

**COUNCIL CHARTERING MEASURES REFERENCE FORM**

**Attachment B**

	Green Zone	Blue Zone	Yellow Zone	Red Zone
<b>GIRL MEMBERSHIP AND PROGRAM</b>				
<b>Girl Membership Share</b>	11.6% or higher	9.3% - 11.5%	6.5% - 9.2%	Less than 6.4%
<b>Girl Membership Growth</b>	2.2% increase or higher	Change between +2.1% and - 2.55%	Change between -2.54 and -6.6%	Losses of more than -6.7%
<b>Girl Retention – 2008 – 2009</b>	60% or higher	54% - 59%	48% - 53%	Less than 48%
<b>Diversity of Girl Membership Share</b>	Share in all major population groups is within 2% of overall share	Share in all major population groups is within 5% of overall share	Share in all major population groups is greater than 5% below overall share	Significant disparity among major population groups without positive trend or action
<b>Program Quality</b>	See checklist – all elements in place	See checklist – 1 element not in place	See checklist – 2 elements not in place	See checklist – 3 or more elements not in place
<b>ADULT LEADERSHIP</b>				
<b>Board Leadership</b>	See checklist – all elements accomplished	See checklist – 1 element not accomplished	See checklist – 2 elements not accomplished	See checklist – 3 or more elements not accomplished
<b>Systems/Plans</b>	See checklist – all current & used to drive the work of the council	See checklist – all current or in the process of being updated	See checklist – plans and systems in place but outdated and/or not used	See checklist – 1 or more of the starred elements not in place
<b>Adult Member Retention</b>	68% or higher	65% - 67%	61% - 64%	Less than 61%
<b>Adult Diversity at all Levels</b>	Reflects the diversity of the community in key positions-board, nominating committee, administrative volunteers & staff	Reflects the diversity of the community in 3 out of 5 racial/ethnic categories in key positions in the council	Reflects the diversity of the community in 2 out of 5 racial/ethnic categories in key positions in the council	Fails to reflect the diversity of the community in 4 out of 5 racial/ethnic categories in key positions in the council
<b>Support for Principles, Policies and Standards</b>	Advocates for the effective support of all Girl Scout principles, policies & standards	Effective support for all Girl Scout principles, policies, and standards	Evidence of lack of commitment to Girl Scout principles, policies and standards	Clear violation of Girl Scout principles, policies or standards
<b>FINANCES</b>				
<b>Operating Reserves in Months</b>	Each year of the charter period had more than 6 months and a written plan for all reserves over 12 months	At least 6 months achieved by the end of charter period	3 to 6 months	Less than 3 months and no evidence of other resources
<b>Operating Deficits</b>	No unplanned deficit over the past 4 years	Small deficit for one year	Operating deficits repeated or substantial (greater than 15% of expenses) or cumulative deficit for 4 years	Cumulative 4 year deficit
<b>Public Support Percent</b>	Greater than 40% of total income, including all sources	20% - 40% of total income	10% - 19% of total income	Less than 10% of total income
<b>Product Sales Percent</b>	Less than 40% of total income	41% – 50% of total income	51%- 70% of total income	Greater than 70% of total income