

2017 National Council Session Agenda

National Council Proposals

PROPOSAL 1

Constitutional Amendment Reducing the Size of the National Board

Part A

To amend Article X, Section 2 of the Constitution of Girl Scouts of the USA by striking the number “25” and inserting the number “15”*

Current Wording	Proposed Amendment	If Adopted, Will Read
The National Board of Directors shall consist of the President, the Vice Presidents, the Secretary, and the Treasurer; and 25 members-at-large. The Chair of the National Board Development Committee, if not already elected to the National Board, shall be ex officio a member of the National Board. The Chief Executive Officer shall be an ex officio member without vote. The National Board shall at all times be representative of the various geographical areas of the country.	The National Board of Directors shall consist of the President, the Vice Presidents, the Secretary, and the Treasurer; and 25 15 members-at-large. The Chair of the National Board Development Committee, if not already elected to the National Board, shall be ex officio a member of the National Board. The Chief Executive Officer shall be an ex officio member without vote. The National Board shall at all times be representative of the various geographical areas of the country.	The National Board of Directors shall consist of the President, the Vice Presidents, the Secretary, and the Treasurer; and 15 members-at-large. The Chair of the National Board Development Committee, if not already elected to the National Board, shall be ex officio a member of the National Board. The Chief Executive Officer shall be an ex officio member without vote. The National Board shall at all times be representative of the various geographical areas of the country.

Proviso: If adopted, this amendment becomes effective at the conclusion of the 2017-2020 triennium.

*NOTE: Reducing the number of members-at-large to 15 does not include the 5 elected officers, bringing the new National Board size to 20/21.

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Submitted By

National Board of Directors of Girl Scouts of the USA

Rationale

The National Board Development Committee recommended this change to the National Board after review of many sources, including research on non-profit sector best practices, Girl Scout council governance surveys and board self-assessments.

There is no “one-size-fits-all” approach to board size. Overall, however, board size is trending down across the nonprofit sector: in 2015 the average board size was 15, down from 19 in 1994.¹ Multistate, national and international boards generally average 13.3 to 14.7.² The average Girl Scout council board size in 2016 was 18.8, down from 20.5 in 2012.³

Research suggest that boards between the size of 15-22 are rated more effective by their CEOs and report better governance practices.⁴ In addition, board members serving on boards with more than 20 members tend to rate board performance and satisfaction with service significantly lower than those serving on boards of 20 or fewer.⁵

A board size of 20/21 will position the National Board well to manage its work. The change will improve efficiency and effectiveness of deliberation, improve levels of board member engagement and satisfaction, result in cost savings for the organization by reducing board travel expenses and board support expenses, and bring GSUSA in line with best governance practices in the sector.

Recommendation of the National Board

The National Board recommends that the proposal be adopted.

¹ BoardSource, *Leading with Intent: A National Index of Nonprofit Board Practices* (Washington, D.C.: BoardSource, 2015).

² BoardSource, *Leading with Intent: A National Index of Nonprofit Board Practices* (Washington, D.C.: BoardSource, 2015).

³ GSUSA Board Governance Survey: Conclusions and Recommendations 2016, prepared by BoardSource.

⁴ BoardSource, *Nonprofit Governance Index 2007* (Washington, D.C.: BoardSource, 2007).

⁵ M. Dignam & R. Tenuta, *Assessing Board Performance: An Analysis of ASAE-BoardSource Board Self-Assessment Results* (BoardSource/ASAE Foundation 2013).

PROPOSAL 2

Constitution and Bylaws Amendments Establish the National Board Development Committee As a Committee of the National Board of Directors

This is a nine-part proposal.

Part A

To amend the Girl Scouts of the USA Constitution, Article XII, National Board Development Committee, Nominations, and Elections by substitution as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>Article XII, National Board Development Committee, Nominations and Elections</p> <ol style="list-style-type: none"> The National Board Development Committee shall consist of seven (7) members, including the chair of the committee; the CEO of Girl Scouts of the United States of America shall serve as an ex officio nonvoting member. Between meetings of the National Council, the National Board Development Committee shall work in partnership with and report to the National Board of Directors. At least two (2) members shall be members of the National Board of Directors and at least three (3) members shall be non-National Board members. Members shall be elected by the National Council. The term of office shall commence at the adjournment of the National Council Session when elected, and shall end at the adjournment of the next regular session, or until successors are elected and assume office. 	<p>Article XII, National Board Development Committee, Nominations and Elections-</p> <ol style="list-style-type: none"> The National Board Development Committee shall consist of seven (7) members, including the chair of the committee; the CEO of Girl Scouts of the United States of America shall serve as an ex officio nonvoting member. Between meetings of the National Council, the National Board Development Committee shall work in partnership with and report to the National Board of Directors. At least two (2) members shall be members of the National Board of Directors and at least three (3) members shall be non-National Board members. Members shall be elected by the National Council. The term of office shall commence at the adjournment of the National Council Session when elected, and shall end at the adjournment of the next regular session, or until successors are elected and assume office. 	<p>Article XII, Nominations and Elections</p> <ol style="list-style-type: none"> The National Board Development Committee, as a committee of the National Board, shall present at each regular session of the National Council a single slate of nominees for: a) the President; b) the Vice Presidents; c) the Secretary; d) the Treasurer; and e) the members-at large of the National Board of Directors. One (1) member of the National Board Development Committee may be eligible for nomination for an officer position. A nominee for President shall be a current member of the National Board of Directors. Nominations may be made from the floor of the National Council Session provided that notice of such nomination and written consent to serve by the nominee(s) shall have been provided to the President and the Chair of the National Board Development Committee at least forty-eight (48) hours prior to the published time for the convening of the meeting at which the election shall be held.

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Current Wording	Proposed Amendment	If Adopted, Will Read
<p>5. At least two (2) members, but no more than three (3) shall serve a second consecutive term. No individual shall serve more than two (2) consecutive terms as a member of the committee.</p> <p>6. The chair of the committee shall be appointed by the President from amongst the members of the National Board Development Committee and approved by either the Executive Committee or the National Board. Individual(s) shall serve no more than one (1) term as chair of the National Board Development Committee.</p> <p>7. The committee shall elect a Vice Chair from amongst its membership.</p> <p>8. A vacancy in any position, including the chair, shall be filled by the National Board for the unexpired term.</p> <p>9. The committee shall present at each regular session of the National Council a single slate of nominees for: a) the President; b) the Vice Presidents; c) the Secretary; d) the Treasurer; e) members-at-large of the National Board of Directors; and f) members of the National Board Development Committee. No member of the National Board Development Committee shall be eligible to be nominated for any officer position. A nominee for President shall be</p>	<p>5. At least two (2) members, but no more than three (3) shall serve a second consecutive term. No individual shall serve more than two (2) consecutive terms as a member of the committee.</p> <p>6. The chair of the committee shall be appointed by the President from amongst the members of the National Board Development Committee and approved by either the Executive Committee or the National Board. Individual(s) shall serve no more than one (1) term as chair of the National Board Development Committee.</p> <p>7. The committee shall elect a Vice Chair from amongst its membership.</p> <p>8. A vacancy in any position, including the chair, shall be filled by the National Board for the unexpired term.</p> <p>9. The committee shall present at each regular session of the National Council a single slate of nominees for: a) the President; b) the Vice Presidents; c) the Secretary; d) the Treasurer; e) members-at-large of the National Board of Directors; and f) members of the National Board Development Committee. No member of the National Board Development Committee shall be eligible to be nominated for any officer position. A nominee for President shall be</p>	<p>3. Election to any position on the National Board shall require a majority of votes cast by those present and voting at the National Council Session.</p> <p>4. Elections shall be by ballot, including electronic balloting, except if there is only one nominee for a position, the election may be held by acclamation.</p>

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>a current member of the National Board of Directors.</p>	<p>a current member of the National Board of Directors.</p>	
<p>10. Nominations may be made from the floor of the National Council Session provided that notice of such nomination and written consent to serve by the nominee(s) shall have been provided to the President and the Chair of the National Board Development Committee at least forty-eight (48) hours prior to the published time for the convening of the meeting at which the election shall be held.</p>	<p>10. Nominations may be made from the floor of the National Council Session provided that notice of such nomination and written consent to serve by the nominee(s) shall have been provided to the President and the Chair of the National Board Development Committee at least forty-eight (48) hours prior to the published time for the convening of the meeting at which the election shall be held.</p>	
<p>11. Election to any position on the National Board or the National Board Development Committee shall require a majority of votes cast by those present and voting at the National Council Session.</p>	<p>11. Election to any position on the National Board or the National Board Development Committee shall require a majority of votes cast by those present and voting at the National Council Session.</p>	
<p>12. Elections shall be by ballot, including electronic balloting, except if there is only one nominee for a position, the election may be held by acclamation.</p>	<p>12. Elections shall be by ballot, including electronic balloting, except if there is only one nominee for a position, the election may be held by acclamation.</p>	
<p>13. Any National Board Development Committee member who is absent from two (2) consecutive National Board Development Committee meetings in their entirety without good cause, acceptable to the National Board Development Committee Chair, upon recommendation of the National Board Development Committee to the National Board of Directors, shall be removed from the National Board Development Committee by a majority of the National</p>	<p>13. Any National Board Development Committee member who is absent from two (2) consecutive National Board Development Committee meetings in their entirety without good cause, acceptable to the National Board Development Committee Chair, upon recommendation of the National Board Development Committee to the National Board of Directors, shall be removed from the National Board Development Committee by a majority of the National</p>	

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Current Wording	Proposed Amendment	If Adopted, Will Read
<p>Board members present and voting at any regular meeting of the National Board of Directors. Further, upon recommendation of the National Board Development committee to the National Board of Directors, a National Board Development Committee member may be removed with or without cause by a three-fourths vote of the total number of the National Board of Directors.</p>	<p>Board members present and voting at any regular meeting of the National Board of Directors. Further, upon recommendation of the National Board Development committee to the National Board of Directors, a National Board Development Committee member may be removed with or without cause by a three-fourths vote of the total number of the National Board of Directors.</p> <p>Article XII. Nominations and Elections</p> <p>1. <u>The National Board Development Committee, as a committee of the National Board, shall present at each regular session of the National Council a single slate of nominees for: a) the President; b) the Vice Presidents; c) the Secretary; d) the Treasurer; and e) the members-at large of the National Board of Directors. One (1) member of the National Board Development Committee may be eligible for nomination for an officer position. A nominee for President shall be a current member of the National Board of Directors.</u></p> <p>2. <u>Nominations may be made from the floor of the National Council Session provided that notice of such nomination and written consent to serve by the nominee(s) shall have been provided to the President and</u></p>	

Current Wording	Proposed Amendment	If Adopted, Will Read
	<p><u>the Chair of the National Board Development Committee at least forty-eight (48) hours prior to the published time for the convening of the meeting at which the election shall be held.</u></p> <p><u>3. Election to any position on the National Board shall require a majority of votes cast by those present and voting at the National Council Session.</u></p> <p><u>4. Elections shall be by ballot, including electronic balloting, except if there is only one nominee for a position, the election may be held by acclamation.</u></p>	

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

If Part A fails, Parts B, C, D, E, F, G, H, and I will **NOT** be considered.

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Part B

To amend the Girl Scouts of the USA Constitution, Article IV., The National Council, 4., by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>4. The membership of the National Council shall consist of:</p> <ul style="list-style-type: none"> a. delegates elected by Girl Scout councils who are registered through such local councils; b. delegates from USA Girl Scouts Overseas; c. members of the National Board of Directors; d. members of the National Board Development Committee; e. Past Presidents of Girl Scouts of the United States of America; and f. such other persons as may be elected by the National Council. 	<p>4. The membership of the National Council shall consist of:</p> <ul style="list-style-type: none"> a. delegates elected by Girl Scout councils who are registered through such local councils; b. delegates from USA Girl Scouts Overseas; c. members of the National Board of Directors; d. members of the National Board Development Committee; e. Past Presidents of Girl Scouts of the United States of America; and f. such other persons as may be elected by the National Council. 	<p>4. The membership of the National Council shall consist of:</p> <ul style="list-style-type: none"> a. delegates elected by Girl Scout councils who are registered through such local councils; b. delegates from USA Girl Scouts Overseas; c. members of the National Board of Directors; d. Past Presidents of Girl Scouts of the United States of America; and e. such other persons as may be elected by the National Council.

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

Part C

To amend the Girl Scouts of the USA Constitution, Article IV, The National Council, 7. by inserting and striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>7. Subject to the requirements of the preceding sections of this article, delegates elected by local councils shall serve as members of the National Council for three years from the date of their election or until their successors are elected, provided they remain the delegates of the local council which elected them; delegates from USA Girl Scouts Overseas shall serve as members for three years from the date of their selection or until their successors are selected, provided they remain delegates from USA Girl Scouts Overseas; members of the National Board of Directors and National Board Development Committee shall be members of the National Council during their term of office; those persons elected by the National Council shall serve until the next regular session of the National Council.</p>	<p>7. Subject to the requirements of the preceding sections of this article, delegates elected by local councils shall serve as members of the National Council for three years from the date of their election or until their successors are elected, provided they remain the delegates of the local council which elected them; delegates from USA Girl Scouts Overseas shall serve as members for three years from the date of their selection or until their successors are selected, provided they remain delegates from USA Girl Scouts Overseas; and members of the National Board of Directors and National Board Development Committee shall be members of the National Council during their term of office; those persons elected by the National Council shall serve until the next regular session of the National Council.</p>	<p>7. Subject to the requirements of the preceding sections of this article, delegates elected by local councils shall serve as members of the National Council for three years from the date of their election or until their successors are elected, provided they remain the delegates of the local council which elected them; delegates from USA Girl Scouts Overseas shall serve as members for three years from the date of their selection or until their successors are selected, provided they remain delegates from USA Girl Scouts Overseas; and members of the National Board of Directors shall be members of the National Council during their term of office; those persons elected by the National Council shall serve until the next regular session of the National Council.</p>

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

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Part D

To amend the Girl Scouts of the USA Constitution, Article V., Sessions of the National Council, 1. by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
1. There shall be a regular session of the National Council held triennially at such time and place as determined by the National Board of Directors. Notice of the time, place, and purpose of such session shall be mailed not less than 60 days before the session to each local council, to each USA Girl Scouts Overseas committee, and to each member of the National Board of Directors and National Board Development Committee.	1. There shall be a regular session of the National Council held triennially at such time and place as determined by the National Board of Directors. Notice of the time, place, and purpose of such session shall be mailed not less than 60 days before the session to each local council, to each USA Girl Scouts Overseas committee, and to each member of the National Board of Directors and National Board Development Committee.	1. There shall be a regular session of the National Council held triennially at such time and place as determined by the National Board of Directors. Notice of the time, place, and purpose of such session shall be mailed not less than 60 days before the session to each local council, to each USA Girl Scouts Overseas committee, and to each member of the National Board of Directors.

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

Part E

To amend the Girl Scouts of the USA Constitution, Article V., Sessions of the National Council, 3. third paragraph, by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
Notice of the special session, stating the time, place, and specific purpose, shall be mailed not less than 30 days before the session to each local council, each delegate from USA Girl Scouts Overseas, each member of the National Board of Directors and the National Board Development Committee, each Past President, and each member elected by the National Council who is entitled to vote at such session.	Notice of the special session, stating the time, place, and specific purpose, shall be mailed not less than 30 days before the session to each local council, each delegate from USA Girl Scouts Overseas, each member of the National Board of Directors and the National Board Development Committee, each Past President, and each member elected by the National Council who is entitled to vote at such session.	Notice of the special session, stating the time, place, and specific purpose, shall be mailed not less than 30 days before the session to each local council, each delegate from USA Girl Scouts Overseas, each member of the National Board of Directors, each Past President, and each member elected by the National Council who is entitled to vote at such session.

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

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Part F

To amend the Girl Scouts of the USA Constitution, Article X., National Board of Directors, 2. by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>2. The National Board of Directors shall consist of the President, the Vice Presidents, the Secretary, and the Treasurer; and 25 members-at-large. The Chair of the National Board Development Committee, if not already elected to the National Board, shall be ex officio a member of the National Board. The Chief Executive Officer shall be an ex officio member without vote. The National Board shall at all times be representative of the various geographical areas of the country.</p>	<p>2. The National Board of Directors shall consist of the President, the Vice Presidents, the Secretary, and the Treasurer; and 25 members-at-large. The Chair of the National Board Development Committee, if not already elected to the National Board, shall be ex officio a member of the National Board. The Chief Executive Officer shall be an ex officio member without vote. The National Board shall at all times be representative of the various geographical areas of the country.</p>	<p>2. The National Board of Directors shall consist of the President, the Vice Presidents, the Secretary, and the Treasurer; and 25 members-at-large. The Chief Executive Officer shall be an ex officio member without vote. The National Board shall at all times be representative of the various geographical areas of the country.</p>

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

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Part G

To amend the Girl Scouts of the USA Constitution, Article X., National Board of Directors, 3. by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
3. All members-at-large of the National Board of Directors shall be elected by the National Council at each regular session to serve a three-year term beginning at the time of their installation at the session when elected and ending upon the installation of their successors at the next regular session of the National Council, except that National Board members elected also as members of the National Board Development Committee shall have a three-year term to coincide with the term of the National Board Development Committee members.	3. All members-at-large of the National Board of Directors shall be elected by the National Council at each regular session to serve a three-year term beginning at the time of their installation at the session when elected and ending upon the installation of their successors at the next regular session of the National Council, except that National Board members elected also as members of the National Board Development Committee shall have a three-year term to coincide with the term of the National Board Development Committee members.	3. All members-at-large of the National Board of Directors shall be elected by the National Council at each regular session to serve a three-year term beginning at the time of their installation at the session when elected and ending upon the installation of their successors at the next regular session of the National Council.

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

Part H

To amend the Girl Scouts of the USA Bylaws, Article II, Officers, 1.A.v. by adding as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
1. A. v. serve ex officio as a member of all committees established by the National Board.	1. A. v. serve ex officio as a member of all committees established by the National Board, <u>except for the National Board Development Committee.</u>	1. A. v. serve ex officio as a member of all committees established by the National Board, except for the National Board Development Committee.

Proviso: If adopted, the amendment will be effective with the 2020-2023 triennium.

Part I

To amend the Girl Scouts of the USA Bylaws, Article IV., Executive Committee, 1. by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>1. Composition. The Executive Committee shall consist of no more than 11 members, as follows:</p> <p>A. The President, the First Vice President, the Second Vice President, the Secretary, and the Treasurer;</p> <p>B. The Chair of the National Board Development Committee;</p> <p>C. The International Commissioner;</p> <p>D. Up to four members-at-large, appointed by the President;</p> <p>E. The CEO, who shall serve as an ex officio member without vote.</p>	<p>1. Composition. The Executive Committee shall consist of no more than 11 10 members, as follows:</p> <p>A. The President, the First Vice President, the Second Vice President, the Secretary, and the Treasurer;</p> <p>B. The Chair of the National Board Development Committee;</p> <p>C. The International Commissioner;</p> <p>D. Up to four members-at-large, appointed by the President;</p> <p>E. The CEO, who shall serve as an ex officio member without vote.</p>	<p>1. Composition. The Executive Committee shall consist of no more than 10 members, as follows:</p> <p>A. The President, the First Vice President, the Second Vice President, the Secretary, and the Treasurer;</p> <p>B. The International Commissioner;</p> <p>C. Up to four members-at-large, appointed by the President;</p> <p>D. The CEO, who shall serve as an ex officio member without vote.</p>

Proviso: if adopted, the amendment will be effective with the 2020-2023 triennium.

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Submitted By

National Board of Directors of Girl Scouts of the USA

Rationale

Currently, the NBDC is comprised of both board members and non-board members, and is elected by the National Council. This change would make the NBDC a committee of the board. Committees of the board are comprised entirely of board members and appointed by the board after recommendation by the National President. The National Council will continue to elect board members and officers at the triennium.

The National Board recommends this change upon recommendation of the NBDC.

This change will bring GSUSA in line with current governance practices in the nonprofit sector. The NBDC (variously known in other organizations as the Governance Committee or Board Development/Nominating Committee), is increasingly a committee of the board appointed by the board. BoardSource, a recognized leader in nonprofit board leadership with nearly three decades of experience in developing resources and research data to increase board effectiveness and strengthen organizational impact, has long held the belief that this type of committee is appropriately a committee appointed by the Board.

The NBDC's responsibilities are twofold. First, the NBDC performs the function of a traditional nominating committee: identifying and recommending nominees to the National Board. Second, the NBDC performs a broader function, of overseeing the National Board's development and effectiveness through engaging and developing board members, ensuring that the board is performing at an optimal level, and planning for leadership succession. The two functions are integrally related: by working closely with the National Board throughout its term to assess its effectiveness, the NBDC is able to better identify areas of strength and opportunities for future board composition.

To best perform these functions, it is helpful for all NBDC members to be board members, so that they are fully authorized to attend meetings of the National Board and engage in its work. Attending these meetings best enables NBDC members to gain an understanding of the nature of the work of the board, assess opportunities for development and involvement of board members, and source appropriate candidates for nomination. The work of the National Board requires discussion and deliberations regarding topics of sensitive and legal nature in which non-board members should not be included. During these deliberations non-board members are excused. It is not an appropriate use of NBDC members' time and talents to invite them to board meetings and then excuse them from full participation. The National Board believes that these functions are best handled by board members who can fully engage and attend all board meetings. This participation gives them the closest eye to the needs of the board for board development and succession planning.

This change would also provide that one person from the NBDC may be eligible to be nominated for an officer position. This provision still addresses concerns about perceived conflicts of interest (since the NBDC nominates officers), but provides some limited flexibility in the event that an ideal officer candidate happens to be serving on the NBDC.

Recommendation of the National Board

The National Board recommends that the proposal be adopted.

PROPOSAL 3

Blue Book of Basic Documents Amendment Lifetime Membership Dues

This is a three-part amendment.

Part A

To amend provisions in the Credentials/Certificate of Membership/Membership Requirements/Lifetime Membership section of *The Blue Book of Basic Documents* by striking as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
<p>Lifetime membership as a Girl Scout adult is granted to any person (18 years of age or older or a high school graduate or equivalent) who:</p> <ul style="list-style-type: none"> • accepts the principles and beliefs as stated in the Preamble of the Constitution; • has paid lifetime membership dues of 25 times the annual membership dues; lifetime membership dues of 13 times the annual membership dues shall be offered to any girl who is a registered Girl Scout Ambassador at the time of her high school graduation or equivalent, and be available to her before the girl's current membership expires; • meets applicable membership standards. 	<p>Lifetime membership as a Girl Scout adult is granted to any person (18 years of age or older or a high school graduate or equivalent) who:</p> <ul style="list-style-type: none"> • accepts the principles and beliefs as stated in the Preamble of the Constitution; • has paid lifetime membership dues of 25 times the annual membership dues; lifetime membership dues of 13 times the annual membership dues shall be offered to any girl who is a registered Girl Scout Ambassador at the time of her high school graduation or equivalent, and be available to her before the girl's current membership expires; • meets applicable membership standards. 	<p>Lifetime membership as a Girl Scout adult is granted to any person (18 years of age or older or a high school graduate or equivalent) who:</p> <ul style="list-style-type: none"> • accepts the principles and beliefs as stated in the Preamble of the Constitution; • has paid lifetime membership dues; • meets applicable membership standards.

If Part A fails, Parts B and C will **NOT** be considered.

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Part B

To amend provisions in the Credentials/Membership Dues and Procedures for Registration/Lifetime Members section of *The Blue Book of Basic Documents* by striking and inserting as follows:

Current Wording	Proposed Amendment	If Adopted, Will Read
Lifetime members pay 25 times the annual membership dues at the time they become lifetime members.	Lifetime members pay 25 times the annual <u>\$400 lifetime</u> membership dues at the time they become lifetime members.	Lifetime members pay \$400 lifetime membership dues at the time they become lifetime members.

Part C

Current Wording	Proposed Amendment	If Adopted, Will Read
Lifetime members pay 25 times the annual membership dues at the time they become lifetime members.	Lifetime members pay 25 times the annual membership dues at the time they become lifetime members; <u>discounted lifetime membership dues of \$200 shall be offered to anyone who was a registered Girl Scout member before the age of 18 and is under the age of 30 at the time of becoming a lifetime member.</u>	Lifetime members pay 25 times the annual membership dues at the time they become lifetime members; discounted lifetime membership dues of \$200 shall be offered to anyone who was a registered Girl Scout member before the age of 18 and is under the age of 30 at the time of becoming a lifetime member.

Submitted By

National Board of Directors of Girl Scouts of the USA

Background

In January 2016, the National Board voted to increase annual membership dues from \$15 to \$25 beginning in Membership Year 2018. Because lifetime membership dues are currently calculated as a multiplier of annual membership dues, this would have significantly increased the price of lifetime dues.

Since 2012 a Membership Category Task Force comprised of council CEOs, council COOs, and GSUSA representatives has studied membership options. Last year, as an outgrowth of that work, a council committee was formed and chartered to provide the National Board with recommendations on membership categories and, specifically, a recommendation on a new way to calculate lifetime membership dues. The committee consisted of 7 council CEOs and a GSUSA National Volunteer Partner. The committee conducted research both internally within the Movement and externally to assess other nonprofit organizations' practices. In addition, the committee sought feedback on its recommendations more broadly across the Movement, including during the October 2017 Girl Scout CEO/Board Chair leadership summit. This proposal is a result of the committee's work.

Rationale

Under the proposal, lifetime membership dues will be set at \$400, with a young alumnae discount rate of \$200. If the lifetime membership dues formula is not adjusted, lifetime membership dues will rise to \$625, and the discounted rate for graduating seniors will rise to \$325. This will significantly discourage lifetime membership, especially for graduating seniors who currently are the source of 50% of lifetime membership dues. The proposal also expands the discount from only graduating seniors to anyone who was a registered Girl Scout member prior to the age of 18 and under the age of 30 at the time of becoming a lifetime member. This will advance strategic alumnae work by making lifetime membership more accessible and encouraging lifetime membership purchases by a broader range of young alumnae.

Analysis was conducted to determine likely impact to councils and GSUSA both in terms of membership totals and financial impact. Research and analysis indicates the revenue would be comparable to previous years in the short term; over time the young alumnae discount is expected to broaden the base of lifetime members, adding to overall revenue.

The change also moves lifetime dues amounts from the Membership Requirements section in the *Blue Book* to the Membership Dues and Procedures for Registration section, to be consistent with *Blue Book* provisions regarding annual membership dues levels and other membership procedures.

Recommendation of the National Board

The National Board recommends that the proposal be adopted.

Discussion Topic

Engaging More Girls: What does Girl Scouts need to do to reach more girls and increase impact?

Girl Scouts has produced engaged, civic-minded women leaders since its beginning in 1912. Recently, members have voiced renewed interest in considering how to sustainably expand the Girl Scout experience to ensure that our Movement is reflective of today's America with respect to age, socioeconomic status, and race/ethnicity.

Embracing the call to better meet the needs of today's and tomorrow's girls, the National Board would like to engage the Movement in a conversation about how we can help every girl become a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader™). How can we ensure that Girl Scouts continues to fill a deep need in our communities at a time when more girls are growing up in poverty and fewer girls have access to opportunities in society? Discussing how we can engage more girls and increase our impact will be an important discussion topic at the National Council Session.

Our dialogue will target how we can keep our current girls engaged, how best to reach non-Girl Scouts, the significance of our national program delivered more uniformly across the country, and the role of volunteers, as suggested by proposals submitted by councils.

The Girl Scout Difference

As the preeminent leadership development organization for girls, with a research-proven program that helps them take the lead in their own lives and communities, Girl Scouts is uniquely positioned to serve girls in today's world. Our Girl Scout Leadership Experience focuses on developing the skills and offering the opportunities and supportive adult relationships we know build successful adults—a future we want for all girls. Now more than ever, Girl Scouts is needed. And research confirms it: Girl Scouting works.

Girl Scouts fare better than non-Girl Scouts on a number of key indicators of life success. Girl Scouts are more likely than non-Girl Scouts to:

- Have a strong sense of self (80% vs. 68%)
- Have positive values (75% vs. 59%)
- Seek challenges and learn from setbacks (62% vs. 42%)
- Develop and maintain healthy relationships (60% vs. 43%)
- Exhibit community problem-solving skills (57% vs. 28%)

Girl Scouts are also more likely to earn good grades, take an active role in decision making, and feel hopeful about their future.

What's different for girls today and in the future?

Girls in the United States are growing up in a period of rapid demographic, social, and economic change. The racial/ethnic composition of the U.S. population is shifting for children under the age of 18.

- American girls are more racially and ethnically diverse than ever before. Half (51 percent) are white, 25 percent are Hispanic, 14 percent are black, 5 percent are Asian, 4 percent are multiracial, and 1 percent are American Indian. In a few years, racial/ethnic minorities will make up more than half of the population under age 18.
- Twenty-six percent of all school-age girls today are first- or second-generation immigrants.

As well, fully 4 in 10 (41 percent) of girls ages 5–17 are from low-income families, an increase since 2007. These rates are much higher for Hispanic (61 percent), American Indian (61 percent), and black (58 percent) girls. And one in five girls lives in poverty. Girls from low-income families may experience problems related to physical and emotional health, lack access to extracurricular activities that promote positive development (such as sports and volunteering), and have lower educational outcomes than their peers.

There is clearly an opportunity gap for today's children based on family income. **And as the number of girls with fewer economic opportunities increases in our society, Girl Scouts' potential impact expands.**

For girls with fewer economic opportunities, Girl Scouting can greatly impact their perception of their own leadership skills. Girl Scout participation also drives academic success as much as, and sometimes more than, non-Girl Scout factors.

With this context in mind, help us consider how Girl Scouts can more effectively engage more girls in a sustainable way to fulfill our mission and their potential.

Come to the 2017 National Council Session/54th Convention ready to discuss how, for the benefit of girls today and into the future, our organization can take the lead to overcome societal challenges and equitably engage more girls in Girl Scouting.

References

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