



# Board of Directors Meeting

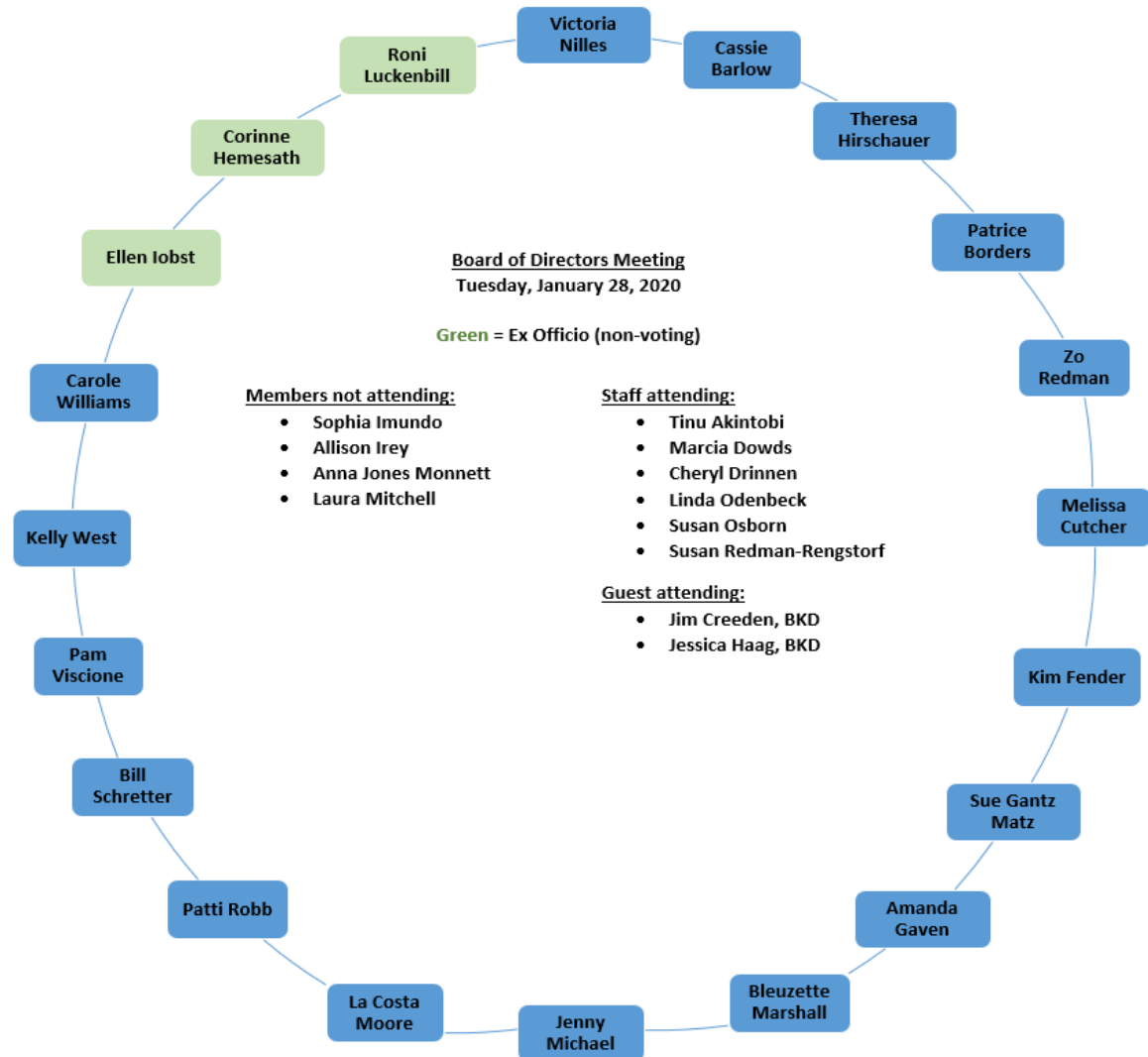
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**Tuesday, January 28, 2020**

**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.

# Consent Agenda

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- Consent Agenda Memo (Attachment A).
- November 2019 Board Meeting Minutes (Attachment B).
- November 2019 Special Board Meeting Minutes (Attachment C).
- 2019 Special Gifts List (Attachment D).
- Corporate resolution to authorize the CEO of Girl Scouts of Western Ohio to approve all 2020-2021 requests for funding to United Ways within our jurisdiction.
- Corporate resolution to authorize the CEO of Girl Scouts of Western Ohio to approve all 2020 Girl Scouts of the USA volunteer recognitions
- Corporate resolution to authorize the CEO and CFO of Girl Scouts of Western Ohio to approve all troop bank account relationships in 2020-2021. This is being done to comply with bank requirements due to the Patriot Act.
- Corporate resolution to authorize the CEO of Girl Scouts of Western Ohio 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, as described in the Bylaws, Article XII, Section 4.

# Board Chair Report

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Victoria Nilles, Board Chair

- Board Retreat Memo (Attachment E)
- Evaluation Questions Summary (Attachment F)
- Evaluation Summary Results (Attachment G)



# Report of the 2019 Audit

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Jessica Haag & Jim Creedon

**BKD, LLP**

- Audit Report Memo (Attachment H)
- 2019 Audit (Attachment I)
- 2019 Management Letter (Attachment J)



# Motion

**That the board accepts the 2019  
Audit as presented.**

# CEO Report

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- 2019 Year-End Report Memo (Attachment K)
- 2019 Year-End Report on Ends (Attachment L)
- Monitoring Worksheet for Ends Policies (Attachment M)



Roni Luckenbill,  
Chief Executive Officer



Susan Osborn,  
Chief Operating Officer



Tinu Akintobi,  
Council Evaluation Manager



# 2019 Year-End Report



Voices of Girls & Troop Leaders:  
How Did We Do in 2019?

# Global End

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**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

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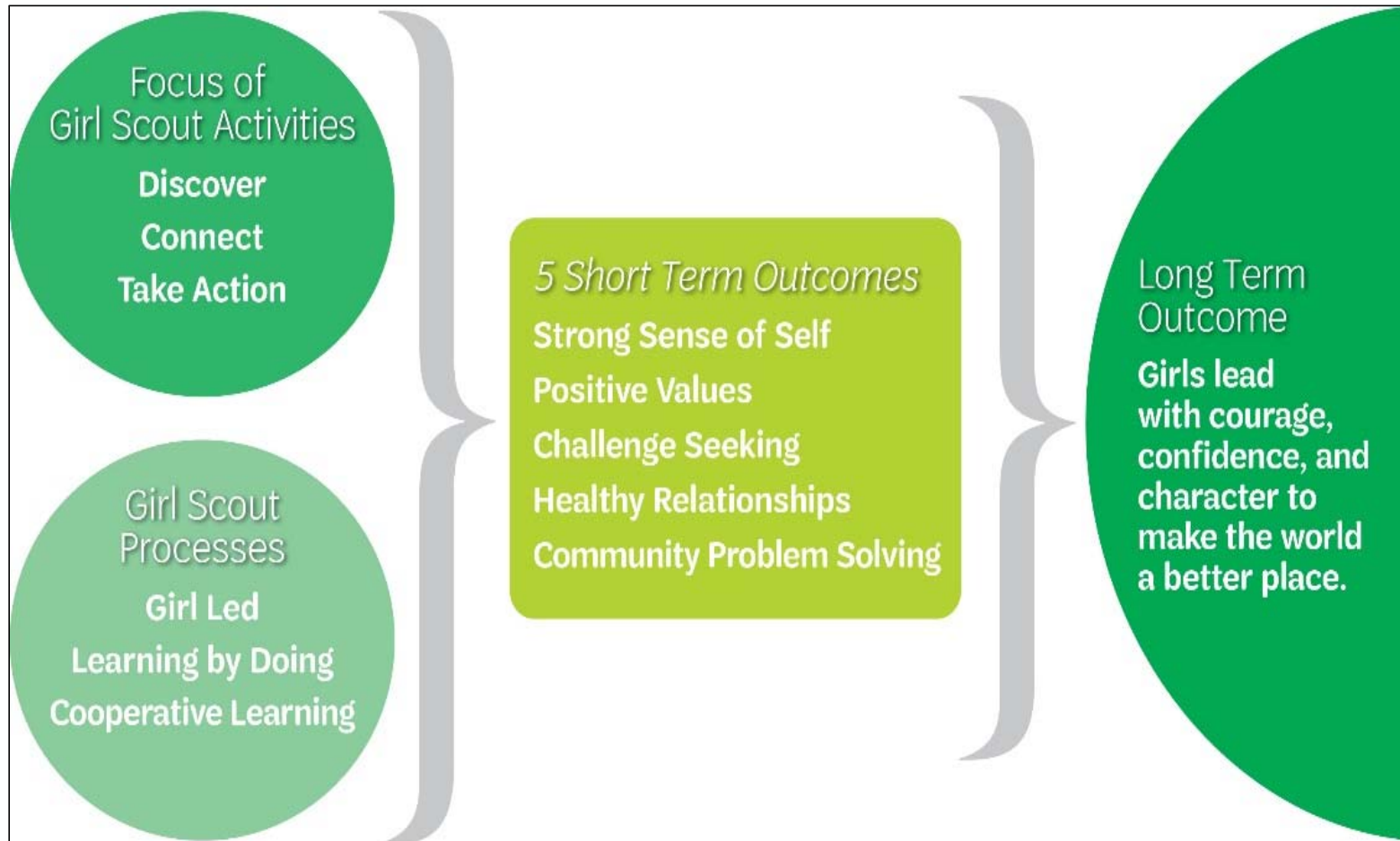
1. Has the CEO made a reasonable interpretation of the Board's policy?
2. Has the CEO demonstrated achievement with the reasonable interpretation of the policy?

# Global End - Compliance

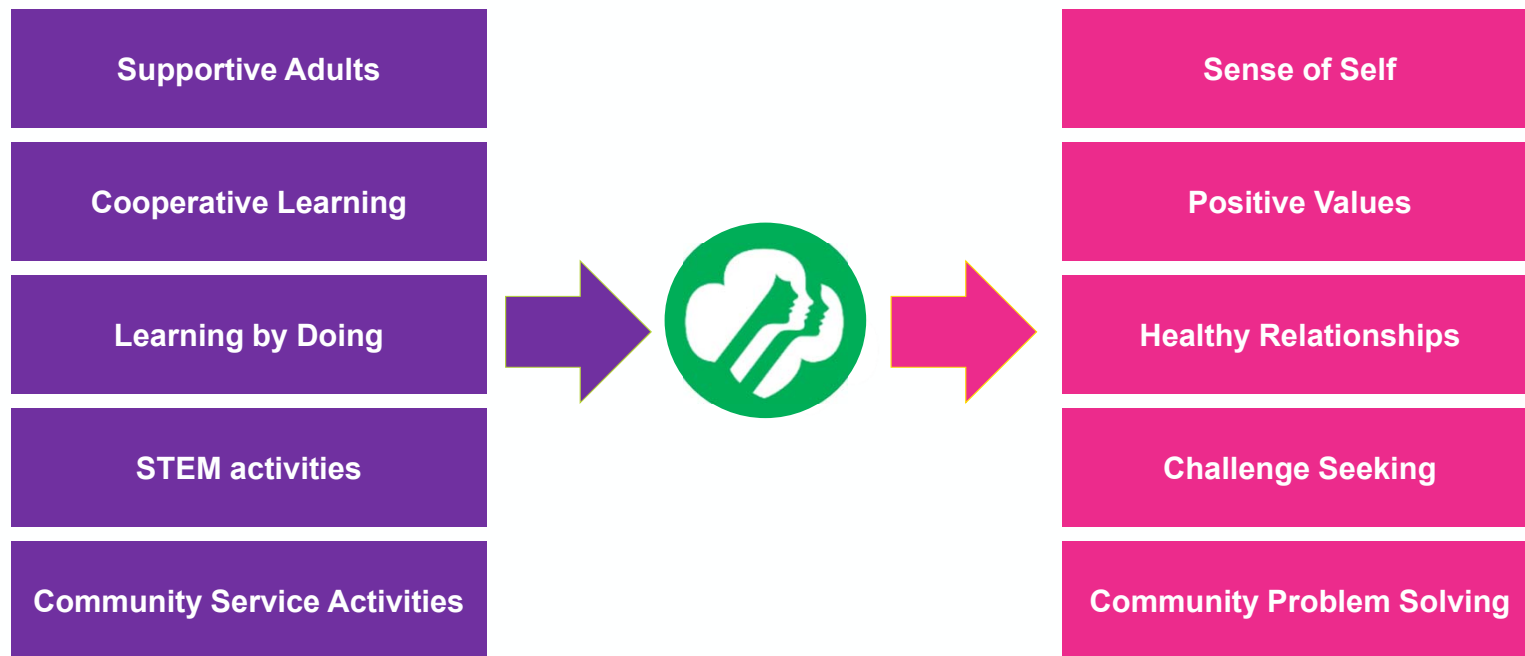
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- **Western Ohio Girl Scouts in troops** are aligned with all leadership outcomes achievement compared to national outcomes results and have exceeded non-Girl Scouts in all measured outcomes.
- **Girl Scouts participating in series** have met or exceeded national Girl Scout outcomes in the Challenge Seeking outcome and Cooperative Learning process, and have exceeded non-Girl Scouts in all measured outcomes.
- **Western Ohio Girl Scouts** demonstrate that they use the Girl Scout Processes – Girl-Led, Cooperative Learning, and Learning By Doing – which are correlated with higher outcome scores.

# 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



# Girls are Getting Opportunities to Participate in a Variety of Active and Purposeful Experiences

## Variety of Activities

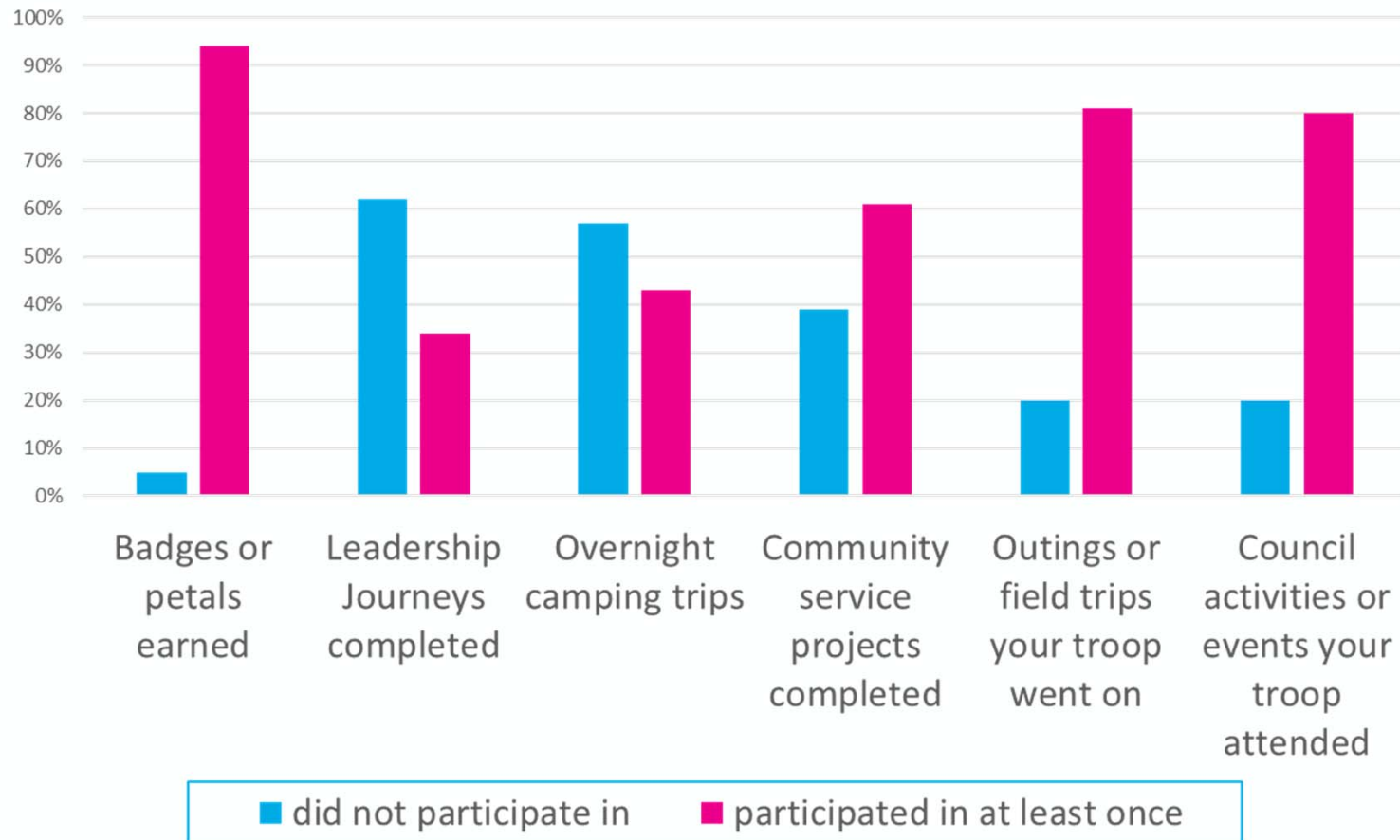


How many core Girl Scout activities did GSWO girls participate in?

|              |     |
|--------------|-----|
| 1 activity   | 3%  |
| 2 activities | 6%  |
| 3 activities | 12% |
| 4 activities | 23% |
| 5 activities | 54% |



# What Activities do GSWO Troops Do?



# Girl Satisfaction

## Satisfaction



How satisfied customers are with their overall experience in Girl Scouts

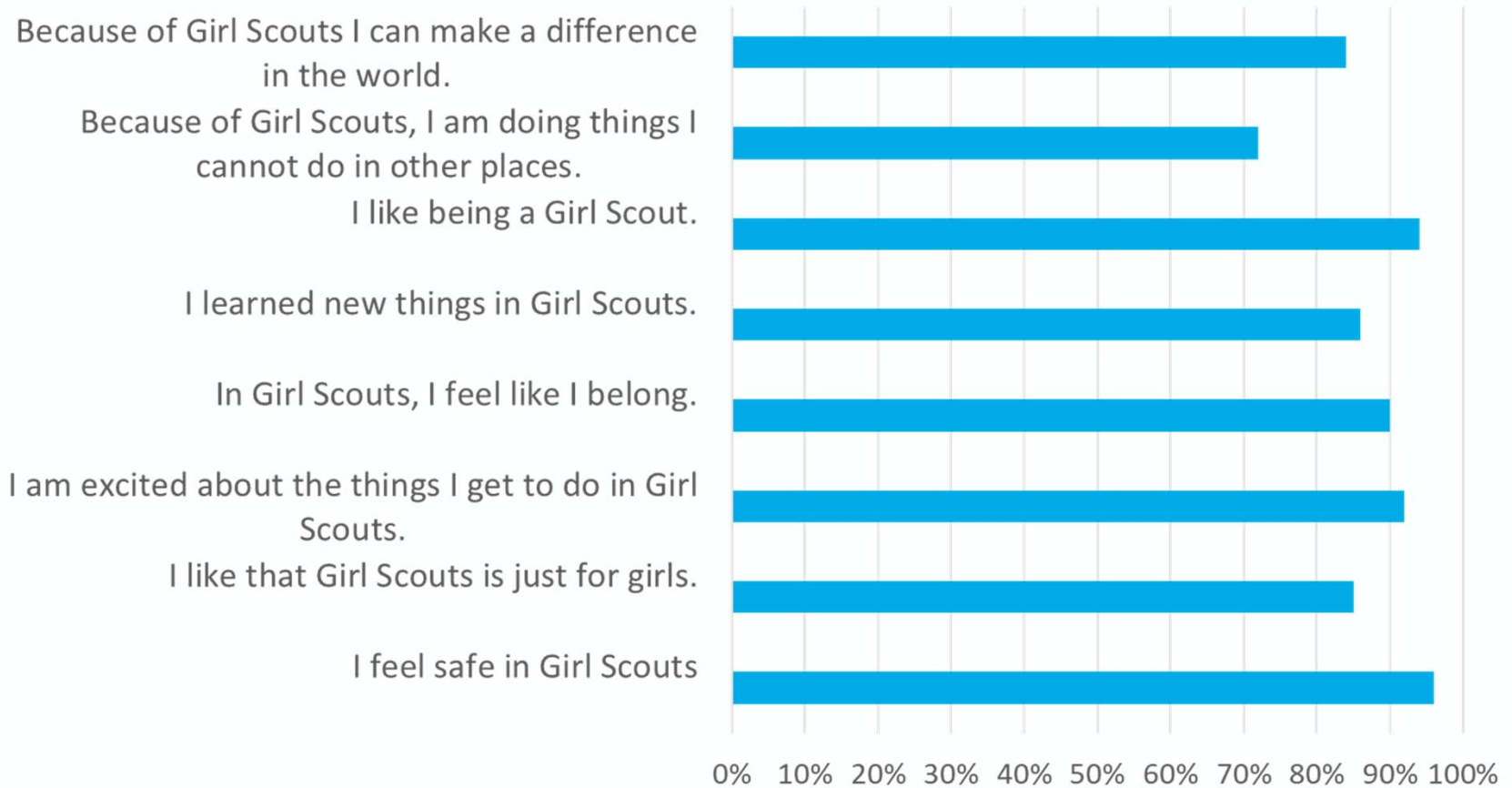
## Intent to Stay



Whether customers intend to stay in Girl Scouts another year

Inform Retention

# Key Drivers for Girls



# Impact of Camping

## 2019 Girls who attended resident and TAC camps (Grades 2-12)

| Outcome                   | Achievement Score |
|---------------------------|-------------------|
| Outdoor Interest          | 63.3%             |
| Outdoor Confidence        | 62.5%             |
| Outdoor Competence        | 68.9%             |
| Environmental Stewardship | 68.3%             |

# Troop Leader & Parent Satisfaction

## Troop Leaders

- **79%** of troop leaders said that they were satisfied or extremely satisfied with their 2019 Girl Scout Experience
- **82%** of troop leaders planned to return to Girl Scouts for another year.

## Parents

- **78%** of parents said that Girl Scouts offered the types of activities their girls wanted to do
- **83%** of parents said they could describe the benefits their girl gets from Girl Scouts
- **72%** of parents said that their girls got opportunities in Girl Scouts that they would not otherwise have had

# Success Stories: Bringing Girl Scouts to Life



# Evidence of Achievement

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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

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Theresa Hirschauer, Task Group Chair

- 2020 Campaign Update



# Money Raised

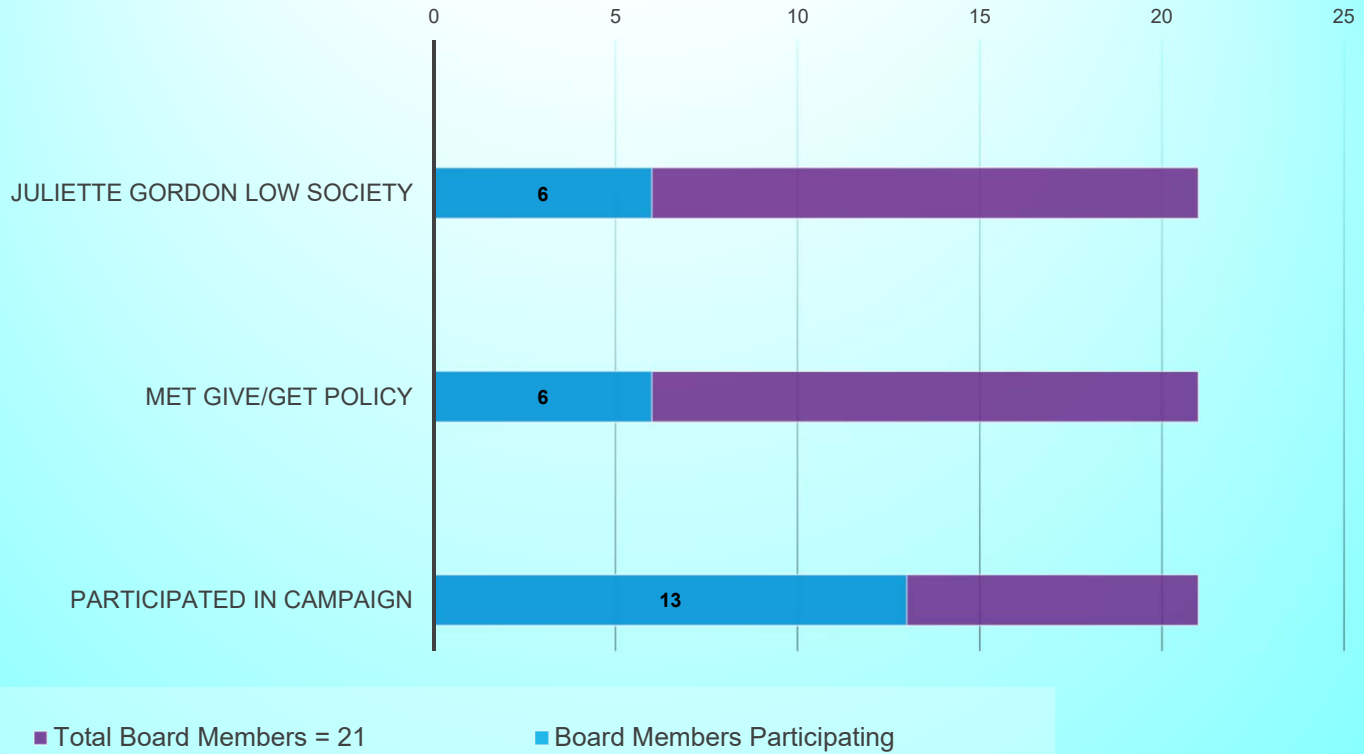
as of 01/23/2020



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

# Participation

as of 01/23/2020



Participated is defined as made a pledge & completed a pledge in 2020.

# Range of Gifts

as of 01/23/2020





Invitations are slated to go out the first of February.

**Tuesday, March 10, 2020**

**Queen City Club**

331 E 4th St

Cincinnati, OH 45202

**Agenda**

5 p.m. | VIP Events (invitation only)

5 p.m. | Registration Opens

5:30 p.m. | Honoree Awards

6:30 p.m. | Cocktail Reception



## **Meet the 2020 Honorees**

Congratulations to the 2020 Women of Distinction Honorees in Cincinnati!

**Suzy DeYoung** | *Executive Director and Founder, La Soupe*  
Healthy Living Honoree

**Kelley Downing** | *CEO, Bartlett Wealth Management*  
Financial Empowerment Honoree

**Megan Fischer** | *CEO and Founder, Sweet Cheeks Diaper Bank*  
Community Responsibility Honoree

**Chanda Monroe-Williams** | *CEO, CM-W Consulting*  
STEM Honoree

**Yvette R. Simpson** | *CEO, Democracy for America; Counsel, Ulmer & Berne LLP;  
Contributor, ABC News*  
Leadership Honoree

# Comprehensive Campaign Report

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Susan Redman-Rengstorf,  
Vice President of Special Campaigns



Susan Osborn,  
Chief Operating Officer





**CAMPAIGN UPDATE**  
**1/28/20**

***\$ 2,187,320 so far from  
current & former Board members,  
individuals***

***\$965,000 in pending asks***

***\$ 1,000,000 Ohio State Capital bill  
– GSWO recommended for funding  
by Warren County (\$1 million) &  
Defiance County (\$250,000) –  
asked to testify in early February***

***Cabinet Meeting Monthly – building  
out committees to support  
leadership phase***



**EMPOWER HER**

*The campaign to transform our camps and our girls*





# Comprehensive Campaign – Camp Program Development Plan

# Comprehensive Campaign – Program Priorities

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**Support girls' growth in areas that are uniquely available through outdoor experiences:**

- Building a positive community
- Developing personal (outdoor) skills and abilities
- Engaging in challenging and transformative adventures
- Becoming advocates, stewards and change-makers for sustainable living

# Comprehensive Campaign – Camp Priorities

**Two Parts of Campaign; One Set of Priorities** – to provide camps that:

- **Give girls an experience that is unique**, with an environment and activities that stand apart from everyday life
- **Reflect the right mix of camp “ruggedness” and modern amenities** (hiking trails, campfires and archery with flush toilets and internet)
- **Provide program support to troop leaders** / volunteers to allow them to focus *more on the experience with the girls* and less on preparation and logistics
- **Promote a “leave no trace” approach to camp living** – encouraging girls to consider their impact and responsibility to the natural world
- **Provide durable, easy to use facilities** that will stand up over time – and are easy to maintain and clean

# Process for Work With Design Firm

**This design project will have three phases:**

**Phase 1:** Define the overall vision/concept drawings for each of the four camps – producing concept descriptions/drawings and preliminary specifications (November 2019 – July 2020)

**Phase 2:** Develop detailed specifications (cost, timing, materials) for key program installations

**Phase 3:** Manufacture and install interactive program elements





# We Surveyed Camp Properties



# Master Planning Process

## December 9-11, 2019

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### Day 1

- Project Goals and Objectives
- Introduction to the Process

### Day 2

- Resource Checklist & Exhibit Idea
- SWOT / Site Analysis (*using camp visits and other information*)
- Preparation for Focus Groups and Girl and Volunteer Member Surveys

### Day 3

- Interpretive Planning: Themes Sub-themes and Storylines



# Voices of Girls & Volunteers

## 4 Focus Groups

January 10 -11, 2020

## Volunteer Survey

Jan 28 – Feb 10

## Girl Survey

Feb 15 - 17



# Key Dates

## Taylor Studios Design Firm

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- ✓ November 18-20, 2019 Walk through of all four camps
- ✓ December 10-12, 2019 Master Planning Kick-off Meeting
- ✓ January 10-11, 2020 Focus Groups in Cincinnati / Dayton
- Mid March 2020 50% Progress Meeting
- June 15, 2020 90% Master Plan Provided
- July 31, 2020 100% Master Plan Provided





# Board Updates & Next Steps

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1. **Stonybrook Ribbon Cutting** – TBD

2. **Report – April Board Meeting**

**Master Plan – 50% review and approval** – March 15 – 30

3. **Report – June Board Meeting**

**Master Plan Completion and Approval** – June 15 – 30



# Questions?

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# How Did We Work?

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Melissa Cutcher, Board Monitor

- Board Monitor Memo & Report Form (Attachment N)



# Next Agenda Items

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Victoria Nilles, Board Chair

**Tuesday, March 24, 2020**

Executive Session - Conference Call

- Completion of the CEO Performance Review Process



# Adjournment

