



Board of Directors Meeting

Tuesday, January 22, 2019

4:30-6:30 pm

Conference Call: 1-877-621-0220; code: 475994

Approve Agenda - Roll Call



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.



Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Board Chair Report

Victoria Nilles, Board Chair



Consent Agenda

- Consent Agenda Memo (Attachment A)
- November 2018 Board Meeting Minutes (Attachment B)
- 2018 Special Gifts List (Attachment C)
- Corporate resolution to authorize the CEO to approve all 2019-2020 requests for funding to United Ways within our jurisdiction
- Corporate resolution to authorize the CEO to approve all 2019 Girl Scouts of the USA volunteer recognitions
- Corporate resolution to authorize the CEO and CFO to approve all troop bank account relationships in 2019-2020
- Corporate resolution to authorize the CEO to execute and sign all documents necessary on contracts, checks, and orders for payment, transfer, receipt, or deposit of money and access to securities of the council

Report of the 2018 Audit

Tamara Johnson Avery, Manager
Clark Schaefer Hackett

- Attachment D – Audit Report Memo
- Attachment E – 2018 Audit
- Attachment F – 2018 Management Letter



Motion

**That the board accepts the 2018
Audit as presented.**

CEO Report

- Attachment G – 2018 Year-End Report Memo
- Attachment H – 2018 Year-End Report on Ends
- Attachment I – Monitoring Report on Ends



Roni Luckenbill,
Chief Executive Officer



Susan Osborn,
Chief Operating Officer



Tinu Akintobi,
Council Evaluation Manager

2018 Year-End Report



Voices of Girls & Troop Leaders: How Did We Do in 2018?



Global End

Global End: Girls demonstrate courage, confidence, and character, and make a difference.

End A: Girls Discover – Girls understand themselves and their values and use their knowledge and skills to explore the world.

End B: Girls Connect – Girls care about, inspire, and team with others locally and globally.

End C: Girls Take Action – Girls act to make the world a better place.

These Ends will be achieved at a cost that balances time, resources, and results.



Board Assessment

1. Has the CEO made a reasonable interpretation of the Board's policy?
2. Has the CEO demonstrated achievement with the reasonable interpretation of the policy?

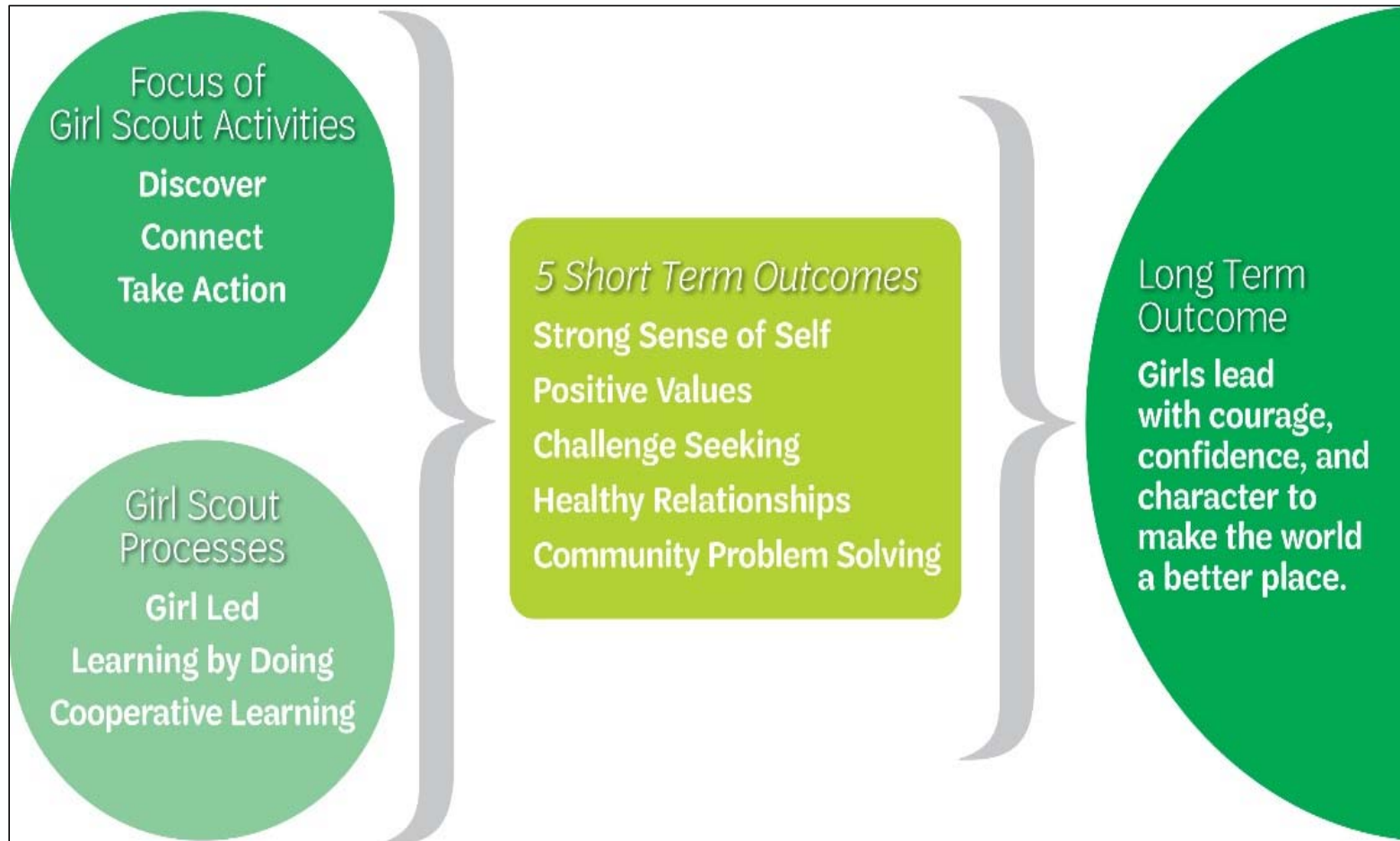


Global End - Compliance

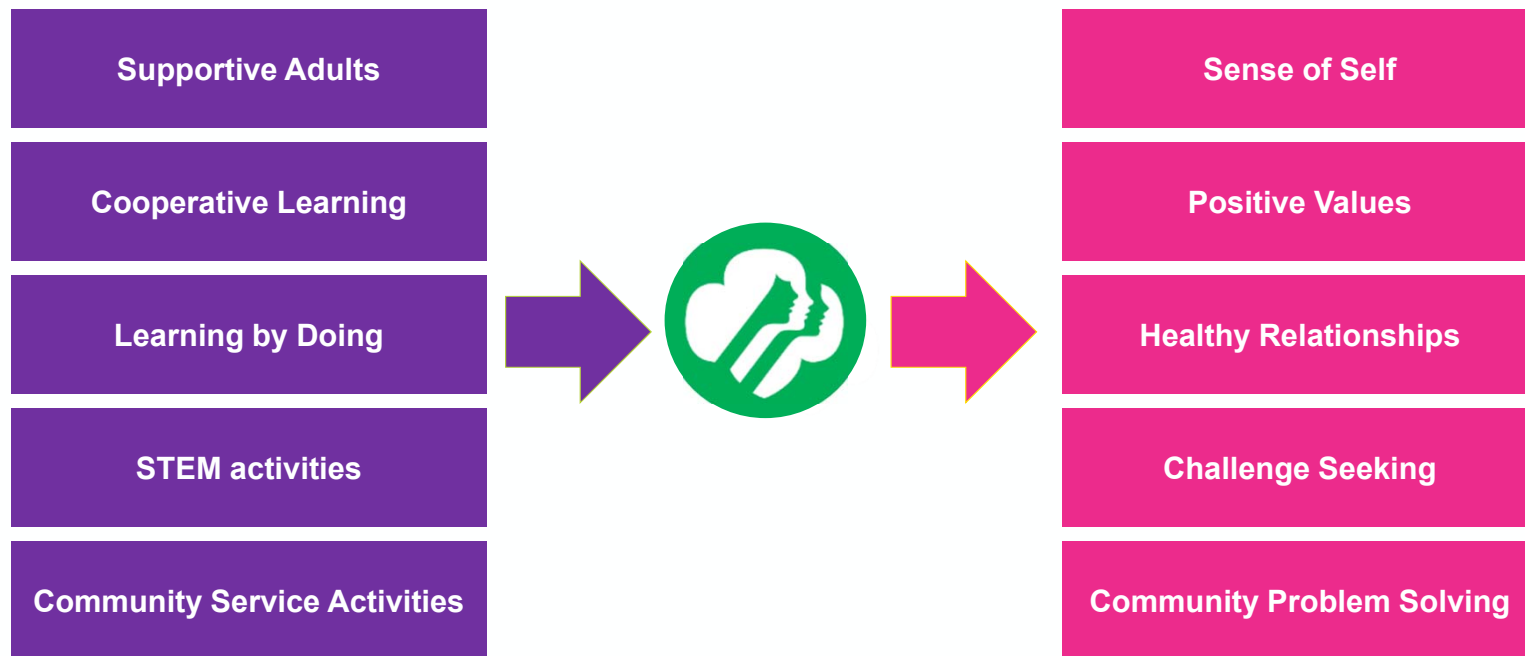
- Western Ohio Girl Scouts in troops have met or exceeded leadership outcomes for Sense of Self, Positive Values, Healthy Relationships, Challenge Seeking, and Community Problem Solving compared to non-Girl Scouts as measured by national Girl Scout outcomes results.
- Girl Scouts participating in series have met or exceeded national Girl Scout outcomes for the Challenge Seeking outcome, and have exceeded non-Girl Scouts in all measured outcomes.



Girl Scout Leadership Experience Model



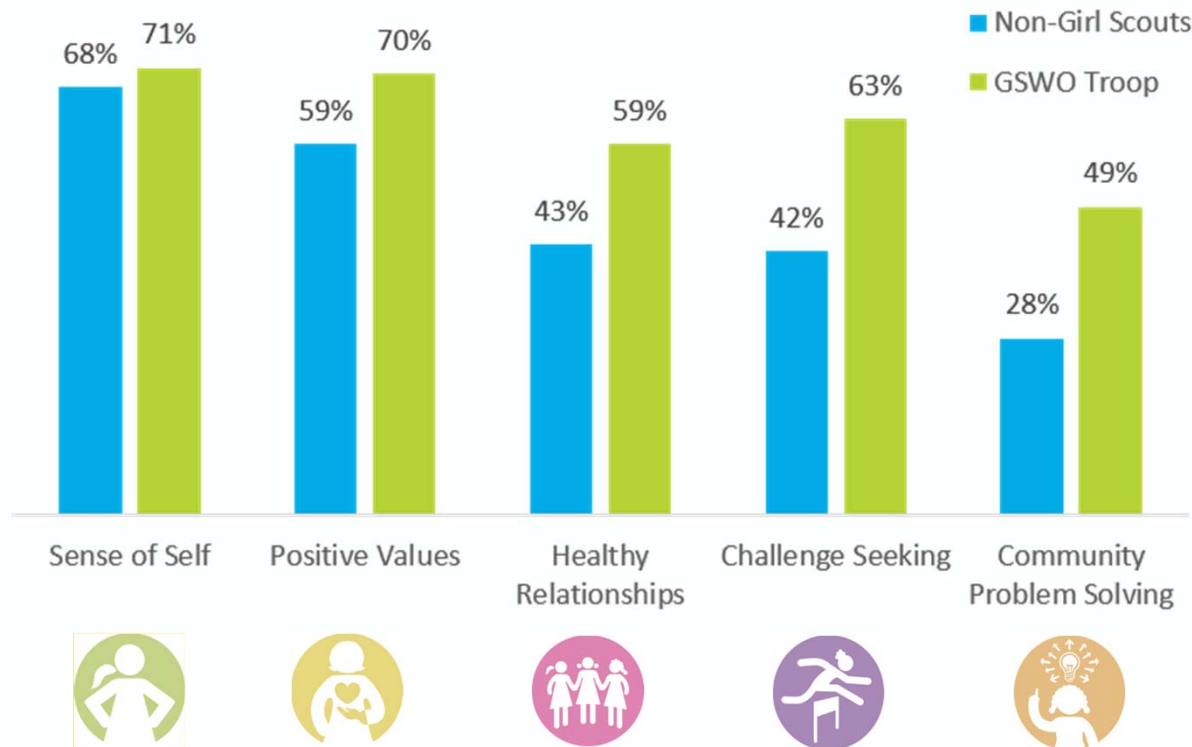
Supportive Adults, the Three Girl Scout Processes, and Specific Activities Help Girls Develop the GSLE Outcomes



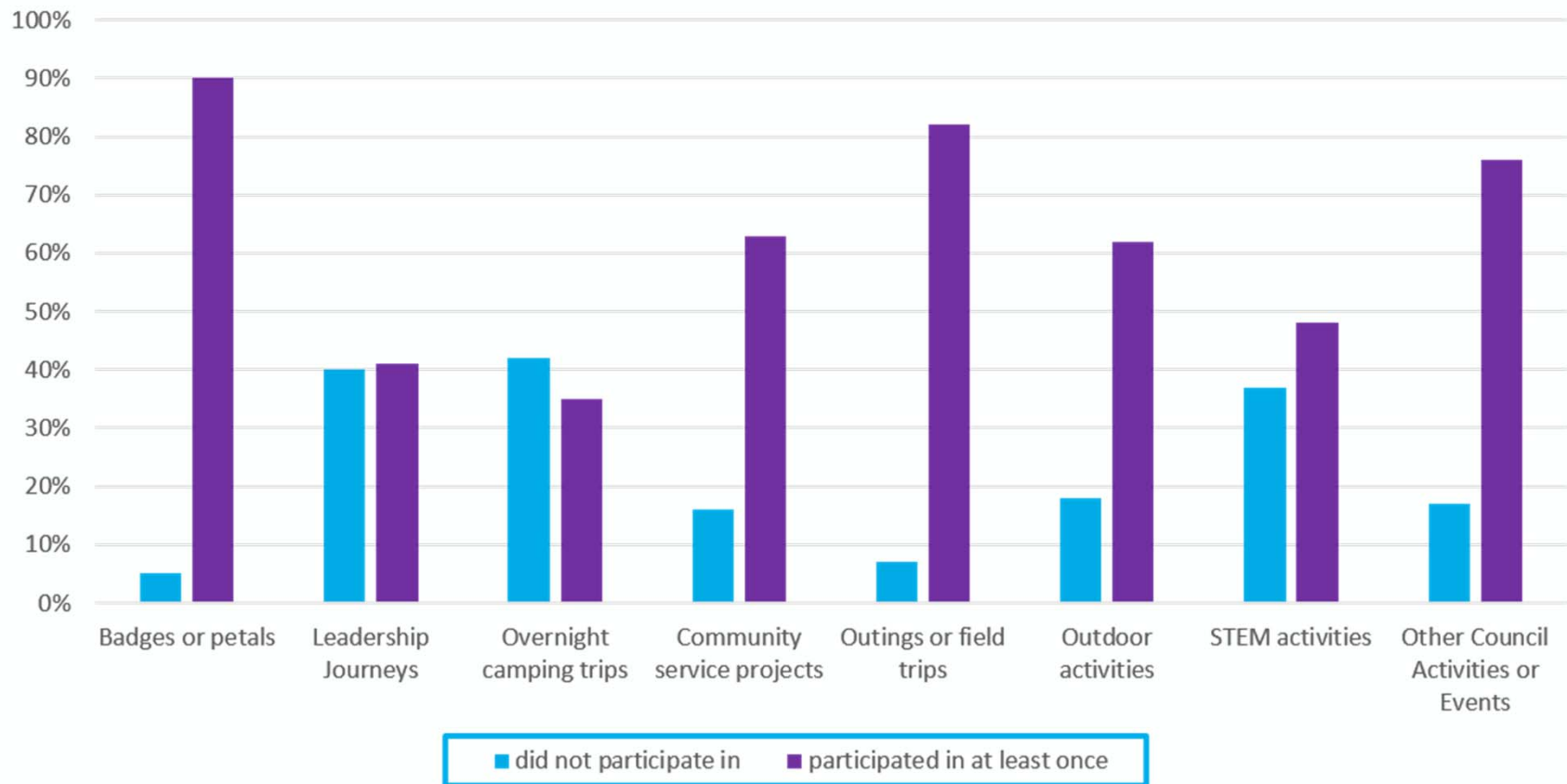
- Supportive adults, Strong Sense of Self, and Positive Values are the top drivers of girls' grades, academic aspirations, and hope for the future.

The Majority of Girls are Benefiting from their Girl Scout Experience

% Girls with "High" GSLE Outcome Scores



What Activities do GSWO Troops do?



Impact of Camping

GSUSA *More Than S'Mores* Report

- Participation in outdoor activities improves girls' overall outcomes, especially *challenge seeking & problem-solving*.
- Girl Scouts participate far more often in outdoor activities (76%) than non-Girl scouts (43%).

2018 Camp Participation

- Over **6,000** girls attended staffed summer camp (Day Camp, Troop Adventure Camp & Resident Camp).
- **2,645** girls attended volunteer-led day camp.

2018 Girls who attended resident and TAC camps (Grades 2-12)

| Outcome | Achievement Score |
|-----------------------|-------------------|
| Sense of Self | 72.8% |
| Challenge Seeking | 70.5% |
| Healthy Relationships | 63.5% |

Girl, Troop Leader & Parent Satisfaction

Satisfaction



How satisfied customers are with their overall experience in Girl Scouts

Intent to Stay



Whether customers intend to stay in Girl Scouts another year

Inform Retention

Girl, Troop Leader & Parent Satisfaction



Girls

- **89%** of girls loved or liked being a Girl Scout.
- **85%** of girls said that they planned to return to Girl Scouts for another year.

Troop Leaders

- **77%** of troop leaders said that they were satisfied or extremely satisfied with their 2018 Girl Scout Experience (compared to 72% in 2017).
- **81%** of troop leaders planned to return to Girl Scouts for another year.

Parents

- **88%** of parents said that their girls enjoyed participating in Girl Scouts.
- **70%** said that in Girl Scouts, their girls gained new skills and knowledge.
- **66%** of parents said that their girls got opportunities in Girl Scouts that they would not otherwise have had.

Evidence of Achievement

Based on the evidence provided, Western Ohio Girl Scouts have met or exceeded all leadership outcomes compared to national Girl Scout outcomes results.



Motion

That the board accepts the monitoring report for Policy 1.0 Global Ends as reasonable interpretation and in compliance.

Fund Development Task Group Report

Marcia Dowds, Chief Development Officer

- Attachment K – Memo on Gift Acceptance Policies
- Attachment K – Gift Acceptance Policies



Motion

That the board accept the Gift Acceptance Policies as presented.

Fund Development Task Group Report

Theresa Hirschauer, Task Group Chair

- 2018 Campaign Final Report
- 2019 Campaign Update



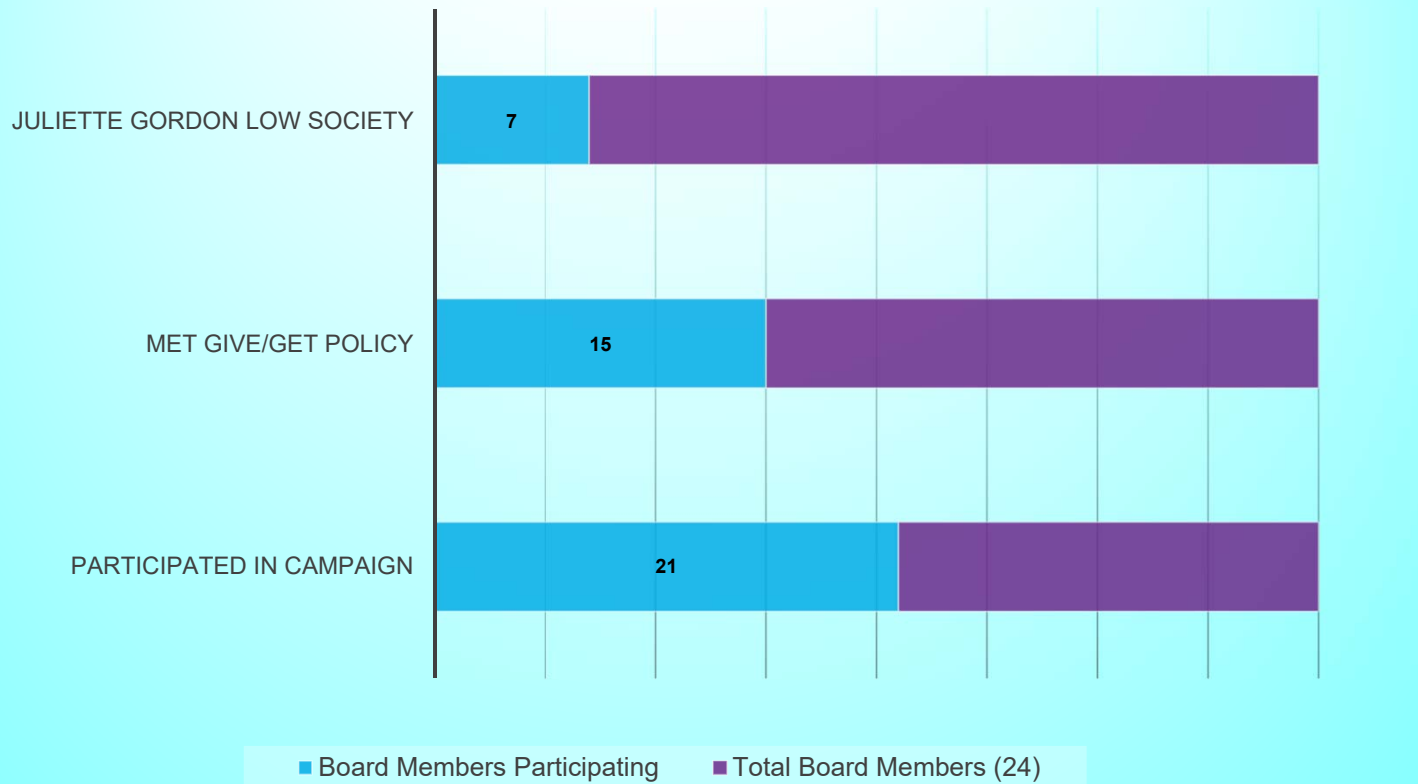
2018 Board Leadership Campaign Money Raised



■ Amount Raised ■ Goal

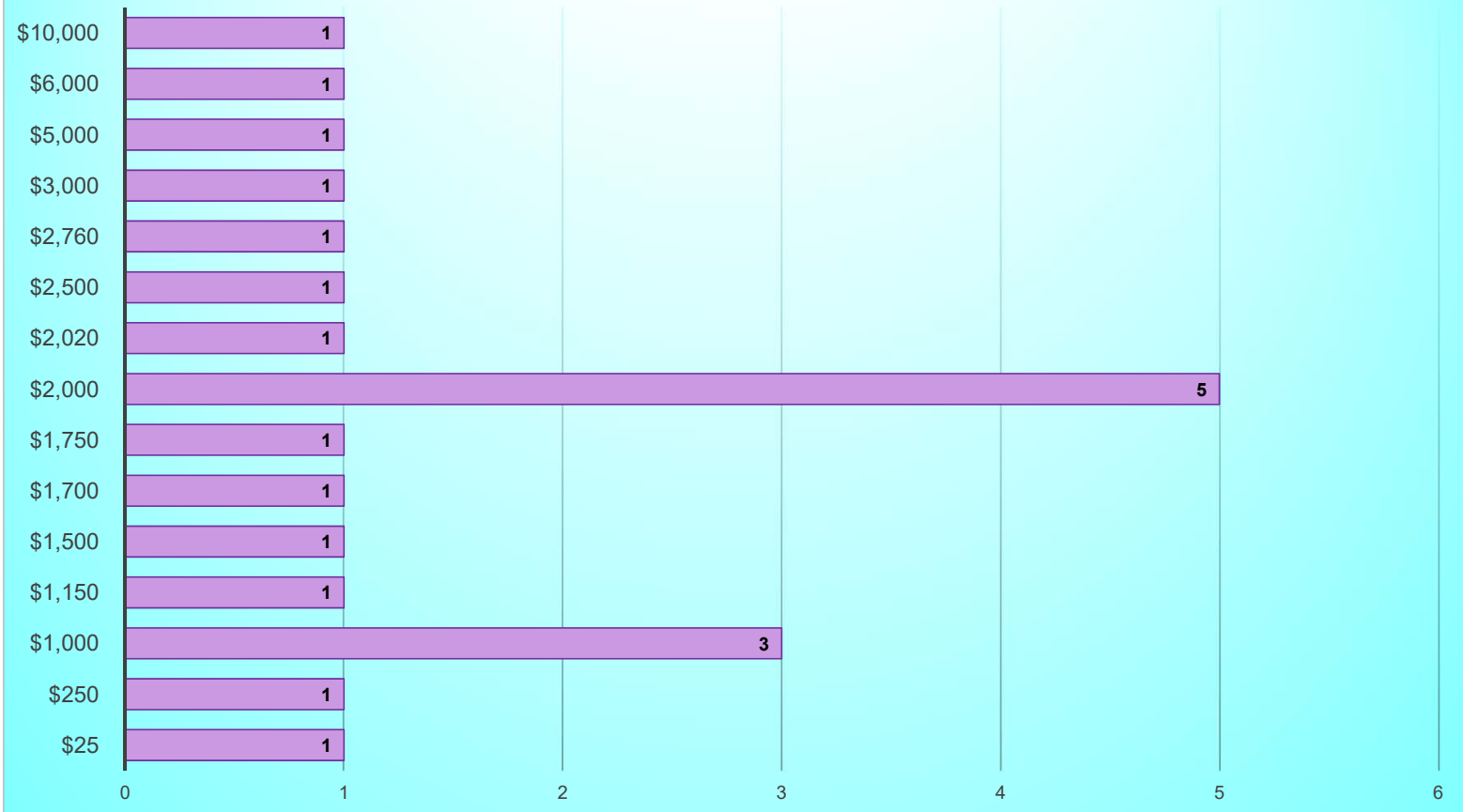
Amount Raised includes personal gifts, matching gifts, and donations through United Way

2018 Board Leadership Campaign

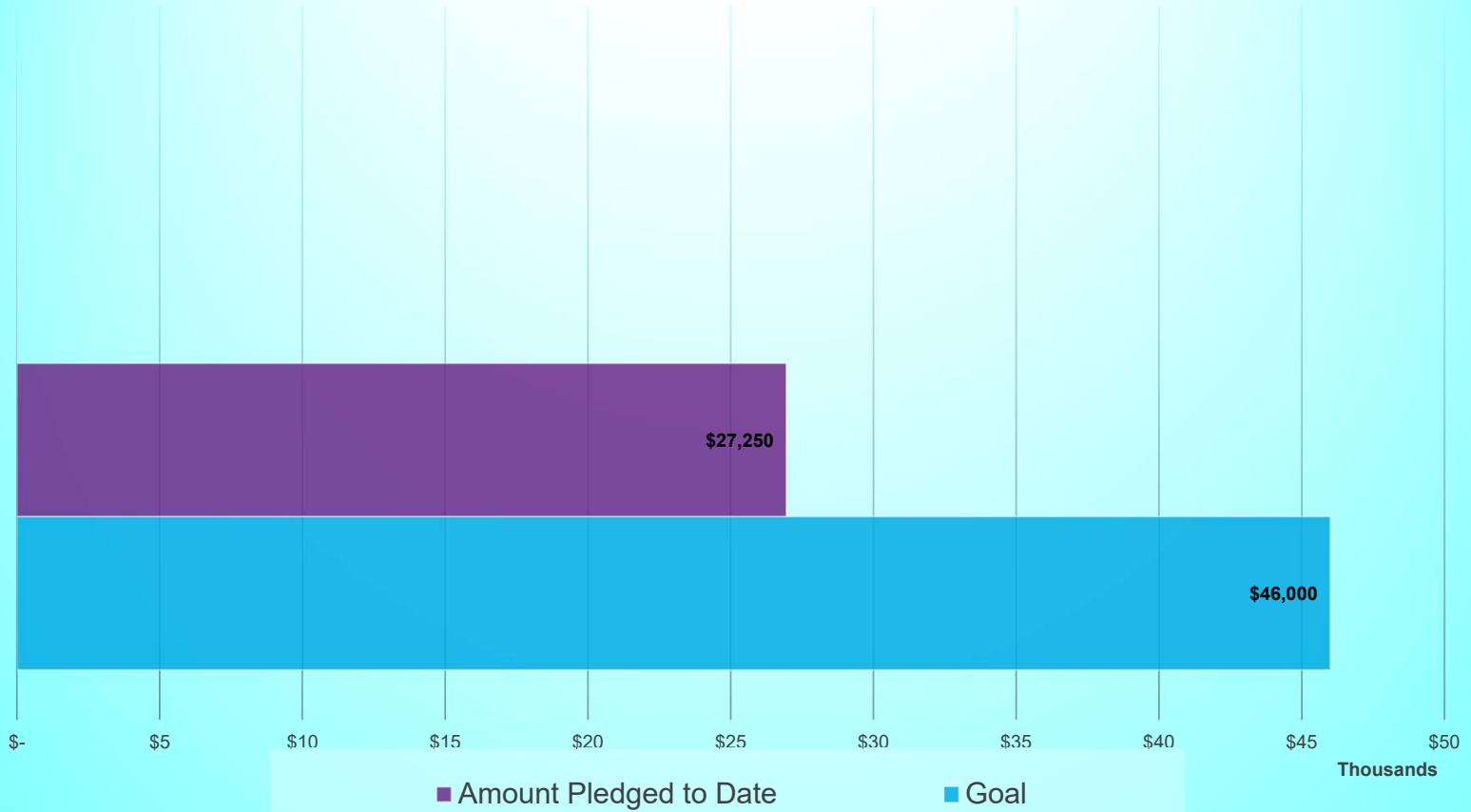


Participated is defined as made a pledge & completed a pledge in 2018.

2018 Board Leadership Campaign Range of Gifts



2019 Board Leadership Campaign Money Raised



2019 Board Leadership Campaign



■ Board Members Participating ■ Total Board Members (20)

Comprehensive Campaign Report

Susan Redman-Rengstorf,
Vice President of Special Campaigns



Comprehensive Campaign Updates

- Confirm Campaign Goal and Budget
- Confirm Messaging and Naming Opportunities
- Identify and Recruit Campaign Leadership
- Confirm Campaign Timeline
- Other Updates



Key Learnings

Girl Scouts – Arizona Cactus-Pine



CAMPAIGN FOR GIRLS IN ARIZONA

- Clearly articulate that girls are important and the girl experience offered by Girl Scouts. Positive message. Campaign was for girls, not capital campaign.
- Unknown infrastructure costs happen, be prepared.
- Campaign staff critical, board and campaign committee helped with contacts.
- Integrating annual fund raising and capital challenging.
- Carefully choose what you plan on improving with camp. They chose an increase in girl membership, but this has not happened. Focus on experience, learning, leadership.

Key Learnings

Girl Scouts of Northeast Texas



- Camp's focus – outdoor leadership opportunities and STEM workforce pipeline.
- Camp technology board – partnering with industry, academia for program, volunteers, and in-kind gifts (5G network, computers).
- Staff led activities/badge offerings and creative staffing (Americorp, Junior League, tech volunteers) offer 3-4 badges each weekend for 300-500 girls.
- Older girls interest groups – astronomy, coding, merchandizing and retail, outdoor adventure.
- 2 week in-depth camps for older girls – robotics for social good, data science with Johns Hopkins, biomedical – create a prosthetic hand.

Key Learnings

Girl Scouts – Western Oklahoma



CAMP THE CITY

- Number of lead gifts given before campaign started.
- Staff led programs – anti bullying to STEM.
- Board committed \$341,000.
- Great Hall has indoor sleeping capacity, climbing wall, “see it, be it” interactive wall to learn about women in various professions.
- Partnering with outside groups – science museum, zoo, sports complex, university for programming and experiences.
- Sharing property – one group is building glamming cabins that Girl Scouts can use.

Next Steps

- Interview and hire branding/marketing firm to design and create collateral
- Update scale of girls and identify lead prospects
- Confirm Campaign Leadership & Cabinet
- Confirm and implement Campaign Timeline to kick off silent phase in March 2019



How Did We Work?

Pam Viscione, Board Monitor

- Attachment M – Board Monitor Memo & Report Form



Next Agenda Items

Victoria Nilles, Board Chair

Tuesday, March 26, 2019

Executive Session - Conference Call

- Completion of the CEO Performance Review Process



Adjournment

