

MEMO

Attachment F



Date: April 18, 2019
To: Board of Directors
From: Roni Luckenbill, CEO
Subject: 2020 National Council Proposals

We have received the attached requests to review and support proposals from two Girl Scout councils. The proposals are as follows:

1. Proposal: Engaging National Delegates throughout the Triennium, Girl Scouts of Kentuckiana
2. Proposal: Allowing Special Session to be held via Electronic Means, Girl Scouts of Kentuckiana
3. Discussion Item: National Property Strategy, Girl Scouts of Kentuckiana
4. Proposal: Membership Dues Increase Restriction, Girl Scouts of Greater Chicago and NW Indiana
5. Proposal: Establishment of a National Gold Award Foundation, Girl Scouts of Greater Chicago and NW Indiana

According to the *Blue Book of Basic Documents*, in order for a proposal to be placed on the National Council agenda, it requires support from a minimum of 15% of all Girl Scout councils.

We would like to briefly discuss and determine if there is interest in supporting any of these proposals.





Girl Scouts of the USA
420 Fifth Avenue
New York, NY 10018-2798

PROPOSAL FOR 2020 NATIONAL COUNCIL AGENDA

Name of Girl Scout Council

Girl Scouts of Kentuckiana Board of Directors

City

Louisville

State

Kentucky

Write the following information exactly as the council wishes it to appear in the *Workbook* if accepted for the agenda.

TITLE OF PROPOSAL

Engaging National Delegates throughout the Triennium

STATEMENT OF PROPOSAL (in the form of a motion)

THAT

The National Council direct the GSUSA Board of Directors and GSUSA staff to engage National Delegates in decision-influencing throughout the triennium between regular sessions of the National Council. National Delegates shall be consulted at least once a year throughout the triennium between regular National Council sessions on substantive topics such as the following:

1. For Movement-wide input into Movement's strategic planning processes
2. For Movement-wide input into strategic marketing and branding strategies
3. For Movement-wide input on strategic ways to increase membership
4. For Movement-wide discussion and feedback on any proposed major changes in program direction
5. For Movement-wide evaluation of the effectiveness of GSUSA's provision of services to councils
6. For National Delegate input into draft proposals being prepared by the National Board for any regular or special sessions of the National Council, and
7. For other issues where the National Board or national staff determine that input of National Delegates is needed to give guidance on general lines of direction for the Movement and its program.

REASONS

The Constitution of Girl Scouts of the United States of America includes the following statement in its Preamble:

“RESPONSIBILITY FOR THE MOVEMENT AND THE DEMOCRATIC PROCESS

The ultimate responsibility for the Girl Scout Movement rests with its members. We govern by an efficient and effective democratic process that demonstrates our leadership in a fast-changing world.”

Article IV, Section 2 of the Constitution of the Girl Scouts of the United States of America states: “The National Council shall have all the powers conferred by the Congressional Charter and by other applicable laws, and shall exercise these powers with due regard for its position as the coordinating head of the Girl Scout Movement in the United States.”

The current practice of engaging National Delegates to give strategic guidance to the Movement **for only a few days once every three years** is neither democratic, efficient, nor effective. Certainly that practice does not give due regard to the National Council’s position as the coordinating head of the Girl Scout Movement in the United States, nor does it recognize the collective wisdom and knowledge of the Movement possessed by National Delegates. This proposal’s intent is to ensure that, between regular triennial sessions of the National Council, the Movement uses its human resources wisely and that National Council members are engaged throughout their term to assist the GSUSA Board in strategic planning and in directing the movement. To do so will greatly improve democratic processes in the Movement and will allow for full utilization of the collective wisdom and experience of National Council members to provide valuable input and feedback in significant issues facing our Movement. Technologies already in use by GSUSA, such as surveys, message boards, the existing delegate webpage, and electronic meeting capabilities, allow for efficient, timely consultation with National Council members and will give our Movement valuable insights into the thoughts of our membership prior to taking action rather than after the fact, making our governance processes more effective.

Expected positive outcomes of adopting this proposal include the following: increases in transparency within the Movement, better knowledge of what our membership desires from the national organization, more informed decision-making on the part of the National Board and national staff, and increased member confidence in democratic processes used by the Girl Scout Movement.

FINANCIAL IMPACT STATEMENT

Indicate the projected expenditures and impact on resources for councils and the national organization, for a five (5) year period.

Financial impact in terms of expenditures on the national organization of engaging National Council members throughout the triennium should be minimal, as GSUSA already possesses the technologies needed and uses them in other ways. GSUSA has surveying capacity, professional expertise and capacity via Girl Scout Research Institute personnel, an existing delegate webpage and forum (which has gone unused since the 2017 NCS session through December 2018), and adequate electronic meeting capabilities that can be used as needed for focus groups, webinars, and other means of real-time electronic communication with National Council members.

Although there will be shifts in financial and personnel resources needed to be able to engage National Delegates regularly if this proposal is adopted, the financial value of the input and feedback from National Delegates is potentially quite high. Regular and timely consultation with National Delegates should help GSUSA avoid potentially costly errors as have sometimes happened in the past with major programmatic shifts (e.g. Studio 2B, the shift away from skill-building badges, the shift away from

outdoor programming, and similar strategic programming decisions). After costly development of new materials, the Movement abandoned Studio 2B after only a few years in the face of resistance from the membership. After near abandonment of skill-building badges and outdoor programming from 2008 to 2014, the Movement is now returning to include skill-building badges as Girl Scout Leadership Experience program options and has once again recognized the importance of outdoor programming to our brand (especially following the discussion on outdoor programming at the 2014 National Council Session where National Delegates made it very clear that outdoor programming was essential to the Girl Scout brand). These past strategic programming errors, made without adequate member input and corrected only after grass-roots membership efforts made the errors obvious to GSUSA leadership, caused significant membership dissatisfaction--resulting in a loss of membership and making our Movement more vulnerable to competition from other youth-serving organizations. In recent National Council Sessions, unpopular governance proposals, such as proposals by the National Board to eliminate geographic representation in 2008 (printed in the delegate workbook mailed to delegates but then withdrawn at the convention by the National Board after consultation with incoming delegates) and the 2017 attempts to reduce total numbers of board members and to make the National Board Development Committee a committee of the board (both defeated at the NCS session), may possibly have been avoided had the National Board consulted with National Delegates prior to adopting proposals which were, in the opinion of delegates, not viable. Regular consultation with National Delegates throughout the triennium will help our Movement avoid such costly errors in the future, will increase collaboration, and will improve relationships between members, councils, and the national organizations. Increases in member satisfaction will result in increased membership (and therefore increased income) and potentially increase donations.

Signature and Printed Name of chair, or secretary, council board of directors

Date of council board meeting

On or before August 31, 2019, email to: BoardOffice@girlscouts.org

Or mail form to: Office of the National Board of Directors, Girl Scouts of the USA, 420 Fifth Avenue, New York, NY 10018-2798.

Submission Deadline: August 31, 2019

If additional space is needed, please attach a separate page.



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 420 Fifth Avenue
 New York, NY 10018-2798

PROPOSAL FOR 2020 NATIONAL COUNCIL AGENDA

Name of Girl Scout Council

Girl Scouts of Kentuckiana

City

Louisville

State

Kentucky

TITLE OF PROPOSAL

Constitutional Amendment to allow for special sessions of the NCS to be held by electronic means.

STATEMENT OF PROPOSAL (in the form of a motion)

TO Amend Article V, Section 4, of the Constitution as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read:
Two hundred members of the National Council present in person shall constitute a quorum for the transaction of business at sessions of the National Council, provided, however, that delegates are present from one or more local councils in a majority of the geographical areas of the country as defined in the Bylaws. In the absence of a quorum, a majority of those present at the time and place set for a session may take an adjournment from time to time until a quorum shall be present.	Two hundred members of the National Council present in person shall constitute a quorum for the transaction of business at regular sessions of the National Council. Two hundred members of the National Council present either in person or via electronic means consistent with parliamentary rules for electronic meetings shall constitute a quorum for the transaction of business at special sessions of the National Council. Additionally, a quorum for a regular or special session requires provided, however, that delegates are present from one or more local councils in a majority of the geographical areas of the country as defined in the Bylaws. In the absence of a quorum, a majority of those present at the time and place set for a session may take an adjournment from time to time until a quorum shall be present.	Two hundred members of the National Council present in person shall constitute a quorum for the transaction of business at regular sessions of the National Council. Two hundred members of the National Council present either in person or via electronic means consistent with parliamentary for electronic meetings shall constitute a quorum for the transaction of business at special sessions of the National Council. Additionally, a quorum for a regular or special session requires that delegates are present from one or more local councils in a majority of the geographical areas of the country as defined in the Bylaws. In the absence of a quorum, a majority of those present at the time and place set for a session may take an adjournment from time to time until a quorum shall be present.

Boldface green = words to be added

Boldface red ~~strikeout~~ = words to be deleted

REASONS

The preamble to the Constitution of the Girl Scouts of the USA states: "The ultimate responsibility for the Girl Scout Movement rests with its members. We govern by an efficient and effective democratic process that demonstrates our leadership in a fast-changing world."

However, despite this core value, our governance system is neither an efficient nor effective democratic process if the rules of the organization prevent cost-effective measure for bringing together a special session of the National

Council to conduct any necessary business between the regular sessions of the National Council, which occur only once every three years.

Regular sessions of the National Council are very expensive in terms of financial and human resources for GSUSA, National Council Members, and other participants. That expense is justified, however, due to the substantial mix of business, communication from the Movement's leadership, networking, experiences, inspiration, and sisterhood we have all come to know and love as part of our triennial National Council Meeting and Convention.

Unlike a regular session of the National Council where many activities take place, special sessions are limited by our Constitution solely to the purpose for which the meeting is called (Article V, Section 3). Requiring National Council Members to be present in person to conduct business at any necessary special session would also be very expensive both for GSUSA to host and for councils to send their representatives--so much so that a fiscally responsible National Board would be understandably reluctant to call a special session ***no matter how advisable such a session might be***. Thus, the current "in person" requirement for a quorum constitutes a significant barrier to an efficient and effective democratic process which appropriately recognizes the National Council as the coordinating head of our Movement.

Under these circumstances and in this modern world where technology allows for large meetings to be held remotely via electronic technologies, allowing for the possibility of a special session to meet electronically makes a special session of the National Council financially feasible and within the means of GSUSA to sponsor and councils to participate. Thus, changing the quorum rules for special sessions would allow for efficient and effective use of the National Council for a special session, should a compelling reason make a special session necessary.

The most recent edition of Roberts Rules of Order Newly Revised is defined in our bylaws as the parliamentary authority used by Girl Scouts of the USA. These rules, currently in their 11th edition, allow for electronic meetings of deliberative assemblies provided (1) there is proper authorization in the governing documents and (2) some or all members can participate electronic meetings, so long as at a minimum such meetings provide for simultaneous aural communication among all participating members. (See pages 97-99.) The proposed wording in this amendment "consistent with parliamentary rules for electronic meetings" is purposely vague to allow for any future changes in Roberts Rules as available electronic meeting technologies change. Roberts Rules also recommends adoption of additional rules pertaining to their conduct, something which could be done by adoption of appropriate standing rules at any special session held electronically.

FINANCIAL IMPACT STATEMENT

Indicate the projected expenditures and impact on resources for councils and the national organization, for a five (5) year period.

If this amendment passes, it is anticipated special sessions would continue to rare. Therefore, for a five year period, actual cost (expenditures and resources for councils and for the national organization) is quite likely to be zero—because if there's no compelling need for a special session, then no special session would happen and no expense would be incurred.

The potential **value** of this meeting to the organization is that, if circumstances make a special session advisable or necessary, the cost for an electronic meeting vs. an "in person" meeting make a special session financially feasible without having the cost be so prohibitive that the National Council is not called when it ought to be. If this amendment were passed and there is a compelling need for a special session, the largest impact on resources would be in the human resources needed to prepare for the electronic special session than the actual expenditure for the meeting itself. The actual cost of the electronic meeting will vary depending on when such a meeting is held, the length of the meeting, and the available technologies at that time. Regardless of the cost of an electronic meeting, clearly it would be far more costly to meet physically in a single location large enough to accommodate the National Council, plus travel and per diem costs for those National Council members in attendance.

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Or mail form to: Office of the National Board of Directors, Girl Scouts of the USA, 420 Fifth Avenue, New York, NY 10018-2798.

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420 Fifth Avenue
New York, NY 10018-2798

SUGGESTION FOR 2020 NATIONAL COUNCIL DISCUSSION TOPIC

Name of Girl Scout Council

Girl Scouts of Kentuckiana

City

Louisville

State

Kentucky

TITLE OF DISCUSSION TOPIC

Discussion of National Property Strategy

STATEMENT OF TOPIC, QUESTION, OR ISSUE

A Movement-wide Property Strategy deserves the attention of the National Council as a discussion topic. Discussion might include but not be limited to the following:

- Advantages and disadvantages of council ownership of properties to support the Outdoor and STEM Program Pillars, the outdoor skills badges and Journey, STEM badges and Journeys, environmental sciences badges and Journeys, and outdoor adventure programs
- Advantages and disadvantages of council ownership of properties to house Girl Scout council offices
- The viability of various alternatives to owning properties and ways to partner with other property owners (both public and private) to provide a girls-only program location needed for Girl Scout outdoor and STEM programming
- Ways to leverage property access and/or ownership to support Outdoor and STEM programs into local fund development efforts
- Ways to pursue turning outdoor properties into public lands and/or lands purchased by non-profits but available for Girl Scout use for those councils forced to sell camp properties due to financial considerations
- The advisability of a national registry of Girl Scout properties to aid traveling troops who may wish to use council properties while traveling
- The types of support needed from GSUSA for councils to offer exciting outdoor and adventure programming at council-owned or managed properties and in other locations not owned or managed by Girl Scout entities
- Whether GSUSA should pursue owning or otherwise having significant access to one or more national outdoor and/or STEM properties as part of a national effort to better attract and retain older girls in Girl Scouting

REASONS

Within the past few years, GSUSA has announced that STEM and Outdoors are now two of the four program pillars of the Girl Scout Leadership Experience and important in the development of girls to be go-getters, innovators, risk-takers, and leaders (G.I.R.L.) This follows recent development of Outdoor and STEM Journeys and badges since the Outdoor Program discussion at the 2014 National Council Session identified outdoor programming as essential to our national brand. However, offering excellent

outdoor and STEM programming in a girl-only environment requires property and other financial resources which are expensive to develop and maintain. As a result, financial pressures have forced some Girl Scout councils to sell properties, a process which is always controversial at best and which has caused significant divisions and discord between council memberships and their boards of directors. A national strategic discussion regarding how best to approach property ownership, the purposes of property ownership, alternatives to property ownership, and the support needed for providing outdoor and STEM programs is needed to guide the development of a National Property Strategy to support the recent program initiatives in STEM and Outdoors.

This strategic discussion should be preceded with providing National Council members data and information on the "current state" of any National Property Strategy and any advice or direction given by GSUSA to councils regarding property ownership and use. This information about the current state needs to include a brief historical perspective on changes in the last 10 years as well as current national resources (personnel, funding, services to councils, etc.) dedicated to properties. Such data and information should be provided to National Council members well in advance of the 2020 National Council Session to inform the discussion.

Signature and Printed Name of chair, or secretary, council board of directors

Date of council board meeting

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PROPOSAL FOR 2020 NATIONAL COUNCIL AGENDA

Name of Girl Scout Council

Girl Scouts of Greater Chicago and Northwest Indiana

City

Chicago

State

IL

Write the following information exactly as the council wishes it to appear in the *Workbook* if accepted for the agenda.

TITLE OF PROPOSAL

Membership Dues Increase Restriction

STATEMENT OF PROPOSAL (in the form of a motion)

TO amend provisions in the Membership Dues and Procedures for Registration section of the *Blue Book of Basic Documents* p. 25, by inserting **bolded wording**, as follows:

In order to be a member of the Girl Scout Movement in the United States of America, a person must to GSUSA within register with and pay annual, lifetime or other applicable membership dues to Girl Scouts of the United States of America. This is done locally through the Girl Scout council of USA Girl Scouts Overseas committee with which she or he is affiliated or through national headquarters if she or he has no council affiliation. **The National Board of Directors must seek approval from the National Council whenever a membership dues increase totaling more than 15% of the current dues rate is to be initiated in any triennium period.** Girl Scout councils account for membership dues in the custodian fund and transmit to GSUSA within two months of receipt all monies received for membership dues. These funds are not to be invested by the council for the purpose of generating income for the council.

REASONS


The most recent membership dues increase in 2017 came in at a rate of 67%. This increase, while financially advantageous for the national organization, posed a severe hardship for the councils. Since it is the responsibility of each council to provide financial assistance for girls in underserved and economically disadvantaged communities, the obligation for the membership dues for these girls falls upon the local councils. The councils are extremely committed to ensuring that Girl Scouting is available to all girls, no matter what their economic status might be. However, such an enormous increase at one time makes it difficult for the councils to provide the necessary funds for financial assistance, and may force some councils to decrease the number of assisted memberships available. This proposal would increase collaboration between the National Board and councils in two ways: 1) Allow the National Board of Directors to continue to determine the amount for membership dues; and 2) Affirm that any increase would not prove to be too burdensome on the members, families, or councils.

FINANCIAL IMPACT STATEMENT

Indicate the projected expenditures and impact on resources for councils and the national organization, for a five (5) year period.

Although there will always be some budgetary impact for the councils when the membership dues are increased, this proposal would insure a more manageable impact by allowing councils to set their financial assistance budget based on the assumption of a membership dues increase below 15%.

Kathy Scherer



Signature and Printed Name of chair, or secretary, council board of directors

February 8, 2019

Date of council board meeting

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PROPOSAL FOR 2020 NATIONAL COUNCIL AGENDA

Name of Girl Scout Council

Girl Scouts of Greater Chicago and Northwest Indiana

City

Chicago

State

IL

Write the following information exactly as the council wishes it to appear in the *Workbook* if accepted for the agenda.

TITLE OF PROPOSAL

Establishment of a National Girl Scout Gold Award Scholarship Foundation

STATEMENT OF PROPOSAL (in the form of a motion)

THAT the National Council establish a volunteer task group charged with developing a college scholarship foundation as a partner to the Gold Award Alliance, and create a scholarship program to benefit Gold Award Girl Scouts. This task group will complete its work by the 2023 National Council Session.

REASONS

When the list of available scholarships dedicated to Gold Award Girl Scouts is examined, there are VERY few scholarship opportunities offered **nationwide**, no matter what college or university a recipient is attending. There are some local councils that have college scholarship opportunities for young women in their jurisdiction who have attained the Gold Award, but these are usually very limited in the number of recipients and the amount of financial help awarded. Certain colleges and universities offer scholarships to Gold Award Girl Scouts, but again, these are small in number and in the amount of financial assistance. When investigating the scholarships available to our male counterparts, the National Eagle Scout Association has a plethora of scholarships for the young men to access. As a national organization, we can do better for our Gold Award Girl Scouts. By establishing a foundation which has the sole purpose of funding and awarding college scholarships to Gold Award Girl Scouts, we would be sending the message that we value what our girls have already accomplished AND that we are committed to helping them attain their future goals. If as a National Council we are thoughtful in how this scholarship foundation is created and funded, we would be able to offer a significant number of college scholarships to some of the brightest and most dedicated young women in the country. By establishing a National Girl Scout Gold Award Scholarship Foundation to benefit Gold Award Girl Scouts, we would truly be upholding our mission to make the world a better place.

FINANCIAL IMPACT STATEMENT

Indicate the projected expenditures and impact on resources for councils and the national organization, for a five (5) year period.

At the onset of a National Girl Scout Gold Award Scholarship Foundation, GSUSA would have the responsibility of providing the "seed money" to implement the college scholarship program. Perhaps the National Board could designate ten cents of every membership registration as college scholarship money. An on-line donation capability could also be established. The task group would seek out donors and develop other means to fund the foundation.

Kathy Scherer



Signature and Printed Name of chair, or secretary, council board of directors

February 8, 2019

Date of council board meeting

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