Assembly Meeting
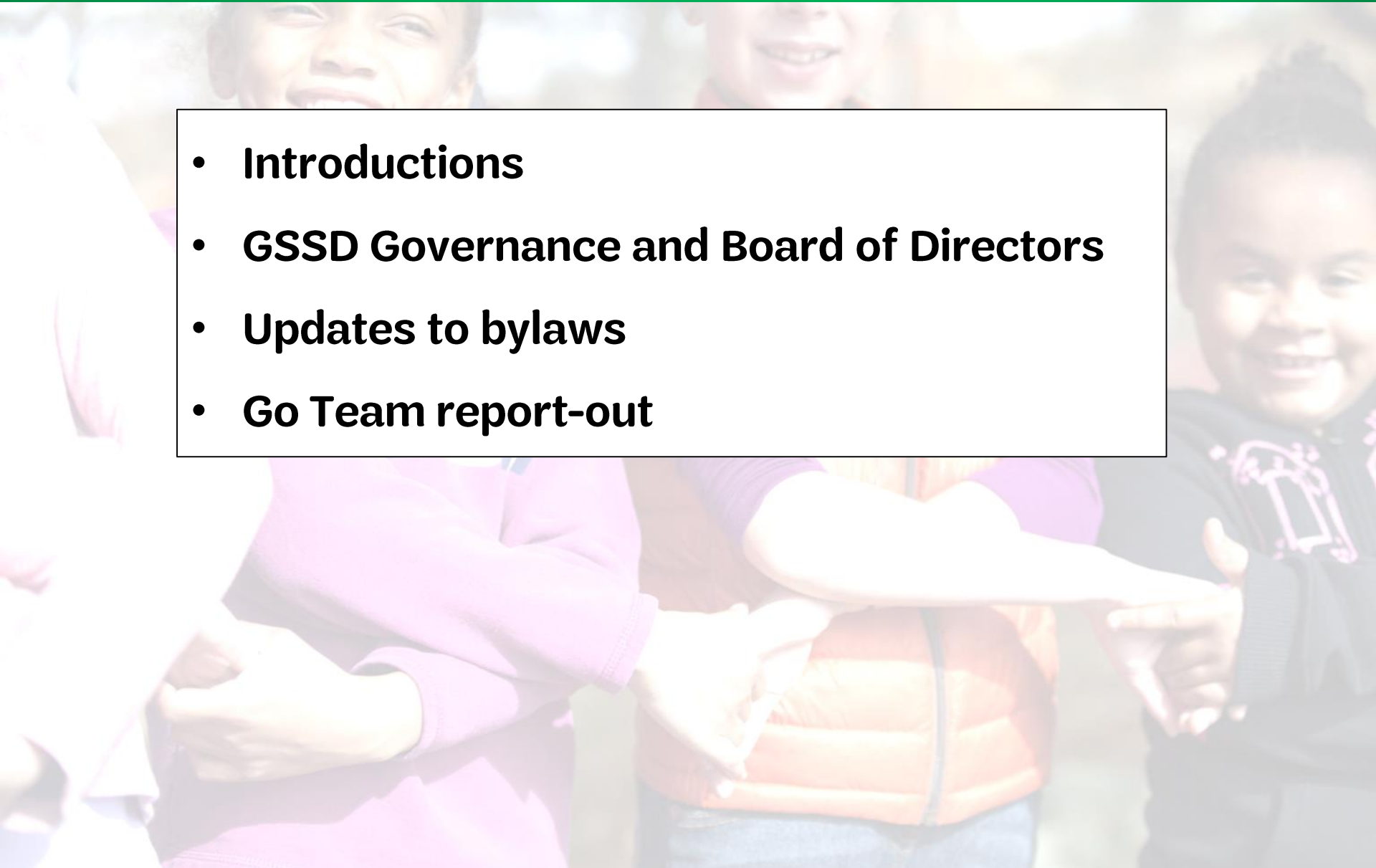
Natasha Bowman

Assembly Board Chair

Promise

The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
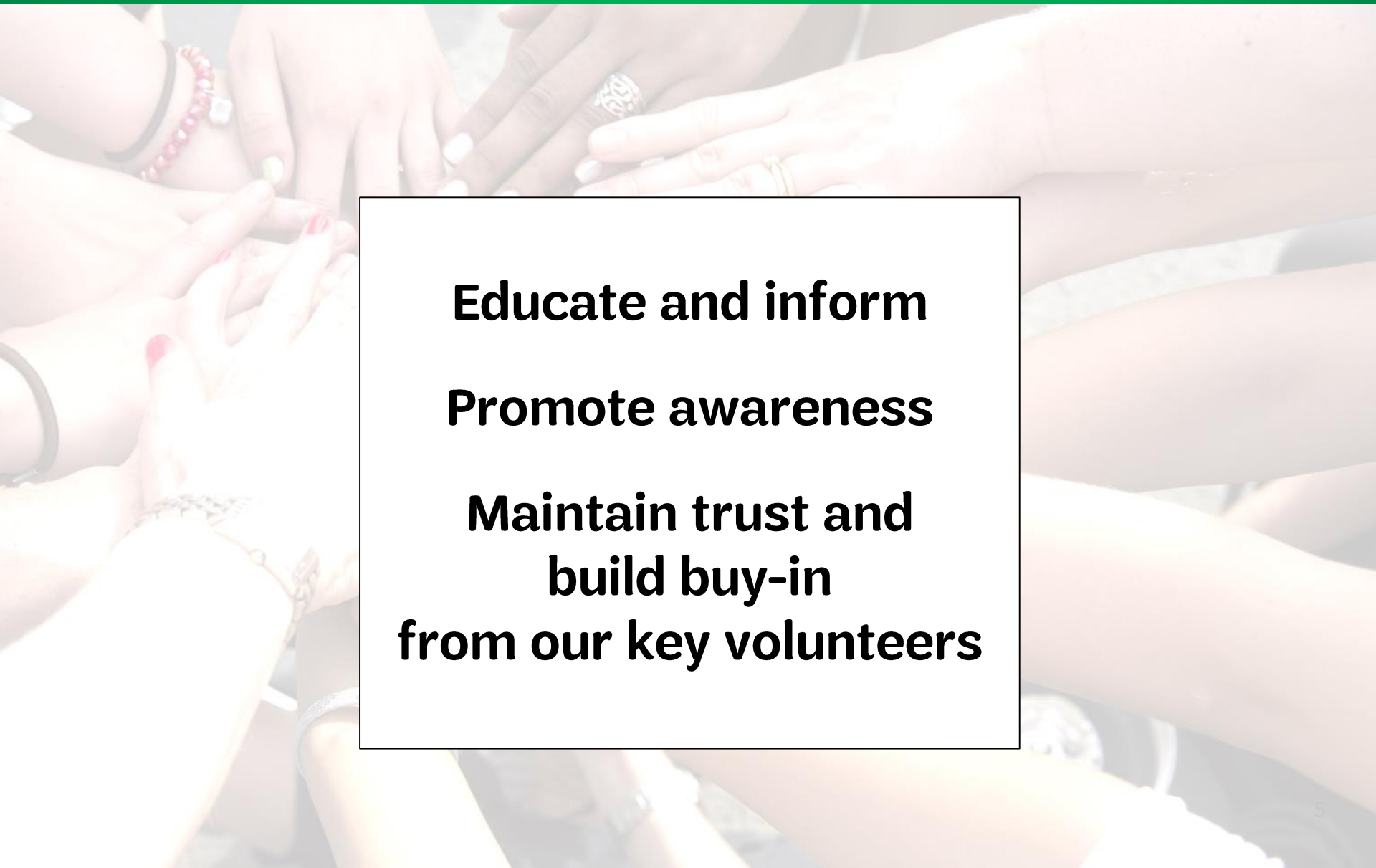To help people at all times,
And to live by the Girl Scout Law.

Agenda

- **Introductions**

- **GSSD Governance and Board of Directors**

- **Updates to bylaws**

- **Go Team report-out**

Educate and inform

Promote awareness

Maintain trust and build buy-in from our key volunteers

Introductions

Liza Crisafi, Vice Chair, GSSD Board

Peggy Price, GSSD Board Member

Denise Scott, GSSD Board Member

Carol Dedrich, Chief Executive Officer

Jaya Cummaragunta, Chief Operations Officer

Lani Longacre, Chief Mission Delivery Officer

A New Tradition

Gold Award Girl Scouts, please stand and be recognized!

Liza Crisafi
Vice Chair, GSSD Board of Directors

GSSD Bylaws Update Background

Background

Bylaws Process

- GSSD Board has been working on updating bylaws over past year.
- Retained attorney for legal review
- Reviewed at October and December board meetings
- Local and national delegates came together in December for an education session
- GSSD created tools to enhance understanding (FAQ)
- We will give a brief overview of the bylaws today
- Board, local and national delegates will vote on bylaws at Annual Meeting
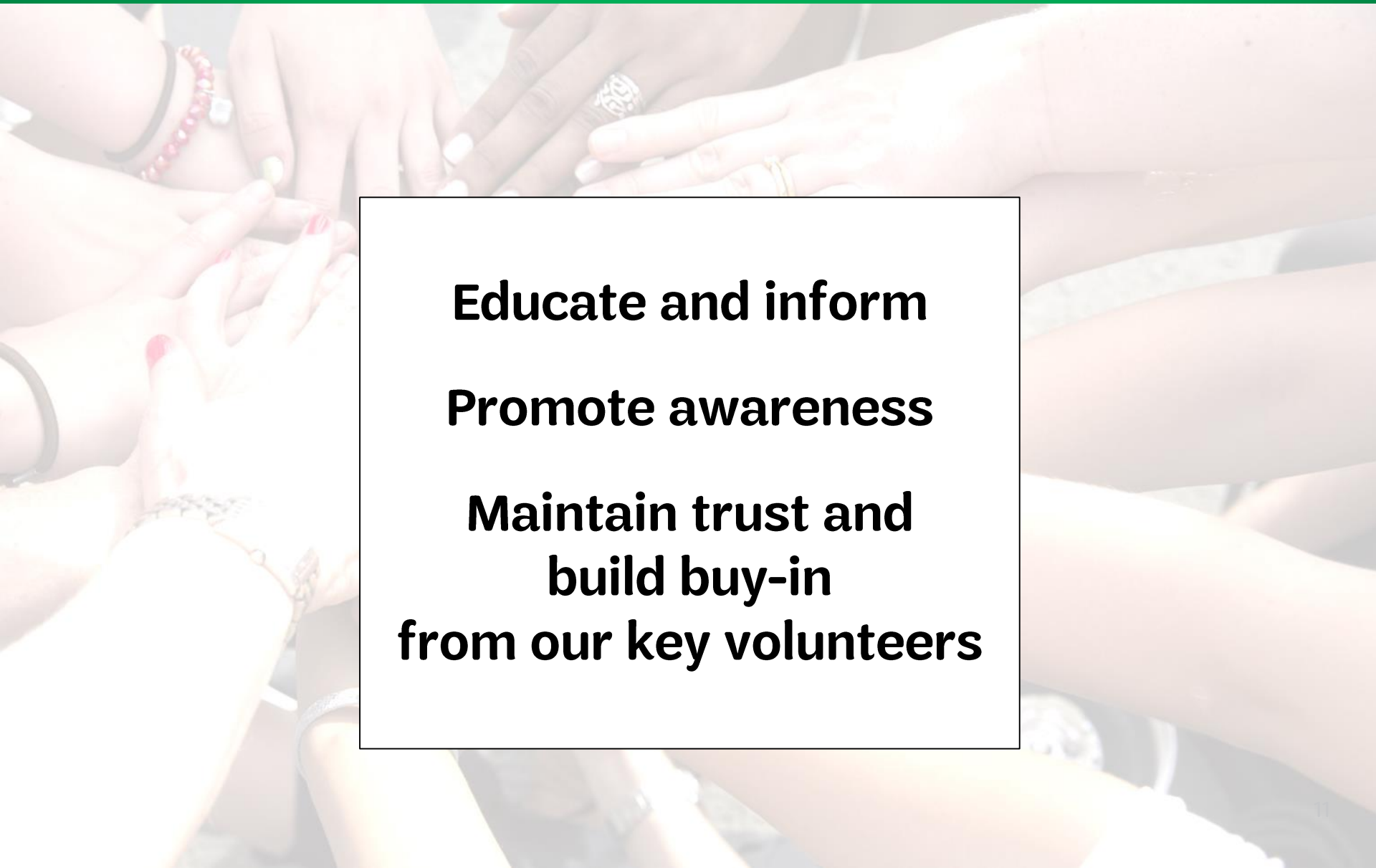
Purpose of Changes

Reasons for Updating Bylaws

- First written in the 1960's and based on GSUSA Bylaws
- Current bylaws reflect ways of work before there were cell phones, email, internet, or 24/7 connectivity
- GSSD Bylaws last updated April 23, 2014
- Demanding schedules have affected volunteers' time
- With less time available, Girl Scouts continue to improve efficiencies
- GSSD must stay compliant with California Code

Transparency

Educate and inform

Promote awareness

Maintain trust and build buy-in from our key volunteers

# Carol Dedrich
CEO, Girl Scouts San Diego

Updates to the GSSD Bylaws

GSUSA and GSSD Governance

Girl Scouts of the USA is a membership organization. **All registered Girl Scouts <u>are members of GSUSA</u> and are <u>affiliated</u> with a local council (e.g., GSSD).** Girl Scouts San Diego is not the membership organization. GSSD is chartered under GSUSA.

Girl Scouts San Diego is a nonprofit public benefit corporation organized under, and pursuant to, the laws of the State of California.

GSUSA
Membership Organization

**Girl Scouts
San Diego**
Charter → **National
Delegates**
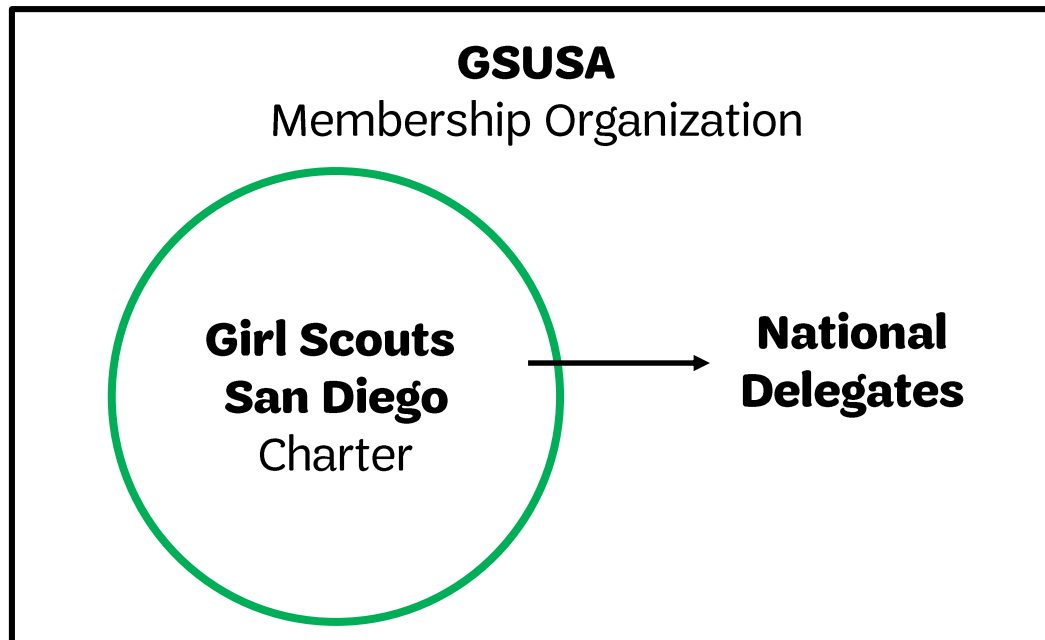
GSSD Governance and Operations Overview

GSSD Governance ⟷ GSSD Operations

GSSD Governance

Chair of the Board

↕

Volunteer Board of Directors
Establishes policy
Responsible for fundraising
Fiscal responsibility

↕

Board Committees
Philanthropy
Finance
Investment
Executive
Property
Board Development

GSSD Operations

Chief Executive Officer
Develops operational priorities
Implements policy
Sets goals and direction
Fund development

Chief Operating Officer
Property
Finance
Information Technology
Human Resources
Risk Assessment

Fund Development

Chief Mission Delivery Officer
Membership
Program
Training
Outdoor
Product Program
Brand Communication

Membership
Service Units
Troops
Leaders, Parent, & Girls!
Go Teams

California Legal Code

California Corporations Code Section 5210 states:

"The **board** may delegate the management of the activities of the corporation to any person or persons, management company, or committee however composed, provided that the activities and affairs of the corporation shall be managed and all corporate powers shall be exercised under the ultimate direction of the board."

Board cultivates, vets and selects members of the Board and its committees.

Changes to GSSD Bylaws

Board Development Committee	Current	Compliance with CA Code
	Committee of the Corporation elected by: • Board of Directors • Board Development Committee • Council Delegates • National Council Delegates Elected once a year at annual meeting	Committee of the Board and Elected by Board of Directors.

Changes to GSSD Bylaws

	Current	Compliance with CA Code
Voting members	• Board of Directors • Board Development Committee • Council Delegates • National Council Delegates (# determined by GSUSA)	Board of Directors • Common practice for Board to vet and select. • The term used by non-profits is self-perpetuating Board.

We Hear You

From the December meeting
- FAQs around bylaw updates and Go Teams
- Improving communication about Go Teams (e.g., presentations tonight)

Other questions, concerns, thoughts, or feedback?

Lani Longacre
Chief Mission Delivery Officer
Go Team Overview

How do volunteers provide feedback?

- Individually (e.g., in-person, email, phone, etc.)

- Surveys (approximately 50 sent in 2018)
  - Go Team survey sent to local delegates

- Roundtables (approximately 15 formal opportunities)

- **Go Teams**

What are Go Teams?

Go Teams are volunteer-led teams dedicated to a specific topic. They research best practices and implement new procedures council-wide to help improve the adult volunteer experience. Go Teams bring experience and ideas from across the council and provide feedback year-round.

They don't just provide feedback – they help us identify **solutions** for ongoing council-wide improvement!

How do Go Teams work?

- Go Teams are relatively new to San Diego, but not to Girl Scouting!

- Assembled at/after last year's Assembly Meeting (January 2018)

- The time commitment of participating on each Go Team varies by team
  - Some will finish work and disband, others may continue for years

- Go Teams are composed of volunteers and are volunteer-led, but they do each have a staff liaison

- Get involved!
  - Reach out to a staff member to provide Go Teams with feedback and ideas
  - OR to express interest in joining a Go Team

How will members learn about Go Teams?

- Go Teams webpage

- Volunteer Voice emails

- Volunteer Celebration and Annual Meeting

- Volunteer Conference

- Presentations starting tonight!

What Go Teams are currently in place?

- **New Leader Experience:** Exploring how to connect with and engage new troop leaders in their service unit while ensuring they are supported as they begin their journey.

- **Training:** Creating improved training and resources for troop leaders and families.

- **Highest Awards:** Focusing on creating the best experience for girls, making highest awards accessible to all girls, and improving public awareness and communication.

- **Communications:** Looking at communications at the service unit and troop level and building a communication volunteer position within service units.
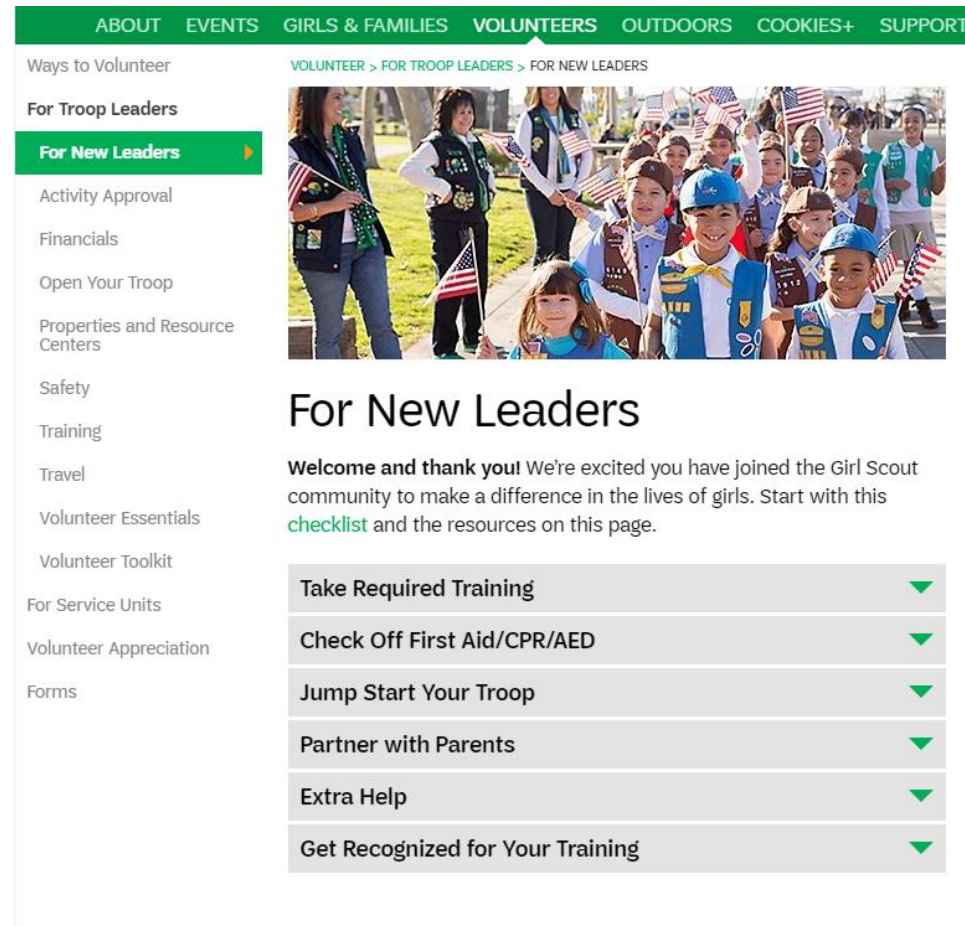
Stephanie Kwiatkowski

Go Team: New Troop Leader Experience

Go Team: New Leader Experience

- Focus areas
  1. Building a new volunteer webpage

     sdgirlscouts.org/newleader

  2. Further developing the mentorship program

  3. Examining new leader training and onboarding process

Go Team: New Leader Experience

Team members

- Carrie Hutchings (2018 team lead)
- Stephanie Kwiatkowski (2019 team lead)
- Julia Powell
- Maureen Mackin
- Yesenia Ugalde

Michelle Mullen

Go Team: Training

Go Team: Training

What we learned from the 2018 Assembly Meeting:

Help with Girl Scout forms needed

Online learning process confusing

Parents/families need to know more about Girl Scouts

Go Team: Training

New Forms Webpage

Arranged by category

Includes description

Indicates who completes the form

Indicates who receives the completed form

Go Team: Training

Online Training

Clarified online training information in Volunteer Essentials.

Added online training information to "For Leaders" and "For New Leaders" webpages.

Improved Litmos email messages.

Go Team: Training

Communicating with parents/families

Helping Parents/ Families Learn

Recommended newsletter content just for families.

Recommended *Family Guide* placement in Girl Scout Shops.

Researched what emails new parents receive and when.

Go Team: Training

**Girls & Families
tab at sdgirlscouts.org**

Why Girl Scouts

Helping Parents/ Families Learn

Took a "deep dive" on web content for families.

Researched all Girl Scout council sites and other youth organization sites for best practices.

Provided content recommendations to GSSD marketing team.

Go Team: Training

Girls & Families tab at sdgirlscouts.org

Helping Parents/ Families Learn

Format Recommendations:

- Bold
- Simple (less text)
- Dynamic (more video)
- Scroll-free (in-depth content later)
- Diverse (including males)
- Show a variety of activities and girls of all ages (in images)

Content Recommendations:

- Build "For New Families" page
- Include a FAQ page
- Add parent testimonials
- Make it easier to ask questions from site (virtual assistant)
- Add content on "parent role"
- Highlight "value" of Girl Scouts

Where we're headed:

- Refreshing Short and Snappy trainings
- Creating Short and Snappy training calendar

- Continued support on parent/ family content

- Develop "bridging" training for leaders. What does the next level look like?
  -Program offerings
  -What girl leadership looks like
  -Changes in girl development
  -Outdoor progression

Leslie Catanzaro & Cheryl Hernandez
Go Team: Highest Awards

Go Team: Highest Awards Experience

- Process
  - Confirm representation of Girl Scouts San Diego Community

  - Reviewed Specific Feedback from 2018 Assembly Meeting

  - Items to Address
    - Public Awareness
    - Communications
    - Best Experience for Girls
    - Highest Awards for ALL Girls

  - Discussion
    - Who is a Gold Award Girl Scout?
    - What Makes them Unique?

- Coordination with Others

- Improvements
  - Make Recommendations based on Collected Data

  - Creative Ideas and SMART goals.

Specific-what exactly will you do?

Measurable-how will you know you will meet your goal?

Achievable-can you actually do it?

Relative-how much does it mean to you?

Timely-when will you accomplish your goal?

SMART Goals
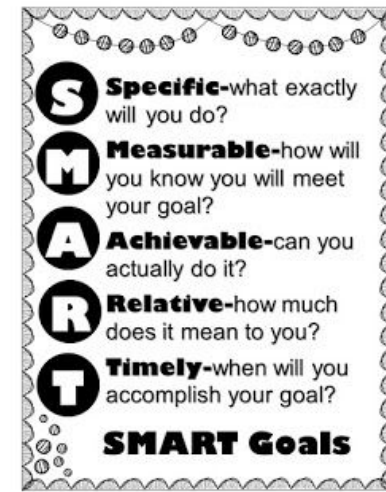
Go Team: Highest Awards
Highest Awards for ALL girls

Progression of Girls

Acknowledge Distinguished Girl Scouts

- Leadership
- Board of Directors
- Delegates
- Gold Award Family (New)
- Gold Award Candidates

- Data Review & Survey Results
  - Not ALL knew the Highest Awards
  - Delegates requested forum to provide feedback to Go Team

- Gold Award Girl Scouts
  - Started in Daisies or Brownies
  - 88% had a participating adult
  - 48% mom was troop leader

- Girl Scouts highlighted in media
  - G.I.R.L
  - Highest Award projects demonstrate to the community what girls have learned in Girl Scouts

- **Use Resources Wisely**
  - Highest Awards Go Team
  - Gold 100
  - Gold Award Committee
  - **Gold Award Family** (New)

| 1916–1918 Golden Eagle of Merit | 1938-1940 First Class | 1963-1980 First Class |
| 1918-1938 Golden Eaglet | 1940-1963 Curved Bar | 1980-Present Girl Scout Gold Award |
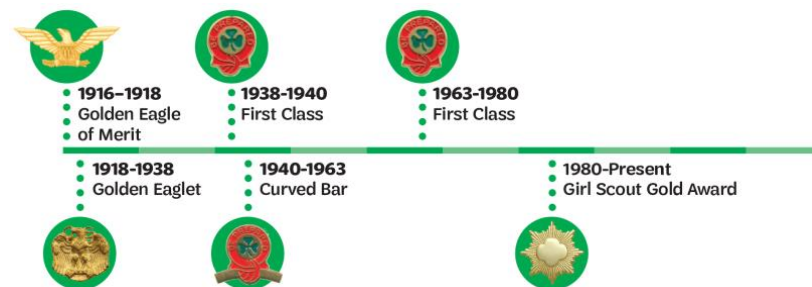
- **Build Support Network**
  - Service unit - list of candidates
  - Connections for Highest Awards
    - Girls
    - Parents of girls
    - Leaders of troops
  - Community partners

Go Team: Highest Awards
Best Experience for Girls

- Successful at Highest Awards
  - Understand Service to Others
  - Know How to Find their Passion and strengths for Take Action projects
  - Foundation Skills (budget, schedule, resource management, fundraising)
  - Communication

- Girl Scout Program
  - Badges
  - Journeys
  - Global Action Days Patch, DCA, CIT, VIT, Real Talk, Highest Awards
  - Groups: Girl Advisory Board, Global Arm Advocacy, National Delegates, Empowerment Theater, Technovation Challenge
  - Events: Camp Exec, Emerging Leaders, Destinations

10.9%

	Junior	Bronze	%
2014	6670	653	9.8
2015	5470	688	12.6
2016	5379	546	10.2
2017	5267	555	10.5
2018	4887	548	11.2

10%

	Cadette	Silver	%
2014	4,028	324	8.04
2015	3,863	376	9.73
2016	3,786	326	8.61
2017	3687	392	10.63
2018	3,763	438	11.64

2.23%

	Sr./Amb.	Gold	%
2014	2,134	44	2.06
2015	2,073	43	2.07
2016	2,011	32	1.59
2017	2,034	56	2.75
2018	2,168	58	2.68

Show the Connection!

- Challenge Girls
  - Girls choose the Highest Awards
  - Sustain a support network to help them complete the action steps to demonstrate they exemplify the best in Girl Scouts

- Demonstrate Importance
  - Identify girls who have selected to complete the highest awards
  - Congratulate them in front of their peers every chance you get
  - Make it a shared experience with other girls (adults)

- Share Highest Awards for ALL girls
  - Parents of Girl Scouts
  - Girl Scout Leaders
  - Community

Go Team: Highest Awards Commitment

Committee Member Commitment

- Go Team Signing Party

- Monthly
  - Review collected data and propose improvements

- Quarterly
  - Attend review/workshop with leaders and parents of girls from Highest Awards

- Attendance at Highest Award Ceremonies

Discover

Connect

Take Action

Beth Nelson

Go Team: Communications

Go Team: Communications

Getting Started:

Began with feedback regarding Girl Scout communications from last January's Assembly meeting.

- Establishing priorities
  - o Categorized and grouped by like-topics.
  - o Prioritized into four general areas to focus our efforts.
    1. *Simplifying communications*
    2. *Communications within the service unit*
    3. *New leader communications*
    4. *Other – miscellaneous issues*

Go Team: Communications

Develop initial action items; research and gather data for staff and committee:

- Come up with list of most visited resources on our website to inform proposed website reorganization

- Add items to the hero banner and feature story ideas calendar

- Make a pros/cons list for social media tools that are used by troops and service units

- Compile list of links to communications resources from sister councils

Go Team: Communications

The nature of communications: council staff ⟷ SU ⟷ leaders

- Discussion where problems are stemming from
- Discuss the nature of communications between the involved parties: council staff, service unit volunteers, and troop leaders
- Outlined four distinct project areas to target
    1. The new leader email
    2. Council communication survey
    3. Social media platform analysis
    4. Service unit communications position

Go Team: Communications

1. Analysis and re-draft of new leader email ☞ New Leader Go Team

2. Communications survey – drafted, put on hold

3. Social media platforms spreadsheet

Which Platform Do I Pick?

- What is Social Media
- Why Use Social Media?
- How Do I Get Started?

1. Seek Out Your Target Audience

   Who is your target audience?

2. Define Your Objective on Social Media

   What are your social media marketing goals?

3. Identify Your Resources and Skills

   What types of resources and skills are needed to execute a successful social media marketing plan for the different types of networks?

Social Media Explained with Coffee

PLATFORM	VOL. RESE	Cost	Calendar of Events	Calendar Syncing	Collect RSVPs	Sign-up Sheets	Attendance	Polls	Badge Tracking	Text/Phone Notifications	Email Reminders	Selective Messaging	Share Photos	Share Videos	Document Upload	Collect Money	Girl Access	Connections Between Groups	Groups and Subgroups	Discussion Forum	News Feed	Translation	Year-end Archiving (memory books)	Mobile Friendly	Laptop Friendly	Android Friendly	Apple (iPod/iPad) friendly	Other	Link to Demo
Facebook Groups	Alicia	Free	Yes	No	Yes	No	No	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No	13+	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes		
Shutterfly Share Sites	Jeanne	Free	Yes	Yes o i	No	Yes	No	No	No	No	Yes	No	Yes	Yes	Not sur	No	Some	No	No	Yes	Yes	?	Yes	Yes	Yes	Yes	Yes	Basic but good for standard troops	
Band	Taylor		Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes	?			Yes		Yes	Yes	No		Yes	Yes	Yes	Yes	Tricky to use, not user friendly	
Konstella	Perette	Free; upgrade for a fee	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	?		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Premium version not very different from free version except sales are allowed	
GroupIt	Lori																												
Team Snap	Alicia	Free = free Basic = $70/ Premium = $...	Yes	Yes	Basic	Basic	Yes	No	Basic	Basic	Basic	Basic	Yes	Yes	Yes	Yes	Yes	Premiu	Premiu	Basic	No	?	No	Yes	Yes	Yes	Yes	Free plan is quite limited	https://www.teamsnap.com/teams/features
Remind	Alicia	Free							Yes		Yes	Yes	Yes		Yes	Yes					Yes							Designed for teachers, upgrad	https://www.remind.com/teachers
Class Dojo	Blanca	Free	no	no	no	no	yes	no	no	yes	no	yes	yes	yes	no	no	yes	unsure	unsure	no	no	maybe	no	yes	yes	yes	yes	Designed for teachers, doesn't seem to suit our needs	
Slack	Beth	Free, or upgrades available	Yes, with Googl	Yes, with Googl	Yes	Yes, with polls	With Attend ance	Yes	?	Yes	Likely, but point	Yes	Yes	Yes	Yes	No	Terms are age	Yes	Yes	Yes	With integr ated	Yes, with Transl	Chan nels can	Yes	Yes	Yes	Yes	Can integrate with over 1500 apps that you may use.	https://slackdemo.com/#Get_Started
Google Classroom																													

Go Team: Communications

Service unit communications volunteer position description

- Survey Monkey – communications position survey to get input on position description

Next steps…

- Revisit new leader email if needed

- Launch council-wide communications survey

- Compile survey results and finalize communications position description

- Continue to be a resource to GSSD marketing and communications team

Go Team: Communications

Team members

- Lori Aschenbrenner
- Taylor Fox
- Perette Godwin
- Alicia Gomez
- Jeanne Howard
- Angie Lasagna
- Beth Nelson

Natasha Bowman

Assembly Board Chair

Important Dates

April 27th, 2019 – Volunteer Celebration and Annual Meeting

- Review of 2018 Annual Report
- Vote on Girl Scouts San Diego Bylaws and Board of Directors slate
- Recognition and celebration of volunteers

October 21st, 2020 – National Convention

- National delegates attend to represent Girls Scouts San Diego
- Vote on national slate and proposals

Extra slides follow