

MEMO

Attachment G



Date: September 12, 2014
To: Board of Directors
From: Ellen Iobst, 1st Vice Chair
Subject: National Council Session Proposals

The following three proposals will be presented for debate and action at the 2014 Girl Scout National Council Session in October. The board will have an opportunity, in September, to discuss these issues and provide input to our national council delegates. Please review the proposals and be prepared to discuss them at our board meeting. Thank you.

1. **Flexibility of Dues and Registration Practices:** This proposal was submitted by the Task Group to Study National Dues Structure and Registration Practices. The task group recommends that the national council consider more flexible language to ensure that our governing documents accommodate innovation and enable quick organizational responses to new opportunities. The recommendation of the task group is to retain “annual” and “lifetime” dues categories while allowing for the addition of other categories. While no decisions have been made, some of the ideas include:
 - a. Pursuing a 16-month membership option for girls and adults to accommodate the summer program activities.
 - b. Pursuing contributing membership as a new membership option.
 - c. Pursuing improved marketing, packaging, and incentivizing of membership, such as bundling membership and retail or having family memberships.
 - d. Pursuing organizational partnerships, while not a membership category, but could be a model to be developed.

The task group anticipates that technology enhancements and process improvements will see continuous opportunities for growing membership and improving customers’ experiences. They are attempting to remove potential barriers by making the language in the Constitution more flexible to allow for responsiveness. The national board recommends adoption of this proposal.

2. **Reporting Relationship of the Chief Financial Officer:** Governing documents have reflected the practice of having the CFO approved by the national board since the 1930s. Consultants are in agreement that there should be one executive appointed by the board, with all other staff members reporting to that one executive. This strengthens role clarity and is consistent with nonprofit sector best practices. The CEO is the appropriate executive to appoint the CFO. The national board recommends adoption of this proposal.
3. **Role of the Past Presidents:** By virtue of having served as President of GSUSA, all Past Presidents hold membership on the national board as ex officio members, without vote. Research shows that comparable nonprofits do not have a place on their national boards for the past presidents of their organizations, nor do they have formal roles defined in their governing documents for past presidents. Past presidents can be utilized in an effective manner for the betterment of the Movement without their roles being defined in the governing documents. The national board recommends adoption of this proposal.