

Membership 2017-18 Numbers and 2018-19 Goal

As of September 5, 2018, we had 20,164 girls and 10,303 adults registered. We are above national market share at 7.79 percent. National market share is at 6.51 percent. We also had more than 3,800 adult members serving in troop leader roles. We recognize that we are behind our goal of 21,000 girl members but are excited to share that this is the first year our new girl numbers are holding steady and not declining at the rate they have in the most recent five years.

Our goal for the 2018/2019 year is set at 21,087 girl members.

In regards to recruitment, one area we focused on was a program to engage preschool-age girls. Originally designed to gain interest of pre-K girls, we expanded this program into a full program called Sprouts. We focused on working with pre-K girls in the spring to encourage interest in Girl Scouts before the rush of starting school. The program continued through the summer months to keep girls and parents engaged. Also, we sent out monthly newsletters inviting girls and caregivers to attend family-friendly events, like Girl Scout Day with the Pittsburgh Pirates, National S'mores Day, and GSWPA Day at the Pittsburgh Zoo & PPG Aquarium. The Sprouts were also included in the summer Get Outdoors Challenge, so they could earn their first patch. The biggest focus was to engage the girls early and keep them engaged through the summer months. As of September 5, 2018, we have 350 new kindergarten members compared to 285 kindergarten girls at this time last year.

We continue to have successful retention efforts. As of September 5, 2018, we had over 6,600 girls renew for the upcoming 2018-19 Girl Scout year. Also, we are proud to share that 69% (14,534) of our girls from the 2016/2017 Girl Scout year were ready for more fun and renewed their membership for the 2017/2018 Girl Scout year. We continue to lead nationally in retention.

There have been concerns voiced by our membership that we would like to address—what is being done considering the announcement and actions made by Boy Scouts to recruit girls into their organization. We have provided information through *The Girl Scout Difference* page on the GSWPA website, as well as a letter that you received from our CEO. If you were able to attend a kickoff meeting, dialogue and resources were provided as tools to help in further discussion. We are not stopping there. We are looking to further engage service unit managers, volunteer recruiters, and any other volunteer/member about what sets Girl Scouts apart from other organizations serving girls. Staff will attend service unit meetings with information to help facilitate conversations and help with action plans where needed to make sure the Girl Scout Difference is understood and that brand confusion is stopped in its tracks.

Currently, there is a perception in some communities that Girl Scouts are merging with Boy Scouts. Adding to this confusion is the new Boy Scouts' branding which simply uses "Scouts" in their activity titles, their web address, and their staff email addresses. We are aware of these instances, as well as difficult conversations that you, as volunteers, have experienced. We are the best at what we do because of our dedicated volunteers and the value that is placed on knowing we are the premier organization designed to develop young women of courage, confidence, and character, who make the world a better place. We do that better than anyone. We will continue to do that better than anyone. We need your help to make sure that message does not get lost. We need your help to continue Juliette Gordon Low's mission and vision. We need volunteers and staff to work together, as one council, to continue our tremendous work. If you would like to help with recruitment, provide feedback to staff, or any other avenue you feel passionate about that could help this cause, we encourage you to contact us.

Kickoff Meetings

We organized eight kickoff meetings this year. Initially 11 locations were selected, but due to low registration, three were cancelled. Registration was opened six weeks before the three nights of events, and 120 attendees registered.

This year's agenda was interactive, engaging, and designed for attendees to take the activities back to their service unit and/or troops. The evening began with a Girl Scout Law-focused activity, which led to discussions around badges and Journeys, VTK enhancements, and new GSWPA program resources.

In addition, a discussion was held on the results of the Voice of the Customer survey. This survey was created and administered by GSUSA. This is the second year that GSWPA participated, and while our overall score increased, we know we still have work to do as staff. We encourage our members to take part in this survey in the upcoming year.

Attendees also learned about conflict resolution and participated in a discussion and activity about the Girl Scout Difference and marketplace competition. Time was given to share ideas and ask questions. The evening closed with a re-dedication ceremony/activity. Attendees were provided with a resource workbook that included information covered at the meeting and directions for all activities completed at the kickoff. In addition, each GSWPA volunteer support specialist will provide condensed information from the kickoff at fall service unit meetings.

Board of Directors Recent Activity

Annual Meeting, April 2018

The following changes proposed to the Bylaws were approved:

- Elected officers (The Chair of the Board, the First Vice Chair, the Secretary, and the Treasurer) need to be members of the Board of Directors at the time of their election.
- Nominees for the position of Chair or Vice-Chair must have served a minimum of one year as a director-at-large.

The motion to approve the Board Slate as presented below at the 2018 Annual Meeting was passed.

- Board Slate and Election – Mary Kohler
- Members at Large
 - 1st terms ending April 2021
 - Julie Kresge
 - Monica D. Lamar
 - Becky Styles
 - 2nd terms ending April 2021
 - Jon Colburn
 - Michelle Maccagnan
 - Girl Advisory Panel
 - Term ending April 2020
 - Chianne Boburchock
 - Board Development Committee
 - Term ending April 2021
 - Mary Kohler
 - Term ending April 2021
 - Rebecca Stiger
 - Board appointed vacancy assigned to Cam Kovach
 - Term ending April 2019
- Outgoing Board Members
 - Members at Large
 - John Polacek
 - Girl Advisory Panel member
 - Verity Green

Board Meeting, June 2018

- Acceptance of donated 11 acres adjacent to Camp Conshatawba at no cost to the Girl Scouts was approved.
- United Way Lawrence County allocation acceptance was approved.

Board Meeting, September 2018

- Consent Agenda—Vote was required on items below:
 - minutes of Annual Meeting, April 14, 2018
 - minutes of previous Board Meeting, June 23, 2018
 - updated Board Resolution pertaining to Bank Accounts
 - BB&T Bank Resolution and Agreement
- The Board voted to remove the Annual Meeting minutes from the consent agenda for approval and to take the minutes to the membership at the next Annual Meeting in 2019 for approval.
- The Board voted to take changes to Bylaws Sections, 4.2 Term of Office, Section 5.1 Elected Officers, Section 5.2 Term of Office, Section 5.5 Duties of Officers, and Section 7.3 Nominations from the Floor to the Fall Town Hall meetings for discussion.
- Board voted to approve moving forward with the release of \$60,000 from camp sale proceeds to complete survey at Camp Skymeadow.
- Board voted to accept the Audit Report.
- Board voted to put the Beaver office on the market for sale.
- Board approved the 2018–2019 Budget report.

Referrals for Board and Girl Advisory Board

We are open to referrals and applications for Board of Directors, Board Development and Girl Advisory positions. We will have two Girl Advisory positions open in April 2019. The Board Development is looking for nominations/ applications now. We are focusing on regions 1 and 2. Please encourage girls who you believe would be interested and would benefit from this leadership experience, which is focused on governance.

Camp Update

Camp Elliott remains on the market. There have been many inquiries, but no offers. The listing price has been reduced to \$695,000.

Camp Curry Creek remains on the market. There have been many inquiries, and a couple of very low offers. The listing price has been reduced to \$595,000.

Both camps new listing prices are within the range that our real estate broker initially predicted they would sell.

We have completed the splash pad at Camp Redwing. It was finished in August and was open to groups in August and September. We will hold a grand opening in the spring—stay tuned.

Our Property Committee is busy discussing potential camp improvements at Camp Skymeadow, which will increase sleeping capacity for our campers, as well as enhance some of the amenities at the camp. The Property Committee will soon be embarking on the development of a long-range camp property plan. We will select volunteers to help with the camp property planning process based on responses from a section in our 2018 camp survey this past summer. If you have not had an opportunity to complete that survey, but have an interest in participating in our camp property planning process, please email Karen Stebler at kstebler@gswpa.org, and let her know at which camp property you would like to participate. We will be looking for 3-4 volunteers per camp.

Since the closure of the shop at the Beaver office two years ago, we are in violation of the city code, which requires that businesses on the main street be retail in nature. For this reason, we will be closing the Beaver office and transitioning the two field staff positions to mobile positions, working in their local communities. The customer care position will be relocated to the Pittsburgh office. The building will be prepared for sale and placed on the market. We're projecting that the building will be listed for sale in February 2019 and will be maintained as a cookie cupboard for spring 2019. Staff will be working to identify the future location for this cookie cupboard. This change will not affect support to the local volunteers and membership.

The corporate headquarters lease ends December 2019. We are in the process of identifying options and will provide an update to membership at the Annual Meeting in April.