Assembly Meeting

January 24, 2019
Natasha Bowman
Assembly Board Chair
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
Purpose

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
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
Girl Scouts of the USA is a membership organization. All registered Girl Scouts are members of GSUSA and are affiliated 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.
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

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<th>Board Development Committee</th>
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## Changes to GSSD Bylaws

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<td>• Council Delegates</td>
<td>• Common practice for Board to vet and select.</td>
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<td>• National Council Delegates (# determined by GSUSA)</td>
<td>• The term used by non-profits is self-perpetuating Board.</td>
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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
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

Forms
Looking for a form? Girl Scout forms are necessary to maintain Girl Scout San Diego’s guidelines and standards and to help you plan safe and age-appropriate activities with your girls.

Required Forms for Troops

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<th>Form</th>
<th>Purpose</th>
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<tr>
<td>Adult Health History (English or español en la página dos)</td>
<td>Use this form to collect troop volunteer health info. Have the form available when volunteers attend Girl Scout meetings and activities. The form can be kept in a sealed envelope until needed. Update annually. Completed by: troop volunteer. Returned to: troop leader.</td>
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<tr>
<td>Adult Membership (online)</td>
<td>Use this form to enroll adult volunteers in Girl Scouts. Paper forms available in English or español. Renew annually. Can be renewed on the My Troop Tab in the Volunteer Toolkit by troop leaders. Completed by: adult member. Returned to: troop leader (if paper) or submitted online.</td>
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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

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 sdsgirlscouts.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
Go Team: Training

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
Girl Scout Gold Award PSA
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.

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**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?
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
Go Team: Highest Awards
Public Awareness / Communication

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

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

• Girl Scouts highlighted in media
  o G.I.R.L
  o 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)

• 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
Go Team: Highest Awards
Highest Awards for ALL girls

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

• Demonstrate Importance
  o Identify girls who have selected to complete the highest awards
  o Congratulate them in front of their peers every chance you get
  o 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
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
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

<table>
<thead>
<tr>
<th>Which Platform Do I Pick?</th>
<th>What is Social Media</th>
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<tbody>
<tr>
<td>1. Seek Out Your Target Audience</td>
<td>Why Use Social Media?</td>
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<td>Who is your target audience?</td>
<td>How Do I Get Started?</td>
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<td>2. Define Your Objective on Social Media</td>
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<td>What are your social media marketing goals?</td>
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<td>3. Identify Your Resources and Skills</td>
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<td>What types of resources and skills are needed to execute a successful social media marketing plan for the different types of networks?</td>
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Go Team: Communications

Social Media Explained with Coffee

- I Like Coffee
- Here is a collection of pictures & recipes of coffee drinks.
- I am drinking #Coffee
- Watch me as I drink coffee.
- I am a Google employee who drinks coffee
- Here is where I drink coffee. I come here a lot, I am the Mayor.
- I am good at drinking coffee
- Here is a vintage picture of me drinking coffee.
## Go Team: Communications

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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
THANK YOU