



# Board of Directors Meeting

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**Tuesday, June 26, 2018**

**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

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Victoria Nilles, Board Chair



# Consent Agenda

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- Consent Agenda Memo (Attachment A)
- 2018 Annual Council Meeting Minutes (Attachment B)
- April Board Meeting Minutes (Attachment C)
- May Special Board Meeting Minutes (Attachment D)

# Report on Executive Limitations

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Roni Luckenbill, CEO

- Attachment E – Monitoring Report Memo
- Attachment F – Monitoring Report 2.1 – 2.3
- Attachment G – Monitoring Report 2.5 – 2.7



# Motion

**That the board accepts the Monitoring Report for Policies 2.1, 2.2, and 2.3 as reasonable interpretations and in compliance.**

# Motion

**That the board accepts the Monitoring Report for Policies 2.5, 2.6, and 2.7 as reasonable interpretations and in compliance.**



# Marketplace Competition Report

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Roni Luckenbill, CEO

- Attachment H –Memo



# Motion

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**That the board authorize up to \$400,000 from the operating reserves to be spent through December 2019 on marketplace competition support for marketing and recruitment processes and resources.**

# Board Education

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## LinkedIn Initiative



Marcia Dowds, Chief  
Development Officer



Katelyn Scott, Communications  
& Marketing Team Leader





**Every Girl Sees Herself & Her  
Future Through Girl Scouts**

# The Heart of What Girl Scouts is All About

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## GO-GETTER



## INNOVATOR



## RISK-TAKER



## LEADER





# Our Audience

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Who they are

What they care about

What that means for Girl Scouts

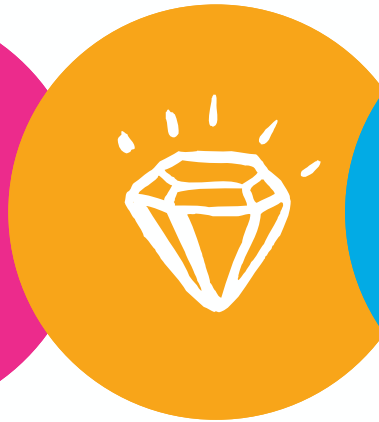
# Who are Millennials?

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**79.8 M**

Millennials are the United States' largest living generation.



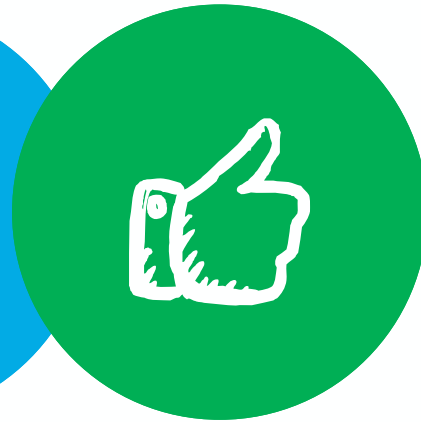
**26%**

Of Millennials are married



**43%**

Millennial adults are non-white, the highest share of any generation



**54%**

Millennials consider their children one of their "best friends"





## A different financial picture...

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- Millennials have...
  - higher levels of debt & unemployment
  - lower levels of wealth and personal income
  - as compared to the two immediate predecessor generations





# Social Media

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What Platforms We Use,  
What We Share, &  
How We Compare to Other Councils



# Our Social Media Platforms



## Facebook

Nearly 11,000 likes  
Used to communicate  
with our members



## Twitter

Nearly 1,800 followers  
Used to communicate  
with our members



## Instagram

Nearly 1,000 followers  
Used as brand  
positioning tool



## LinkedIn

Nearly 800 followers  
Used to share career  
advice for women

# Instagram

- Millennial parents are on Instagram—the strongest branding social media platform
- GSWO uses the platform to position Girl Scouts as an organization for today's girls—we're the girl experts who believe in women's empowerment



# Instagram Posts

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Equality isn't about  
women becoming  
just like men.

Equality is about  
women being valued  
for who they are.



Equal rights  
for others does  
not mean less  
rights for you.

It's not pie.





# The Girl Scout Network

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## GSUSA Alum Initiative 2017-2020



- Two audience focuses, initially:
  - Career Professional, Age 25-44, who are parents
  - Gold Award Girl Scouts, age 18 and older



## Girl Scout Network

Civic & Social Organization • New York City, NY • 8,739 followers



[See all 6 employees on LinkedIn](#) →

[View in Sales Navigator](#)

[See jobs](#)

### About us

Were you a Daisy, Brownie, or higher in Girl Scouts? Then you're a Girl Scout alum! Follow the Girl Scout Network to connect with other alums, get updates on what Girl Scouts do today, take action on behalf of girls, and promote girls' and women's empowerment, leadership, and advancement in the world.

Visit [www.girlscouts.org](http://www.girlscouts.org) to volunteer, donate, or join today!

Girl Scouts of the USA welcomes interaction, discussion, and even criticism, but we ask that you keep your comments relevant and respectful. Girl Scouts of the USA may remove any

### Recent update

[See all](#)

**Become a lifetime member and power the next generation of female leaders!**






Lifetime Membership - Girl Scouts  
[girlscouts.org](http://girlscouts.org)

[See more](#) ▾

# How Can I Help?



-  Showcase your Girl Scout affiliation on social media, especially LinkedIn.
-  Join the Girl Scout Network if you're an alum!
-  Follow Girl Scouts of Western Ohio on social media and engage with our content!







Questions?

# Fund Development Task Group Report

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Theresa Hirschauer, Task Group Chair



# How Did We Work?

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Kim Fender, Board Monitor

- Attachment I – Board Monitor Memo & Report Form



# Next Agenda Items

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Victoria Nilles, Board Chair

**Tuesday, September 25, 2018**

Dayton Girl Scout Office

- 2019 Plan of Work and Budget
- Board Development Committee Report
- Capital Campaign Report
- Fund Development Task Group Report
- 2019 Board Calendar



# Adjournment

