

## Membership 2016-17 Numbers and 2017-18 Goal

Girl Scout's founder, Juliette Gordon Low, said: "The work of today is the history of tomorrow, and we are its makers." Keeping Girl Scouts relevant and accessible for all girls is an important key to our success. Understanding trends and examining how different factors impact our current and future membership is a daily task. It's what drives us to continue to challenge ourselves through the goals we set and to continually evaluate our impact in western Pennsylvania.

The 2016/2017 membership year had its successes and challenges. At year end, we had nearly 21,000 (20,923) girl members and more than 11,000 (11,187) adult members with more than 3,800 serving in troop leader roles. While we stayed strong in our overall adult membership, we fell behind in our girl membership goal.

We achieved great success in our retention efforts, and even helped lead the charge nationally. We had 68% of our girls from the 2015/2016 Girl Scout year renew for this past year. Our goal for 2017/2018 includes 65% retention of girl members.

Our success as an organization is strengthened by our volunteers. Those volunteers that lead the way for our girls are the key to Girl Scout's longevity and outstanding reputation as the premiere leadership organization for girls. We continue to focus our efforts on recruiting inspiring adults to guide and support Girl Scouts. Without our volunteers, Girl Scouts would not exist.

Our goal for the 2017/2018 year is set at 21,000 girl members. This year, to help reach this goal, we have solidified a new volunteer role called Girl Scout Champions. This role will support recruitment efforts. This opportunity is perfect for our volunteers who perhaps want a more flexible option to participate in Girl Scouts, or want to be part of the effort to ensure Girl Scouts stays strong in their communities by collaborating with staff. The Champions receive training and guidance from the recruitment staff on how to engage both adults and girls to join our organization. They are also provided materials to help with their efforts. Interested in being a Girl Scout Champion? Simply email or call us at Customer Care and we would love to talk to you more about this opportunity.

## Kick Off Meeting Topics and Feedback

Based off feedback from last year, we added more locations — 18 total! We held registration for at least six weeks before each location and had more than 260 attendees registered, including more than 100 girls! Last year in our six locations, we had less than 100 adults and only 10 girls. We did have one cancellation in Johnsonburg due to low registration but overall had great turnouts at our locations selected.

This year's agenda emphasized GSLE in practice; meaning the agenda was built on the three keys, especially "learn by doing." We have listened to the feedback that kickoffs should be fun and energize volunteers to have a great year, full of dynamic experiences for girls. At the kickoffs, attendees participated in three engaging activities: Learning about the Power of G.I.R.L., troop role playing to plan their year and the Connect Step from one of the new Patch of the Month sheets. Attendees even earned their "Keep Calm I'm a Girl Scout Leader Patch."

The agenda included time to share ideas from the attendees and provide recognition of achievements. Attendees also learned about terrific new resources available in the areas of program, recruitment, and retail.

## National Convention 2017

We will do a review of three proposals to be voted upon as well as one discussion topic proposed and give an opportunity for feedback. As National Delegates, it is important for us to understand the position of the membership of our council.



### Proposal #1 Summary — Decrease the size of the National Board from 25 to 15

- This proposal has multiple amendments. If Part A fails, the remaining parts will not be voted upon. So additional amendments are contingent upon passing Part A.
- Rationale is twofold:
  1. This is in line with other non-profit organizations of our size. The national trend is for smaller National Boards, and by decreasing to 15 members we will be in line with the National Average.
  2. By having a small board with few members at large, not only will the size decrease, but also the operational expenses and travel costs associated with a larger board will decrease. The decrease in size is not perceived to have an impact on function. Adequate representation is still feasible with the decrease in size.

### Proposal # 2 Summary — Establish a National Development Committee as a Standing Committee of the National Board

- This proposal has multiple amendments. If Part A fails, the remaining parts will not be voted upon. So additional amendments are contingent upon passing Part A.
- Rationale is threefold:
  1. Again, this is in line with other non-profits of our size and scope nationally.
  2. By doing so it removes the restriction that NBD members cannot serve as an officer of the board. This allows for greater flexibility to nominate someone for an officer position if they happen to be on the NBD committee. It still deals with perceived conflicts since members are appointed by the board. If the ideal candidate is already on the NBD they can, under the new proposal, be considered to serve on the National Board of Directors.
  3. Currently, the National Board Development Committee is comprised of both board members and non-board members. The proposal is to bring the NBD in line with the National Board which allows for best governance practices in the non-profit sector. It helps to ensure that the board is performing at an optimal level. NBD members need to fully engage the National Board and be part of all National Board member meetings. Nonmembers at this time can not attend such meetings.

### Proposal # 3 Summary — Deals with the cost calculator for Lifetime Dues membership and who is eligible for a discounted rate.

- This proposal has multiple amendments. If Part A fails, the remaining parts will not be voted upon.
- We are all aware of the fact that GSUSA has increased annual membership fee for girls and adults from \$15 to \$25 for the upcoming year. What you may not realize is that lifetime membership dues are calculated as a multiplier of the annual dues fee.
- With the price increase of 66%, the rate of lifetime membership would also increase and we would price ourselves out of lifetime memberships, with the fee going over \$600 at the current rate.
- To incentivize lifetime memberships, the proposal is to increase the fee from the current rate of \$380 up to a new rate of \$400 and to remove the calculation multiplier previously used to determine the lifetime membership fee.
- Moreover, we currently offer graduating High School Ambassador Girl Scouts a half price discount so they can purchase lifetime memberships for \$180.
  - ☆ The proposal for this group is twofold:
    1. Adjust price to half of the new proposed fee of \$400, so it will be \$200.
    2. Increase the window of time for a “young adult membership,” so that any young woman who was a Girl Scout when she turned 18 can purchase a young adult membership until she is 30 years old, not just the year she graduates from high school. Keep in mind that membership in this category constitutes half of all lifetime memberships.

## National Convention 2017 — *continued*

### Discussion Questions:

- Focus is around our Council Theme: G.I.R.L. (Go-Getter, Innovator, Risk-Taker and Leader)
  - ☆ What does this look like and mean to us? To our girls? At the individual level, the troop level, service unit level, council level and what do you want those who are at the national level to know? How will you implement this? What do you need to help implement this?
- How can Girl Scouts better serve all girls?
- What is working in your area to assure that membership is representative?
- How can we be assured that our national program is delivered more uniformly across the country?
- How can you personally support this work?

## Board of Directors Recent Activity

The GSWPA Board of Directors volunteer to provide strategic leadership and advocacy to the council. Board members partner with staff and volunteers to help develop policies that promote the growth and development of girls in our region. “Board Activities” are those business items from board meetings that have an impact on council functions.

### Annual Meeting, April 2017

#### • **Board Slate Election**

##### ☆ **Board Officers**

- Lois Kuttesch, Board Chair
- Mary Beth Taylor, 1st Vice Chair
- Dot Brookes, Treasurer
- Victoria Kush, Secretary

##### ☆ **Members-at-Large**

- 1st Terms ending April 2020
  - Kathi Finch
- 2nd Terms Ending April 2020
  - Nicole King Yohe
  - Dana Pascarella

##### ☆ **Girl Advisory Panel**

- Term Ending April 2019
  - Jessica Smith
  - Katherine Stancil

##### ☆ **Board Development Committee Members**

- 2nd Term Ending April 2019
  - Sarah Shaffer
  - Kriss Svidro

##### ☆ **National Delegates**

- Adults, term ending April 2020
  - Krystal Boburchock
  - Dot Brookes
  - Laurie Cybulski
  - Lois Kuttesch
  - Dana Mayton
  - Claudia Reed
  - Michelle Roun
  - Andrea Shissler
  - Pamela Siergiej
  - Roxanne Tuinstra
- Girls, term ending April 2020
  - Chianne Boburchock
  - Alyssa Findley
  - Cheyenne Rhone
- Alternates, term ending April 2020
  - Christina Kline
  - Debra Ridgway
  - Alina Mayton (girl)
  - Megan Shissler (girl)

- The motion to approve the Board Slate as presented at the 2017 Annual Meeting was passed.

### Board Meeting, June 2017

- No notable board actions taken.

If you are interested in joining the GSWPA Board of Directors or know someone who would be a good candidate, please e-mail Garret Myers at [gmyers@gswpa.org](mailto:gmyers@gswpa.org).