



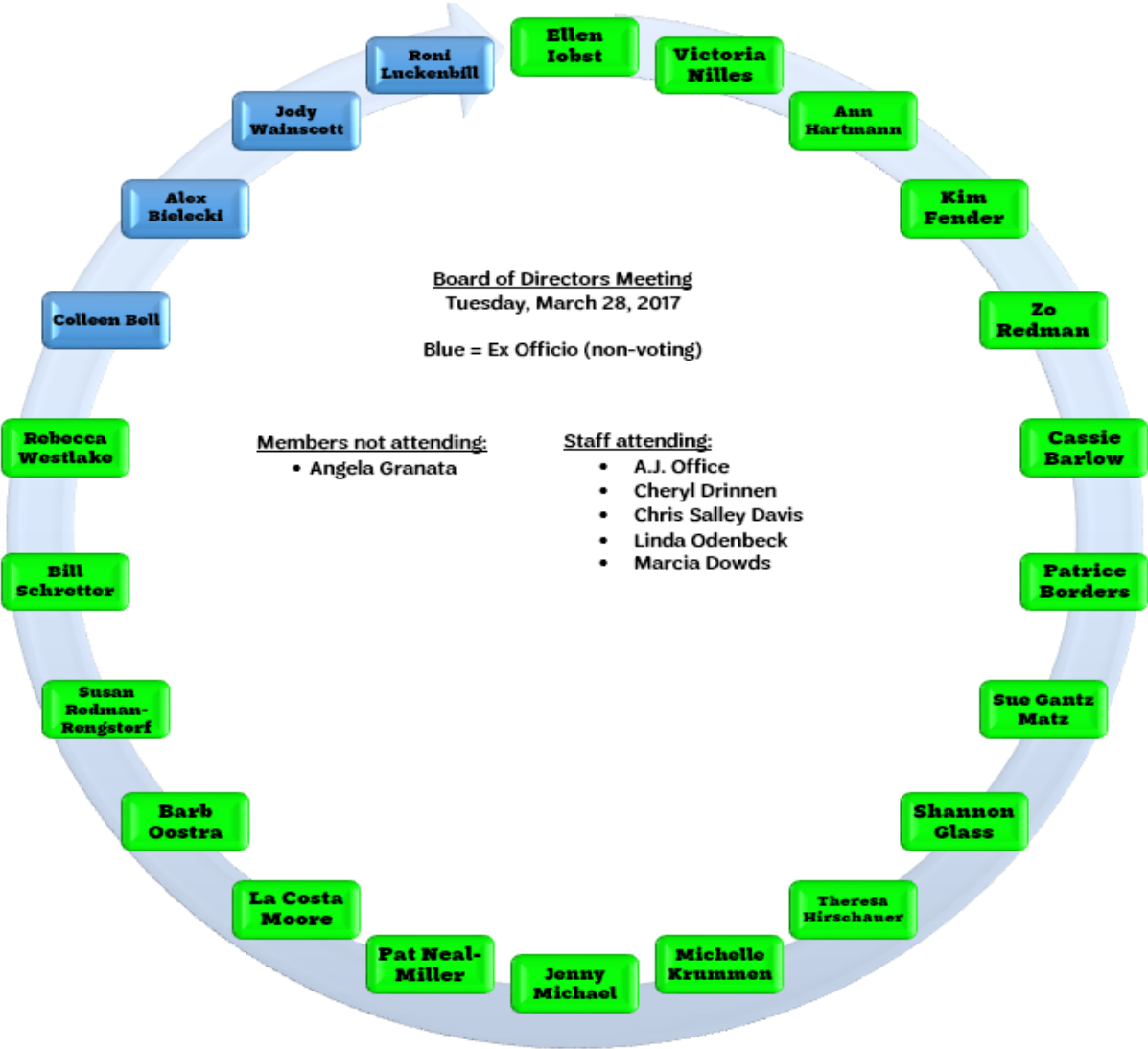
Board of Directors

Tuesday, March 28, 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.



The 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

Girl Scout Financial Empowerment

Chris Salley Davis, Senior Director of Program & Product Sales

Entrepreneurship

In Girl Scouting



Agenda

What are we talking about?



Chris Salley-Davis

Senior Director of Program and
Product Sales

Review the four pillars

Our Portfolio
What does GSWO offer



Introduction



Entrepreneurship

What does this mean in Girl Scouting?



Questions



Four Pillars

Entrepreneurship

Our famous Girl Scout Cookie Program, fall sale program and more!



Outdoors

Summer camp, camping weekends, outdoor skills and simple outdoor activities with girls.



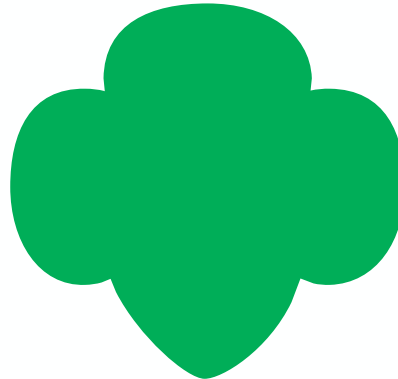
STEM

Science, technology, engineering and math programming



Life Skills

Career exploration, conflict resolution, healthy living, problem solving, grit and more!





The Research

What do girls say?

There is hope!

Girls expect to be independent and financially empowered, see few gender barriers in their way and have high expectations for their future financial lives.

There are gaps

Girls don't feel very confident in making financial decisions. They often do not have access to financial literacy curriculum through school and many parents lack the knowledge to help girls build skills beyond basic knowledge about saving and spending.

The Good News

Girls have bright ideas about their future



94% of girls would rather make their own money than rely on their parents.



80% would rather make their own money than marry someone who would support them financially.



Only **13%** believe that men are better with money than women.



86% say that both household parents should make financial decisions for the family.



96% of girls expect to be able to provide for their families



95% of girls expect they will own a home one day.



87% of girls expect they will make a lot of money



87% of girls expect they will give back to their communities.

The Gap:
Only 12% of girls feel “very confident”
making financial decisions.



Five Skills

What do girls gain from participation



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics





Our Portfolio

Look at everything we do!



Entrepreneurship

With Girl Scouts of Western Ohio

7,034

Girls participating in the Fall Sale Program
Gross \$1,136,688

21,430

Girls participating in the Cookie Program
On target to gross over \$14,389,420

Me2

This year **3,095** girls created a Me2 site and sold products using this digital tool as a part of their fall sale experience

Financial Literacy & Cookie Badges

12,647 girls earned Financial Literacy or Cookie Business Badges in 2016. We don't have 2017 numbers yet.

Service Unit Cookie Rallies

5,462 girls participated in service unit rallies. Across the country we have found that girls who participate in a program focused rally have a higher per girls package average

Digital Cookie

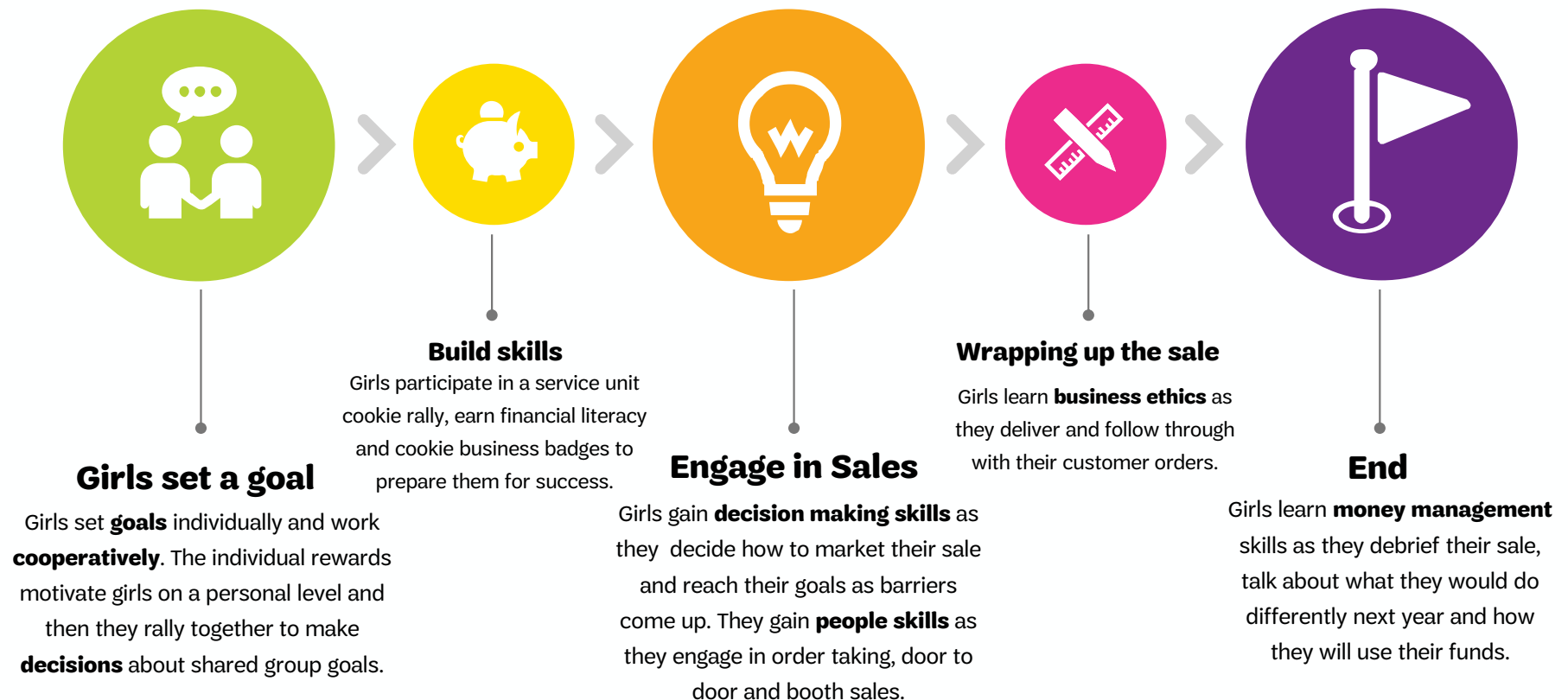
We are in our second year with this new tool that allows girls to connect with new and existing customers in a new way which broadens their business skills. This year **5,195** girls participated in Digital Cookie.

Cookie Booths

Cookie booths allow girls to build their money management and people skills by selling directly to customers in partnership with local businesses. This year **9,263** girls participated in cookie booths.

What does this look like?

Bringing it all together



Future Work

What's next?



Outreach Curriculum Development

Revamp financial literacy curriculum to be more focused on entrepreneurship combining innovation badges + Financial literacy badges



Toyota Grant

1,111 girls will be served by the Toyota Financing My Future grant targeting low income girls financial empowerment



Community Partners

Focus on building community partners who can support troops to earn the financial literacy badges





Questions?



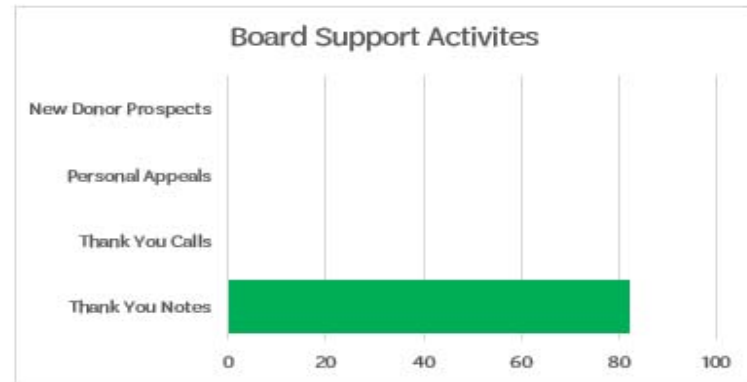
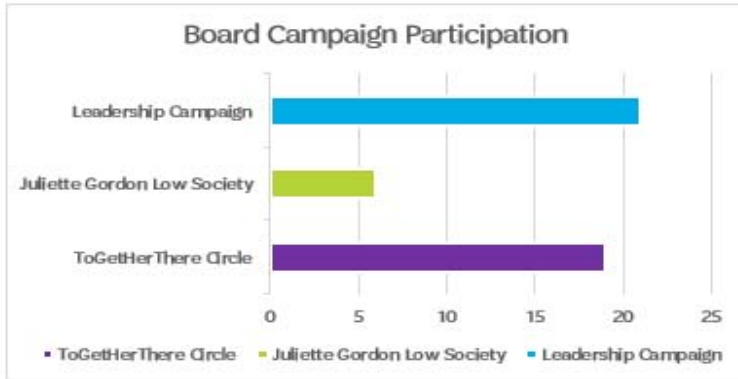
Fund Development Task Group

Jody Wainscott, Task Group Member
Attachment C

Board Fund Development Plan

March 15, 2017

Attachment C



Governance Task Group

Victoria Nilles, Task Group Chair

The Policy Governance Model

Carver's model provides a framework that:

1. “separates issues of organizational purpose (ENDS) from all other organizational issues (MEANS)”

and

2. “places the primary importance on the ENDS”



Four Policy Categories

- Ends
- Executive Limitations
- Governance Process
- Board-CEO Linkage

Ends

Ends Policies answer the questions:

What Benefits, for Whom, at What Cost?

- Demonstrate courage, confidence, and character, and make a difference
- Girls
- At a cost that balances time, resources, and results

GSWO Executive Limitation Policies

- Treatment of Girls and Volunteers
- Treatment of Staff
- Compensation and Benefits
- Financial Planning/Budgeting
- Financial Condition and Activities
- Asset Protection
- Ends Focus of Grants, Commitments or Contracts
- Emergency CEO Succession
- Communication and Support to the Board

Job Products – Policy 3.2

- Linking with the Ownership
- Policy Development
- Assurance of Successful Operational Performance

Board-CEO Linkage

A Comparison with Traditional

Traditional

- Directs Employees
- Narrow Policies
- Operations
- Dictates Means
- Reactive Fixers
- Advisors to CEO

Governance

- Directs CEO
- Broad Policies
- Prescribe Ends
- Means Limitations
- Forward Thinking
- Governors for Owners

The Basic Principles of the Model

1. Ownership
2. Governance Position
3. Board Holism
4. Ends Policies
5. Board Means Policies
6. Executive Limitations Policies
7. Policy Sizes
8. Delegation to Management
9. Any Reasonable Interpretation
10. Monitoring

Property/Outdoor Experience Task Group

Sue Gantz Matz, Task Group Chair

Task Group Agenda



Task Group Progress – Two Sub-Groups



Other Camp Projects



Progress on Administrative Centers



Next Steps



OD Experience Task Group

Two Sub Groups

Board Task Group

- **Identify Camp Renovation Priorities** – based on board criteria
- **Monitor progress in administrative facilities** – with focus on usefulness to volunteers and troops;
- **Make recommendations for 2017 – 2019**

Camp Operations Sub Group

Define and establish standardized processes and resources to make camp more accessible, appealing and easy to use by volunteers and girls.

Focus on WhipPoorWill

Administrative Service Centers

Toledo Service Center

Lima Service Center

Dayton Service Center

Cincinnati Service Center

Camp Properties

A. Camp Butterworth*

B. Camp Libbey

D. Camp Stonybrook

E. Camp WhipPoorWill

F. Camp Woodhaven

C. Camp Rolling Hills

G. Little House (Greenville)



Other Camp Projects

Camp Libbey - Rebuild the Libby dining hall kitchen floor joists; includes kitchen and bathroom renovation

Camp Stonybrook - Rebuild the director's cabin; destroyed in 2016 tornado; rebuilding and expanding to increase options for use.





Progress on Administrative Centers

Lima Service Center / Camp Woodhaven

- Awarded the contract to a local general contractor
- Construction starts on Duffy and Sweetbriar Lodges – first week of April
- Construction starts on office – early June

Dayton Service Center

- Construction drawings complete
- Bidders' Conference – March 29
- Construction Start (est.)– June 1

Camp Plan - Next Steps

Board Task Group

- Develop recommendations for 2017-18 Camp Construction Plan and recommendations for projects in next 3-5 years.

Camp Operations Task Group

- Develop standardized processes for checking out program resources, cleaning, maintenance needs, etc.
- Develop consistent standards for kitchen equipment and appliances, cleaning equipment, furniture, electronics recharging stations, etc.

Questions?



How Did We Work?

Michelle Krummen, Board Monitor



Items for Next Agenda

Ellen Iobst, Board Chair

Adjournment



Executive Session

CEO Performance Review

Ellen Iobst, Board Chair

