeting the IT needs of NA World Services than just the website. We are a constantly growing and increasingly diverse fellowship whose needs remain constant: the most useful, up-to-date, and easily accessible information possible. One of the many ways we work to carry that out is by ensuring that NAWS staff members have the tools they need to do their jobs well, and that those tools stay in good shape. Our Fellowship Services and Customer Service Teams deal with an increasingly large number of phone calls, emails, and online literature orders on a regular basis. The NAWS Information Technology Team works hard to ensure that these communications take place as smoothly as possible.

Where the website is concerned, we have taken a number of important steps forward in the past year. Probably the most exciting news is that the Basic Text was made available for free download. This marks a wonderful step forward as we continue to push for more readily available NA literature online. All of our IPs and booklets are available online in both English and Spanish, and we hope other languages will soon follow. We currently have literature available online in thirty-two different languages. Our goal is to have all of our book-length pieces available as well, and we will continue to post pieces as quickly as we can. It is very important to note here that we strongly encourage all NA groups and service bodies to refrain from posting or distributing NA literature electronically, including the *Just for Today* daily meditations. NAWS is responsible for safeguarding the intellectual property of the NA Fellowship. We hope that all NA service bodies will help us do our job by providing links to NA literature online at www.na.org rather than posting it on local websites.

In addition to expanding the availability of literature online, we have developed new areas of the website for PR service (www.na.org/PR) and for service materials in general (www.na.org/servicemat/service_material.htm). We have also developed an area of the website

devoted to the issue discussion topics at www. na.org/IDT/IDT.htm. These areas are meant to address one of the prime concerns that visitors to our website seem to have, which is that they do not know where to find what they're looking for. Each of these sections contains easy-to-find links to a variety of resources on each topic, including links to relevant articles from *The NA Way Magazine* and *NAWS News*. The website will soon undergo a complete redesign, but these new sections should allow for much simpler navigation until that redesign is complete.

As has been mentioned before, our website and the databases we use to manage information in our various departments (Accounting, Customer Service, Fellowship Services) have evolved separately from one another. We continue to strive to keep both of these databases as streamlined and up-to-date as possible, which can be a rather challenging endeavor, considering the vast amount of information we have from members and groups around the world. The information we have, at times, can be rather outdated or unreliable. It has been a great help to have trusted servants from area and regional service committees who are able to sign in and update their local information. We are currently working to develop a system to update meeting information through a batch process. This means that web contacts will be able to edit all of their local meeting information in a single data file. The file will then be uploaded to NAWS, where it will be checked for accuracy before being integrated into our database.

Website traffic 2006/2007

NA Website Statistics	June 2007	June 2006
Hits	3,880,918	2,901,831
Visits	373,303	269,457
Visits per day avg.	12,443	8,982
Meeting locator portal	82,131	73,071
Basic Text online	2,793	6,012
PR Handbook	2,242	NA
Info about NA views	14,863	13,094
Literature online	12,823	12,152
Shopping cart portal	57,542	51,468

We continue to see increased traffic at the NA website. It's important to note that the majority of visitors who view the Basic Text return as many as twenty-five times in a given month. In addition, our "Information about NA" page was updated with more current information, which also created an increase in traffic.

The online literature sales area has become a very important resource for a growing number of service offices, committees, and members around the world. In addition to simplifying the process for customers, it also reduces the amount of staff time required to fill each order. The donations portal hasn't seen the same growth, but continues to be a useful resource for members who wish to make regular, direct contributions to NAWS. Another area of the site that has shown increased use is the fellowship issue discussion board. The conference participants' discussion boards, which are open for participation only to WSC participants from 2000 to the present, but can be viewed by any interested member, have not been as active. We anticipate more activity once the 2008 *CAR* is published.

The locally developed resource area continues to be a convenient way for service bodies to share their work with one another. Downloads from that area remain strong, and we always encourage you to send us your resources so that we can make them available to others.

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