

Girl Scouts of Western Ohio
4930 Cornell Road
Cincinnati, OH 45242-1804
513-489-1025 or 1-800-537-6241
Fax: 513-489-1417
www.girlscoutsofwesternohio.org

Date: January 15, 2009
To: Board of Directors
From: Nancy Dawes, Chair
Subject: Girl Scouts of the USA Documents

The attached two documents are provided as background material for our letter to GSUSA.

1. Response Summary for 2008 Services to Councils Survey – You will see that 40% of councils rate the partnership between GSUSA and councils as less than “good,” and 43% rate the overall communications channels between GSUSA and councils as less than “good.”
2. Core Business Strategy: GSUSA 2009 Deliverables to Councils – a timeline of deliverables expected in 2009.

Our Mission

*Girl Scouting builds girls of courage, confidence, and character,
who make the world a better place.*



**RESPONSE SUMMARY FOR
2008 SERVICES TO COUNCILS SURVEY**

Below are the results to a survey answered by 91 councils in late August 2008.
The scale was a 1-5 with 1=poor and 5=excellent.

Respondents:

CEOs - 77%

Executive staff other than CEOs - 22%

Board Chair - 1%

1. Overall, how would you rate the partnership/relationship between councils and GSUSA in the last 12 months?

60.45% rated this Good to Excellent

The mean score was 2.78

2. Overall, how would you rate the response time of GSUSA to your requests in the last 12 months?

60.00% rated this Good to Excellent

The mean score was 2.93

3. How would you rate the overall communication channels between GSUSA and councils?

57.15% rated this Good to Excellent

The mean score was 2.71

4. Please choose the four tools you find most effective methods for communicating:

19.94% chose teleconferences by functional area such as CEOs, membership, communications, etc.

16.92% chose newsletters such as Strategy News, Convention News, etc

16.31% chose weekly postings on the OCN

15.11% chose In-person meetings and conferences

Additional comments included e-mail and phone

5. Overall, how would you rate the assistance you have received from GSUSA in the last 12 months?

59.77% rated overall service as Good to Excellent

27.59% rated it Fair

12.64% rated it Poor

The mean score was 2.79

6. What specifically was valuable to you and why?

37% of the responses focused on satisfaction with GSUSA assistance and support and 17% of these named specific staff members

17% identified GSUSA learning events such as spring conferences, regional leadership trainings, teleconferences and webinars

15% specifically mentioned help with realignment- This was a large enough number to separate it from the other comments on staff support.

7. What specifically needs improvement and why?

The top areas identified were

- ⚡ A lack of follow through by GSUSA staff or slow response time to no response at all
- ⚡ Limited expertise in key areas of work
- ⚡ Inconsistent communication- either not enough communication on key topics or too many uncoordinated communications at once and,
- ⚡ A need to share best practices in many different topic areas, especially fund development

Several suggestions were offered in questions 8 and 9 on what we could do to improve and what you wish to see more of ranging from seasoned staff to brand campaigns and more financial resources shared with councils.

CORE BUSINESS STRATEGY: GSUSA 2009 DELIVERABLES TO COUNCILS

	01 OCTOBER - DECEMBER	02 JANUARY - MARCH	03 APRIL - JUNE	04 JULY - SEPTEMBER
GOVERNANCE/STRUCTURE				
Charter				
Realignment				
CES	<ul style="list-style-type: none"> CES implemented in 36 councils (B. O'Connor) 	<ul style="list-style-type: none"> CES implemented in 47 councils (B. O'Connor) 	<ul style="list-style-type: none"> CES implemented in 61 councils (B. O'Connor) 	<ul style="list-style-type: none"> Pilot Charter System approved and Blue Book revision (C. Tisdale) 93% Councils realigned (C. Tisdale) CES implemented in 69 councils (B. O'Connor)
Strategic Learning	<ul style="list-style-type: none"> Deliver Strategic Learning to 10 councils (J. Murphy) 		<ul style="list-style-type: none"> Deliver Strategic Learning to 30 councils (J. Murphy) 	<ul style="list-style-type: none"> Deliver Strategic Learning to 15 councils (J. Murphy)
Council Capacity	<ul style="list-style-type: none"> Support implementation of CCAT and council capacity plan (C. Tisdale) 	<ul style="list-style-type: none"> Support implementation of CCAT and capacity plan (C. Tisdale) 	<ul style="list-style-type: none"> Support implementation of CCAT and council capacity plan (C. Tisdale) 	<ul style="list-style-type: none"> Support implementation of CCAT and council capacity plan (C. Tisdale)
GSUSA Culture Change				
GSUSA Capacity				
Leadership Excellence		<ul style="list-style-type: none"> Deliver senior leadership development coursework to councils (D. Askin) Complete CEO Coaching Initiative pilot (D. Askin) 	<ul style="list-style-type: none"> Deliver senior leadership development coursework to councils (D. Askin) 	<ul style="list-style-type: none"> Deliver senior leadership development coursework to councils (D. Askin) Provide enhanced succession planning resources to councils (D. Askin)
Volunteer Development Program				
PROGRAM				
Journey 2 (Environment)		<ul style="list-style-type: none"> Deliver marketing materials to councils (B. Christie) 		<ul style="list-style-type: none"> Ship books and merchandise to councils (E. Doyle & B. Horowitz) Complete outcomes data collection (M. Conn) Deliver new guidelines and criteria to councils (M. Quinn)
Outcomes	<ul style="list-style-type: none"> Deliver preliminary outcome measurements to councils (M. Conn) 			
Gold/Silver/Bronze Awards				
BRAND				
Multi-cultural Brand Relaunch		<ul style="list-style-type: none"> Present initial brand identity and collateral at CEO Summit (B. Christie) 	<ul style="list-style-type: none"> Release new brand campaign materials to councils (B. Christie) 	<ul style="list-style-type: none"> Launch brand campaign in market (B. Christie)
Hispanic Initiative		<ul style="list-style-type: none"> Identify pilot councils for extranet project (J. Joyce) Launch policy and advocacy toolkit (L. Westley) 	<ul style="list-style-type: none"> Release new Hispanic marketing materials to councils (A. DeBios & G. Pedro-Soler) Beta test extranet (J. Joyce) 	<ul style="list-style-type: none"> Launch Hispanic campaign in market (A. DeBios & G. Pedro-Soler) Launch extranet (J. Joyce)
Digital Platform				
Expert/Voice for Girls			<ul style="list-style-type: none"> Deliver Thought Leader/Voice for Girls council capacity framework (A. Hockenbury) Launch grassroots advocacy network (A. Hockenbury) 	<ul style="list-style-type: none"> Release Ethical Leadership Follow-up Study (M. Conn) Release Girls and STEM Research Review (M. Conn) Deliver multi-year, integrated Thought Leader/Voice for Girls framework (S. Pearce) Pilot new program (B. Christie)
Alumnae		<ul style="list-style-type: none"> Present strategic framework to councils (B. Christie) 		
FUND DEVELOPMENT				
Funding Strategy			<ul style="list-style-type: none"> Release fund development best practice tools to councils (R. Lindo-Britton) 	<ul style="list-style-type: none"> Conduct 100th anniversary campaign readiness training for councils (D. Duckens)
100th Anniversary			<ul style="list-style-type: none"> Select councils to partner on 100th Anniversary fundraising campaign (J. McDavitt) Deliver 100th anniversary toolkit to councils (T. Muhammad) Partner with select councils to develop joint strategy for cultivating mutual potential donors (J. McDavitt) 	
Community Action Project		<ul style="list-style-type: none"> Launch community action plan pilot in 10 Councils (T. Mohammed) 		<ul style="list-style-type: none"> Complete community action plan pilot in 10 Councils (T. Mohammed)
MEMBERSHIP AND VOLUNTEERISM				
Membership Strategy				<ul style="list-style-type: none"> Provide pathways framework and membership planning tool to councils (S. Swanson) Establish flexible membership categories task force (S. Swanson)
Infrastructure			<ul style="list-style-type: none"> Provide business process, technology and staffing recommendations to councils (S. Swanson) Deliver volunteer resource packet for troops to councils (S. Swanson) 	<ul style="list-style-type: none"> Deliver additional volunteer development resources to councils (S. Swanson)
Resources			<ul style="list-style-type: none"> Conduct membership Best Practice Conference (S. Swanson) Conduct Hispanic Initiative Conference (A. DeBios & G. Pedro-Soler) 	<ul style="list-style-type: none"> Rollout Leadership Essentials for volunteers online (N. Moeller)
Learning/Best Practices		<ul style="list-style-type: none"> Pilot Leadership Essentials for volunteers online (N. Moeller) 		