

Board of Directors Meeting

Tuesday, June 27, 2017

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



Ellen Iobst, Board Chair



Consent Agenda



Attachment A – Memo

Attachment B – Corporate Resolution

Attachment C – 2017 Annual Council Meeting Minutes

Attachment D – April Board Meeting Minutes

Report on Executive Limitations



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 of Directors accept the monitoring report for Policies 2.1, 2.2, and 2.3 as reasonable interpretations and in compliance.



Motion

That the Board of Directors accept the monitoring report for Policies 2.5, 2.6, and 2.7 as reasonable interpretations and in compliance.



Board Education



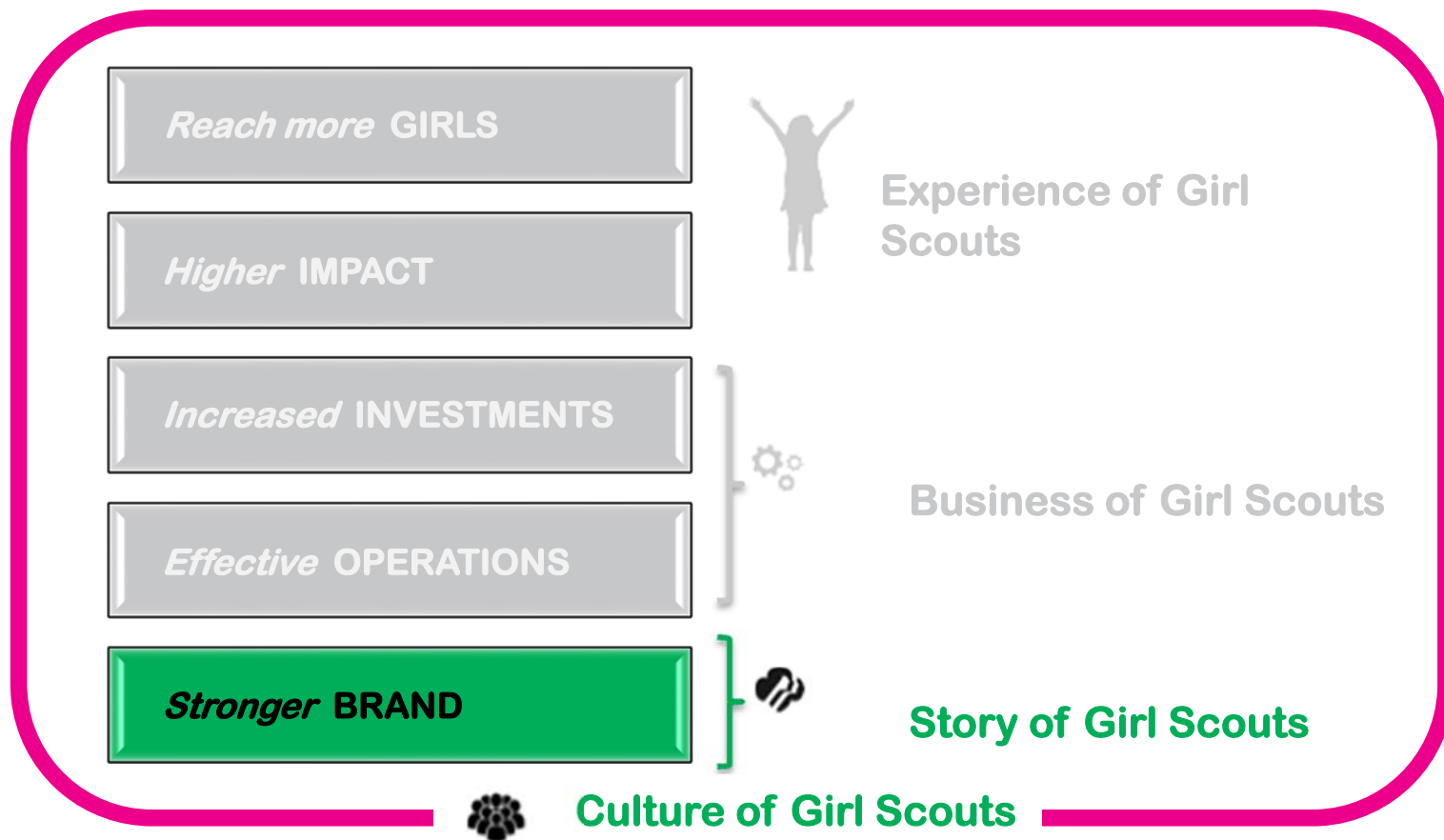
Sarah Kelly,
Program Team Leader



G.I.R.L. Lead Like a Girl Scout



Why are we here?



What does “Stronger Brand” mean?



Brand IS NOT:

- Brand is not marketing
- Brand is not a logo
- Brand is not an identity
- Brand is not a product
- Brand is not static

Brand IS:

- Brand is personal
- Brand is emotional
- Brand takes time to build
- Brand takes effort to support
- Brand is ever evolving

A stronger brand
across all channels



Where we started: Brand Evolution

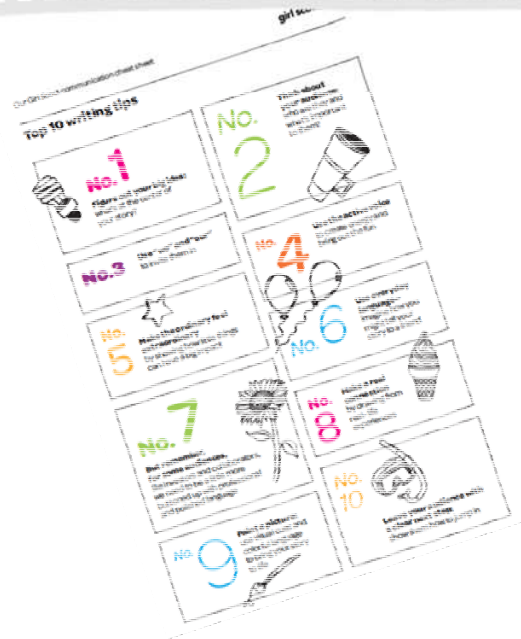
2010

Visual Identity



2013

Brand Assessment



2014

Recruitment Campaign



2016

Brand Development



What is G.I.R.L.?



Go-getter



Express vision, ambition, and persist through challenges



G

Innovator



Problem solve with creativity, curiosity, and resourcefulness



I

Risk-taker



Make decisions, face fears, take on new experiences



R

Leader



Empathize, identify strengths, and empower others

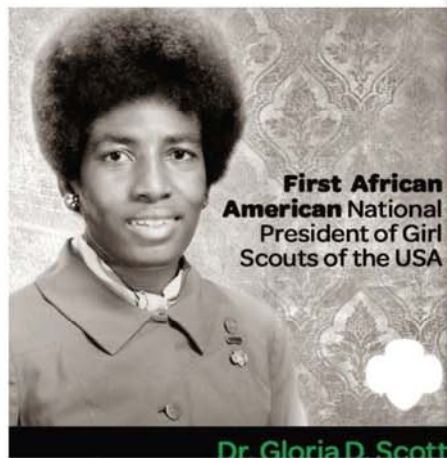


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Girl Scouts' G.I.R.L. History

Celebrating our groundbreaking heritage

Girl Scouts Blaze Trails as Go-Getters



**First African
American National
President of Girl
Scouts of the USA**

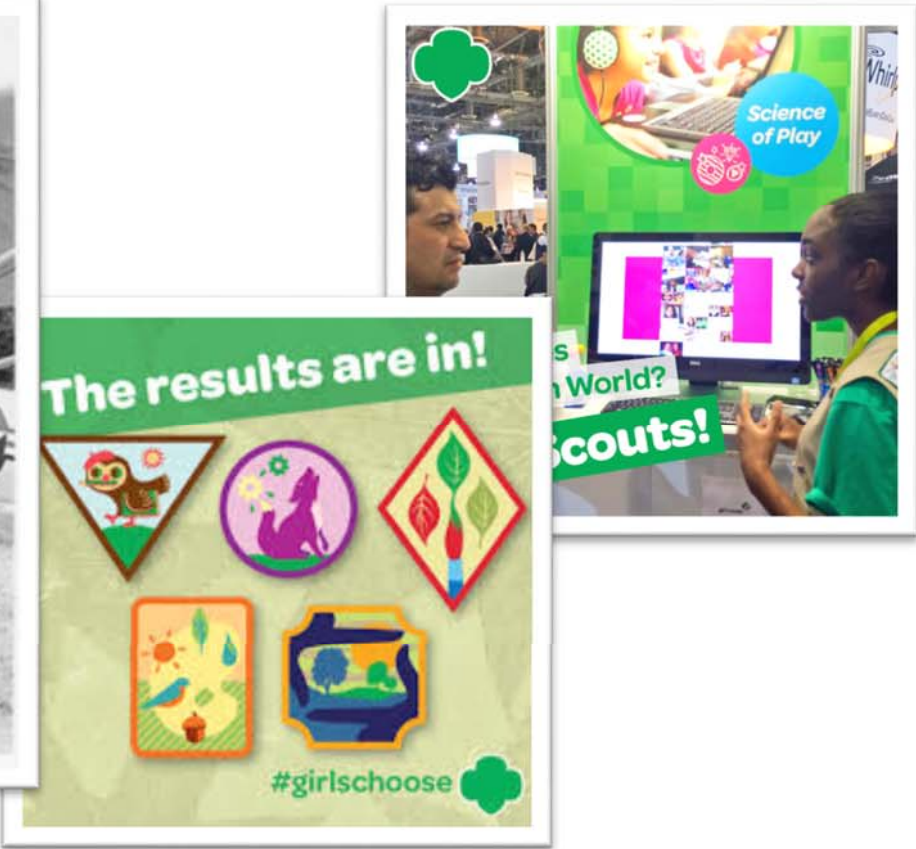
Dr. Gloria D. Scott



Girl Scouts Find Creative Solutions as Innovators



Girl Scouts Try New as Risk-Takers



Girl Scouts Practice Empathy as Leaders



Our Challenge

Girls and parents...

Don't understand who we are or what our brand stands for

Aren't clear on what we do and why we do it

Can't tell what makes us unique



Our Greatest Challenge is Relevancy

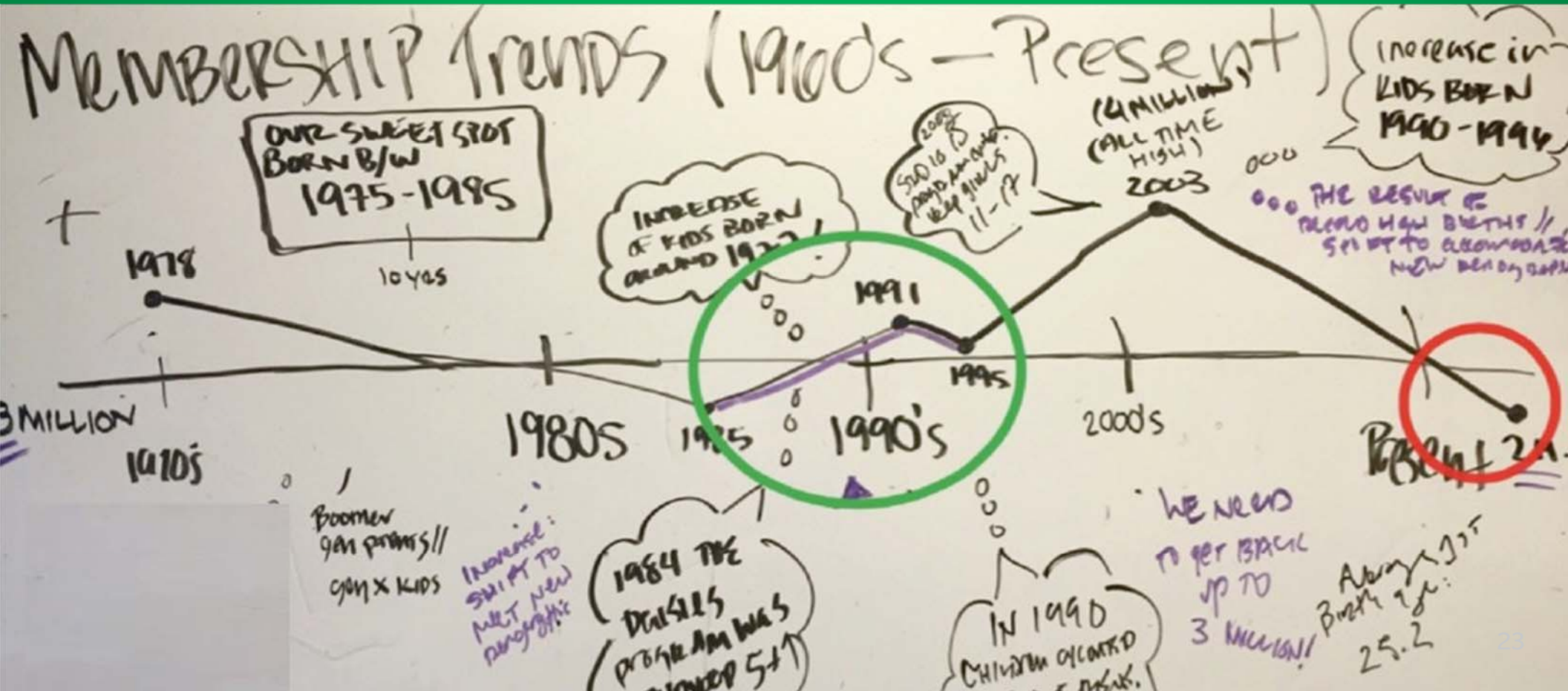


Non-members and
lapsed members believe
Girl Scouts
“is not for me or
someone I care about”

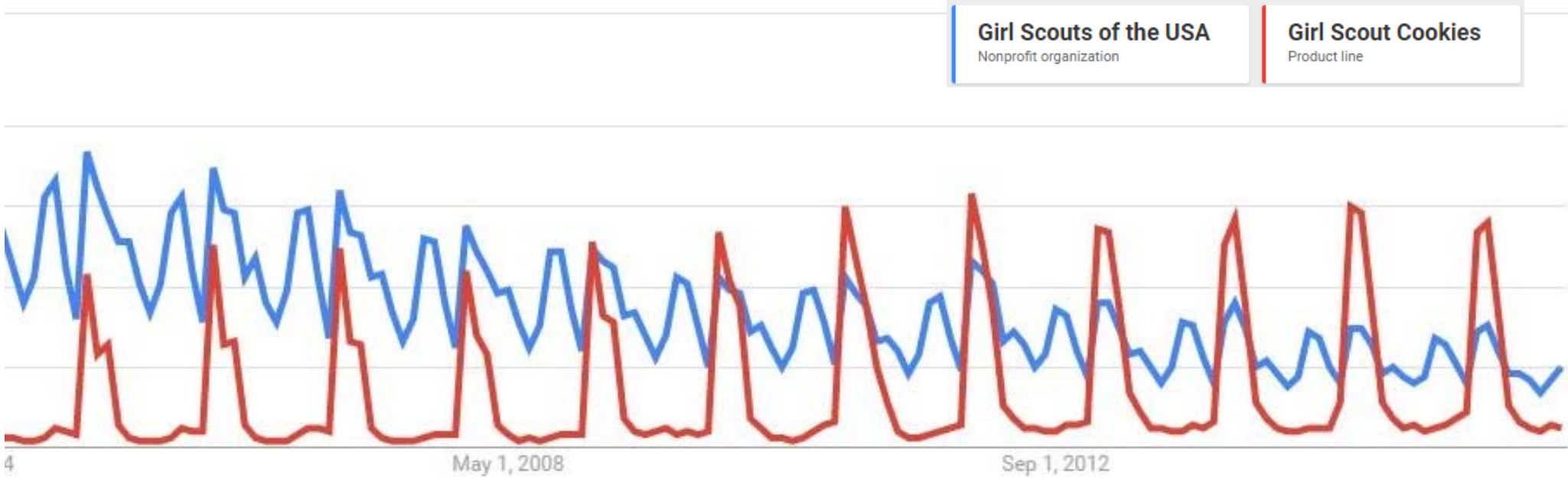
82%

SOURCE: “Understanding and Optimizing GSUSA’s Brand Partnerships,
HeartMind Strategies, December 2015”
Family Room Parent Segmentation Study, 2016

Membership Trends



Promoted Products over Purpose



Source: Google Search Trends September 2016

Our Opportunity



How do we make
Girl Scouts
culturally
relevant?



CATEGORY

Not preparing for a lifetime of leadership

“The problem isn’t teaching girls to code, it’s preparing girls for experiences they’ll face as a female coder...”

-The Pipeline isn't the problem, Inc.com



OUR TRUTH

The first and largest girl leadership organization

Our Founder



**Juliette
Gordon
Low**



Our Network



**60 Million
Girls and Women**



Our Experts



**Girl Scout
Research
Institute**



Our Program

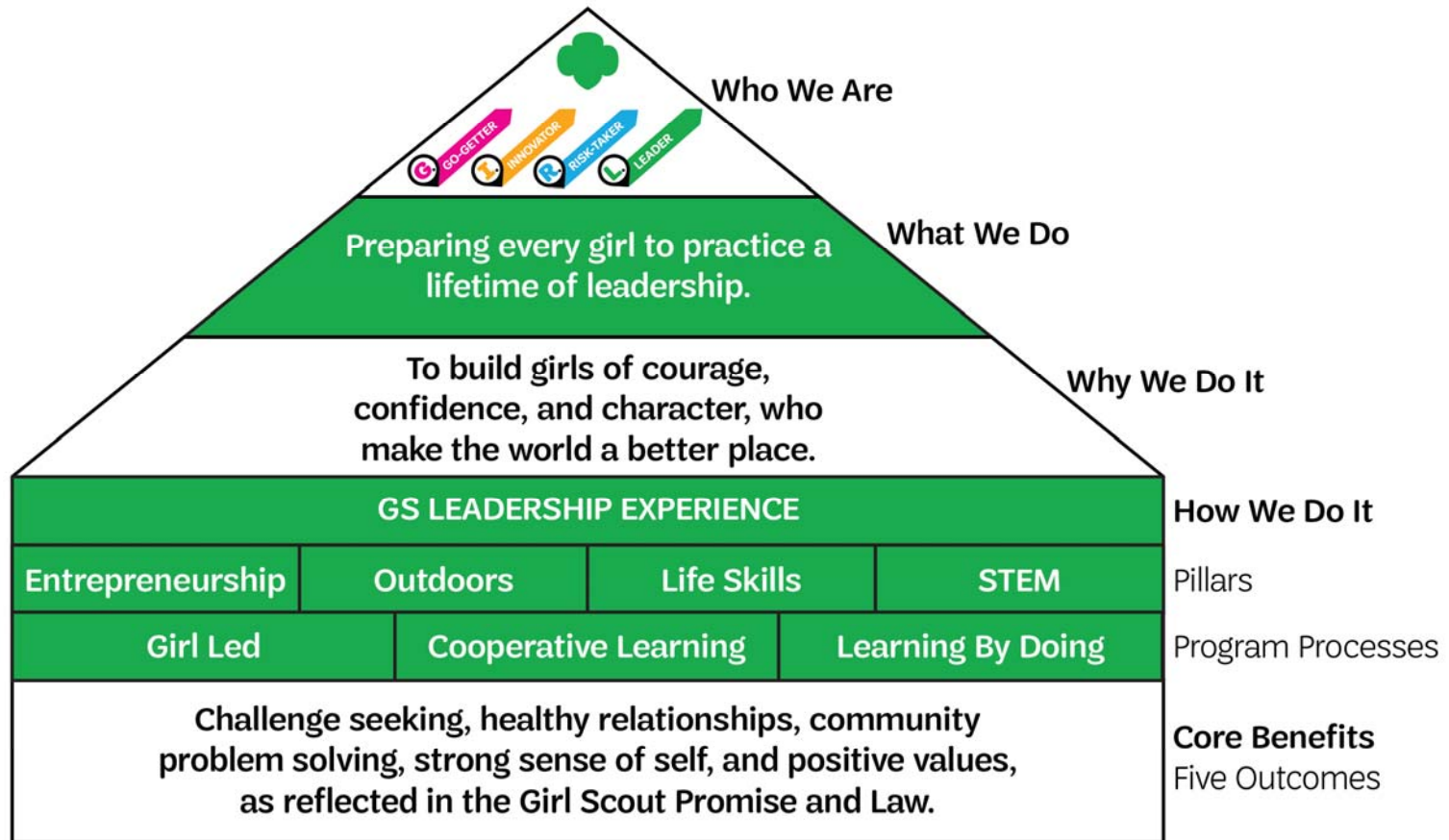


**Girl Scout
Leadership
Experience**



OUR PROGRAM

Outcome-Based Leadership



OUR GIRL SCOUT DNA

Girl Scouts are more likely to...

Practice resiliency and persist through challenges

Care about (and take action against) social injustices

Self-identify as a leader and take on leadership roles

Be financially literate and self-negotiate

Embrace new experiences and overcome failure

Be successful at conflict resolution

Set ambitious goals and think about the future

Advocate for herself and others

Be solution oriented and entrepreneurial

Want to travel the world and experience different cultures



Leadership the Girl Scout Way



Go-getter



Express vision, ambition, and persist through challenges



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Innovator



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I

Risk-taker



Make decisions, face fears, take on new experiences



R

Leader

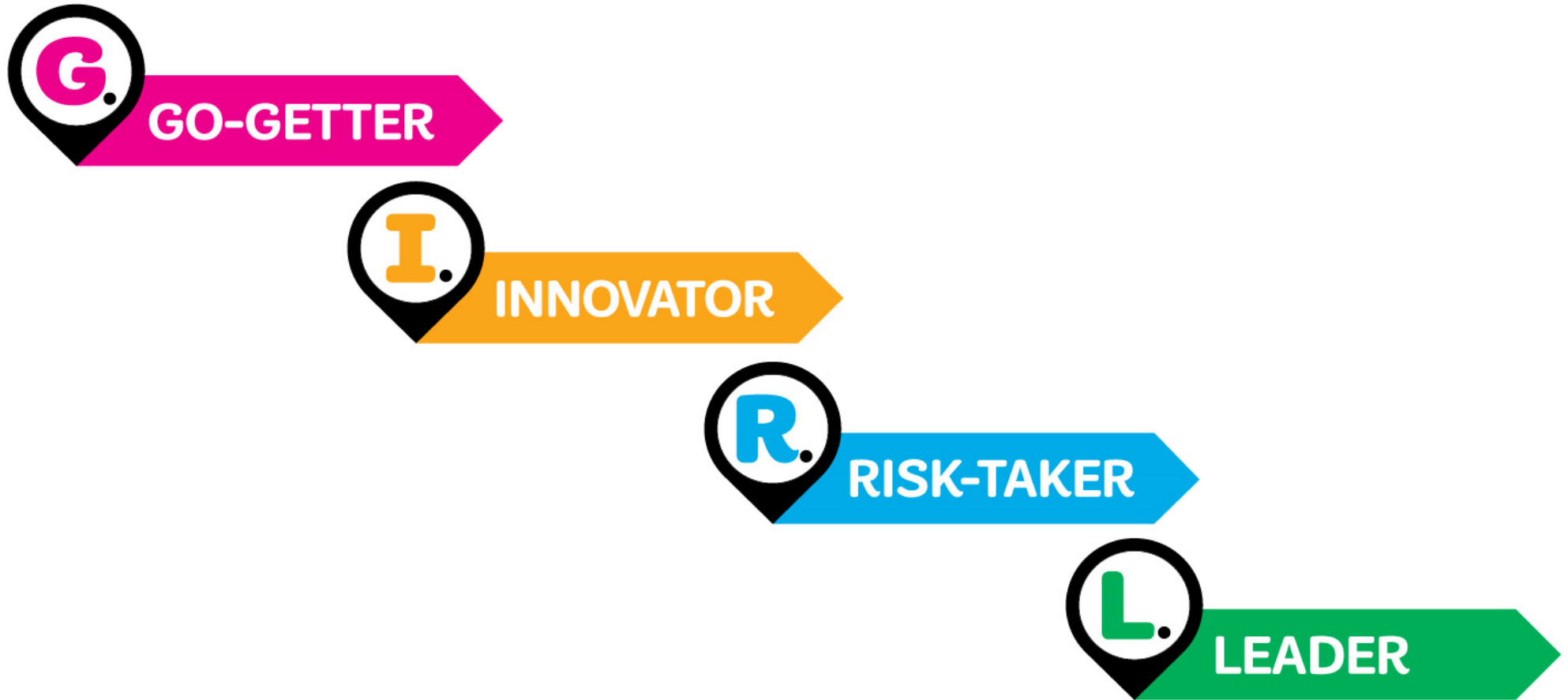


Empathize, identify strengths, and empower others



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What does that really mean?





Our Leadership Heritage



“The work of today is the history of tomorrow, and we are its makers.”

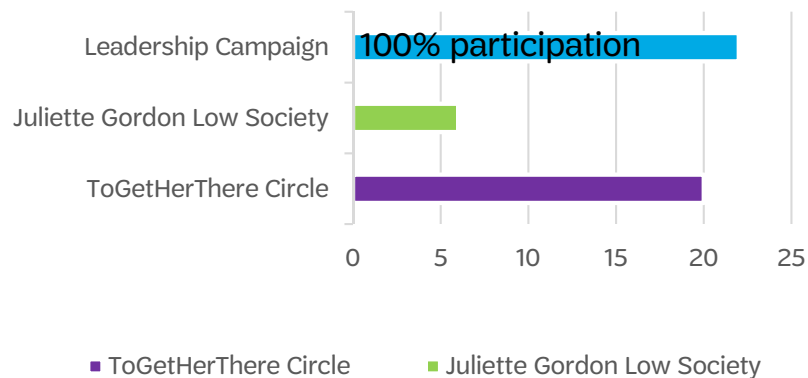
- Juliette Gordon Low

Fund Development Task Group



Theresa Hirschauer, Chair & Marcia Dowds, Chief Development Officer
Attachment H – Dashboard

Board Campaign Participation



Governance Task Group



Victoria Nilles, Chair

Attachment I – Board Monitoring
Summary Memo

Attachment J – Board Monitoring Summary



Outdoor Experience/Property Task Group



Sue Matz, Chair & Roni Luckenbill, Chief Executive Officer



Board's Role on Property



What is the board's role related to property?

Board's Role on Property



Direct:

Board is responsible for decisions to “acquire, encumber or dispose of real property.”

Indirect:

Confirm compliance with executive limitations:

1. Budget
2. Asset Protection

Role of Board Outdoor Experience/Property Task Group



Board Outdoor Experience/Property Task Group

To support and educate the board about the role and status of administrative and camp property and outdoor program in Girl Scouts; to prepare the board for discussions and decisions related to administrative and camp property and asset protection.

Communicate Priorities

1. Values Statement on Outdoor and Camp Experiences
2. Guidelines for Decision-Making on Property

Role of Board Outdoor Experience/Property Task Group



1. Values Statement on Outdoor and Camp Experiences
2. Guidelines for Decision-Making on Property
 - Program Quality
 - Safety and Risk Management
 - Fiscal Responsibility
 - Property Access

Role of Board Outdoor Experience/Property Task Group



Keep informed about progress

- Camp Woodhaven progress (commitment to members)
- Administrative Center progress
- Potential sale of properties (no progress to date)

Prepare for 2018 recommendation of camp property development with 2018 capital budet

- Visit camps WhipPoorWill, Butterworth, and Stonybrook to understand current conditions and challenges
- Learn about camp program usage and program plans over next 2 years
- Learn about the projected costs of potential renovations

Questions/Comments?



How Did We Work?



Bill Schretter, Board Monitor

Attachment K – Board Monitor Memo
& Report Form



Items for Next Agenda



Ellen Iobst, Chair

- 2018 Plan of Work & Budget
- Board Development Committee Report
- Outdoor Experience/Property Task Group Report
- Fund Development Task Group Report
- Governance Task Group Report
- Board Education – Outdoor Programming
- Report on the National Council Session
- 2018 Board Calendar



Adjournment

