

# MEMO

**Date:** September 9, 2010

**To:** Board of Directors

**From:** Catherine Ingram, Council Performance Assessment Chair  
Barbara J. Bonifas, CEO

**Subject:** Council Performance Indicator

Attached is the report that was submitted to Girl Scouts of the USA to complete our Council Performance Indicator, the tool used to assess charter compliance. This report was submitted to the national board at its August, 2010 meeting; however, we have not received a report back on the status of our charter. We will briefly discuss the process and report at the September board meeting.

The following documents are attached for your review:

1. Council Performance Indicator Dashboard for Girl Scouts of Western Ohio (Attachment D-1)
2. Council Chartering Measures Reference Form (Attachment D-2)
3. Council Performance Indicator Documentation Reference (Attachment D-3)
4. Council Performance Indicator Checklist for Girl Scouts of Western Ohio (Attachment D-4)
5. GSUSA Council 5-Year Analysis for Girl Scouts of Western Ohio (Attachment D-5)

You will see that most indicators are in the green or blue zones. There are a few items that have been rated in the yellow zone. These are:

1. Girl retention – The data provided (52.3%) was from our first year of merger in which almost 7,000 girls were consciously not served by the means used prior to the merger. Our current retention rate (61.91%) falls into the green zone.
2. Operating deficit – We strongly disagree with this rating. GSUSA includes depreciation expense in calculating operating deficits. Girl Scouts of Western Ohio clearly understands that depreciation is an expense, and actively funds depreciation. Depreciation is funded from core revenue surplus and capital gains (capital gains are not considered a core revenue stream).
3. Public support as a percent of total income – We are currently at 18% and will need to be at a minimum of 20% to meet the blue zone. This will require additional efforts in fund development.
4. Product sales as a percent of total income – Girl Scouts of Western Ohio is at 68.7% of product sale to total income. This is partly due to the successful cookie sales that we execute and the difficulties in bringing fund development to a much higher percent of total income.

We will continue to monitor these areas and will inform of the board of any communication received from GSUSA concerning this report.