



# Welcome 2020 Forums





# Forum Agenda

- Prepare for Annual Meeting
  - Delegate Role in Governance Process
  - Day-of Logistics
- Collect Delegate Feedback





# What is Governance?

Governance refers to structures and processes that are designed to ensure accountability, transparency, equity and inclusiveness, empowerment, and broad-based participation.





# Council Governance

Our Council defines Structures and Processes in the Council Bylaws

- Adopted on February 23, 1974
- Amended 17 times; last time was April 2018
- [www.gscnc.org](http://www.gscnc.org) Our Council, Governance





# Council Members

## Who is considered an eligible Member in our governance process?

Individuals 14 years and older who are members of the Girl Scout movement and are currently registered or lifetime members affiliated with Girl Scouts Nation's Capital.





# Council Voting Members

Service Unit Delegates: selected by service unit; process defined by service unit

Board of Directors: elected by service unit delegates at Annual Meeting

Nominating Committee: elected by service unit delegates at Annual Meeting





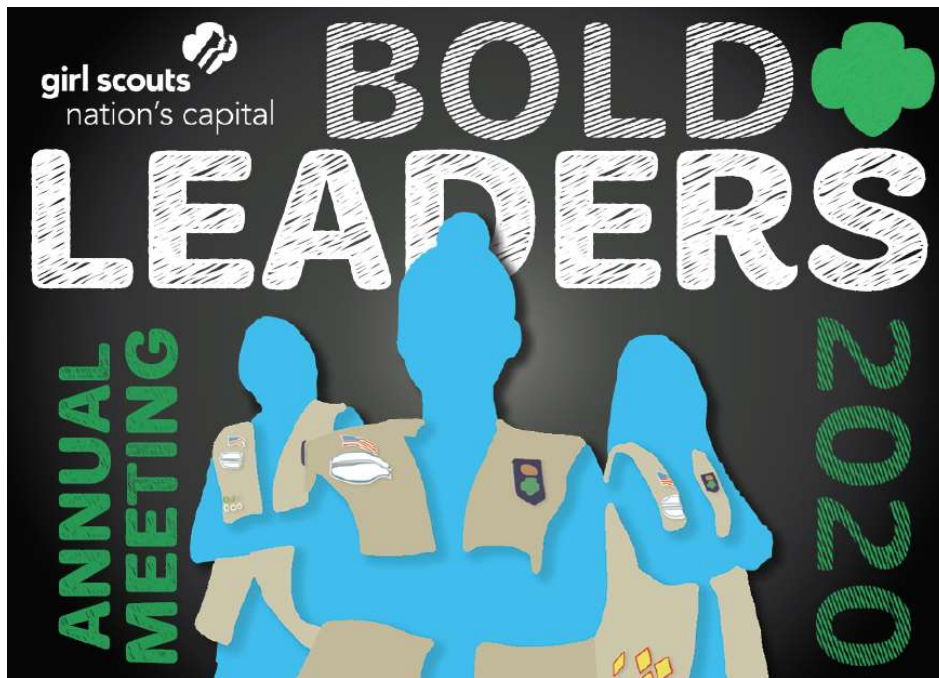
# Voting Member Responsibilities

- Elect:
  - Board of Directors – officers and members-at-large
  - Nominating Committee
  - Delegates and Alternate Delegates to the National Council Session
- Determine “lines of direction” for Girl Scouting locally
- Vote on proposed amendments to Articles of Incorporation and Bylaws (following study by Board ad hoc committee)
- Take action when membership vote is required
- Conduct business that comes before them





# 2020 Annual Meeting



Delegates required to  
attend Annual Meeting  
on:

Saturday, April 18, 2020

8:00 am – 1:00 pm





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**WHERE GIRLS  
COME FIRST**

*Make new friends, explore  
the outdoors, be a leader  
and change the world!*

**JOIN TODAY!**



# How to get to the Delegate Packet



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## About Us

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Map

Community Outreach

2017 Convention

Alumnae

Our Structure

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## About Us

Girl Scouts Nation's Capital believes in the power of every girl. Our leadership program is designed to help a girl discover who she is, what she can do and connects her with a powerful community of girls and mentors to make it happen. With unique opportunities Girl Scouts explore, learn, succeed and take action to make a difference in their community.





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## Our Structure

Girl Scouting is in every community in the Greater Washington Region, delivered by dedicated volunteers who work cooperatively, emphasizing program delivery to support our Girl Scout family.

Our volunteer led, service delivery model provides girls with flexible ways to participate in Girl Scouting, and engages adults in volunteer roles that are specific, sustainable, and rewarding. It combines all the elements that must be in place to create a movement that will flourish







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## Governance

[Corporate Goals](#) | [Bylaws](#) | [Finances/Annual Report](#)  
[Procedure for Nominations from the Floor](#) | [2017 Forums](#)

Girl Scouts Nation's Capital is a membership organization with volunteers, parents, and girls actively engaged in the strategic policy direction of the Council.

Some Board members bring a wealth of Girl Scout knowledge, while





# Delegate Packet Contents

- Call to Meeting
- Agenda with Enclosures As Follows:
  - Proposed Rules of Order
  - Council Annual Meeting, Minutes, April 13, 2019
  - Audit Report FY'19 as prepared by Aronson LLC
  - Report of the Nominating Committee
  - Directions

For hard copy of delegate packet,  
contact Customer Care at  
[customercare@gscnc.org](mailto:customercare@gscnc.org), 202-237-1670





# Treasurer's Report

## Indicators of Financial Health

**Assets:** Are the Council's assets increasing/decreasing in value compared to previous year?

**Revenue:** Are sources of revenue diverse? Are they increasing/ decreasing compared to the previous year?

**Expenses:** Are expenses less/more than revenue? Are there specific categories that have changed significantly?

**Reserves:** Does the Council have money saved for an unexpected financial challenge?





# Elections

This year voting members will be electing:

Board of Directors

7 Officers

9 Members-at-Large

2 Teen Girls

3 Members of the Nominating Committee

41 National Council Delegates and Alternates



# Board Responsibility

The Board of Directors is the governing body responsible for advising management on financial and policy issues that shape the Council's strategic plans.

Board members are the **fiduciaries** who steer the organization towards a **sustainable future** by adopting sound, ethical, and legal governance and financial management policies, as well as making sure the Council has **adequate resources to advance our mission**.





# Building a Pipeline

The Nominating Committee works on an ongoing basis to identify – and address – the knowledge and skill gaps on the Board ensuring its composition and performance are aligned with organizational needs.

They are responsible for creating a pipeline of possible nominees.





# Council Nomination Process

- Member submits an application and are also recruited through members of the Nominating Committee
- When we receive applications, they are routed to Nominating Committee
- Nominating Committee reviews applications and identifies nominees
- Nominating Committee selects one individual for each open position to create a single slate
- Voting Members take action on **slate at Annual Meeting**



# Nominations from the Floor

- A voting member may submit application and referral for future consideration by Nominating Committee.
- Nominations can be made from the floor at the Annual Meeting, as long the Secretary of the Board receives the information at least seven calendar days prior to the Annual Meeting:
  1. Evidence of the eligibility of the nominee
  2. Letter from the nominee indicating her or his willingness to serve
  3. Completed “Referral for Girl Scout Positions” form





# Questions?





# Annual Meeting

Date: Saturday, April 18, 2020  
arrive by 8:15 AM

Location: National Conference Center  
18980 Upper Belmont Place  
Leesburg, VA 20176  
Free parking

This is a Girl Scout uniformed event.





# Friday overnight?

- \$164 single includes dinner and breakfast
  - \$185 after taxes; one night for two adults
- Registration: will be on the Annual Meeting registration page





# Friday overnight?

Additional Hotels near by (15 minute drive to National Conference Center):

- Courtyard by Marriott Dulles Town Center rooms starting at \$149
- Clarion Inn rooms starting at \$122





# Registration Process

- Advance registration is required.
  - Closes at noon **Wednesday, April 15<sup>th</sup> at 12 noon** or sooner if we reach capacity.
- Report of registered Delegates will be posted in Service Unit Team Rally weekly beginning in March.
- Link to for Service Unit Managers to remove a delegate in the “links” section of the Service Unit Team Rally.





# Registration Location





# Meeting Day Check In

- All Attendees will be greeted at the door with an agenda.
- Delegates and Alternates will be directed to Delegate Check In located in the Belmont room.
- All other attendees pick up name tag and patch at Visitor Check In.





# Voting Member Credentials

Delegate and Alternates must sign in between 8:00 am and 8:45 am.

- Delegates receive their voting credentials.

At 8:45am any missing delegates will be replaced by alternate delegates from the same service unit.

At 9:00am all credentialing stops and the Teller gathers all documents. All nametags are relocated to “General Check In”.





# Alternate Promotion

- Alternates must be registered for the meeting and be from the same service unit.
- Some promotions will take place after registration closes before Saturday morning.
- Delegates that arrive after 8:45 AM will be replaced with an Alternate.

Note: We only promote Alternates from same Service Unit.



# Questions?





# Girl Scout Membership

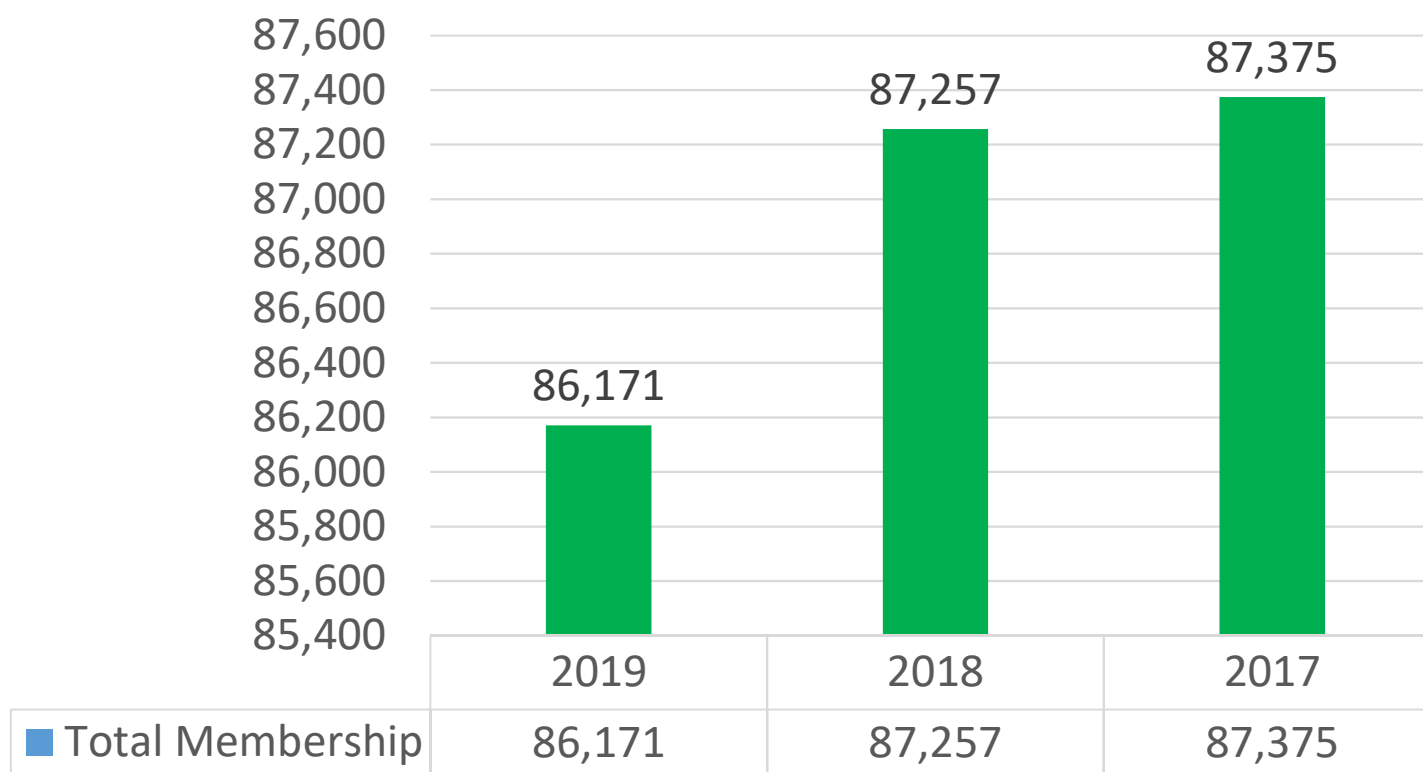
- The recruitment of new girl and adult members is core to the Council's sustainability.
- Over the past two years, recruitment of younger girls and their families has been challenging.





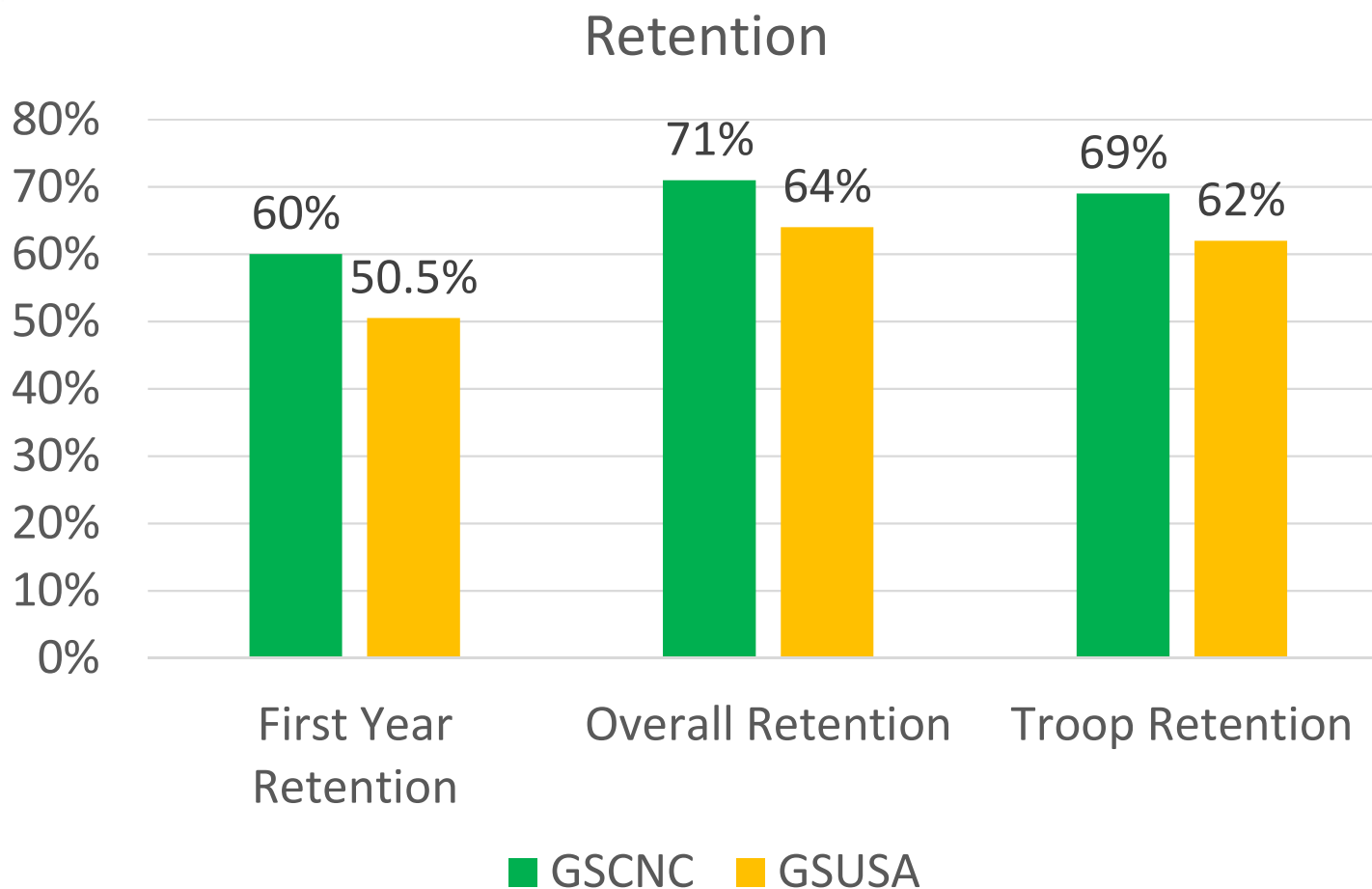
# Nations' Capital Total Membership

Total Membership 2017-2019





# Nation's Capital and GSUSA Member Retention

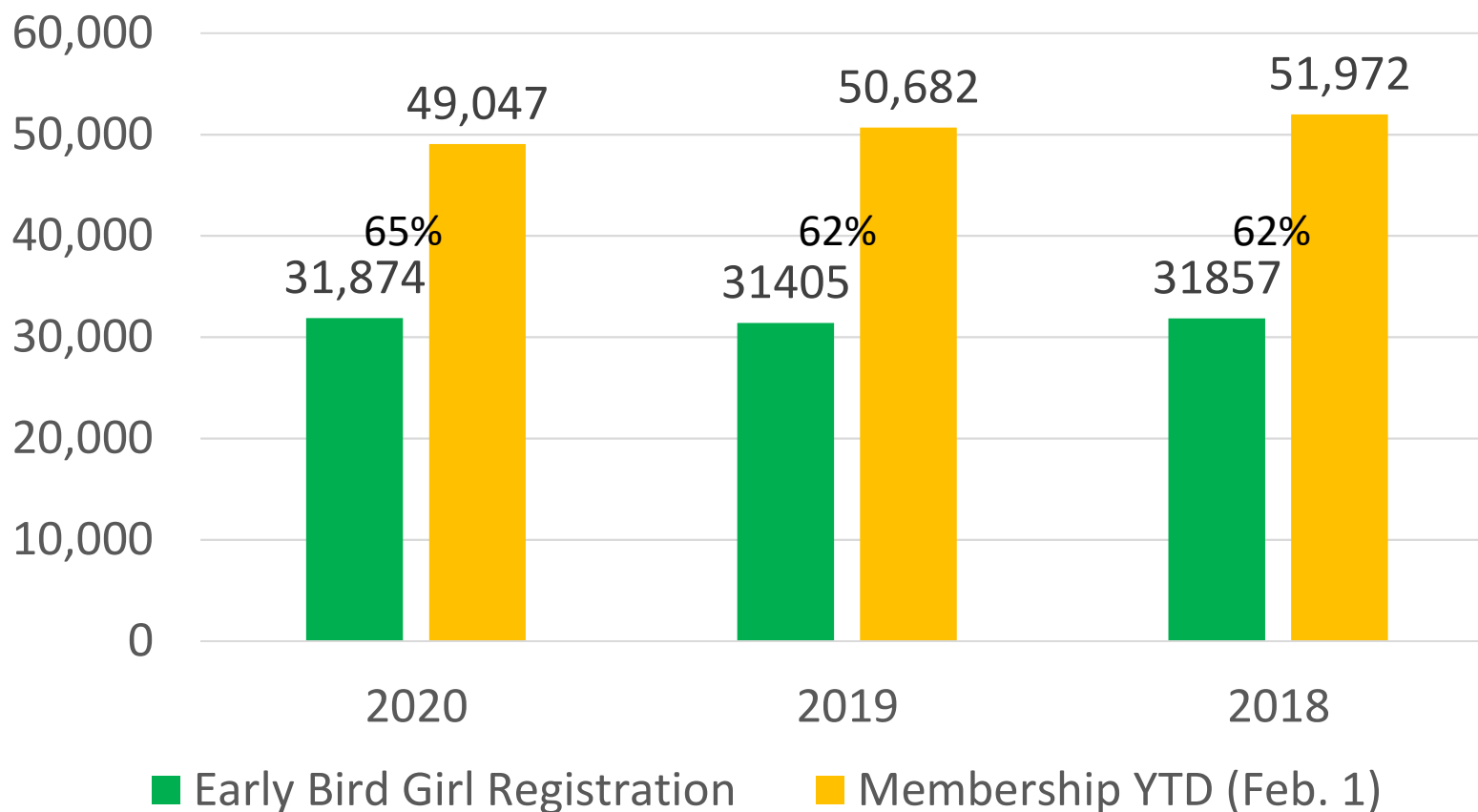






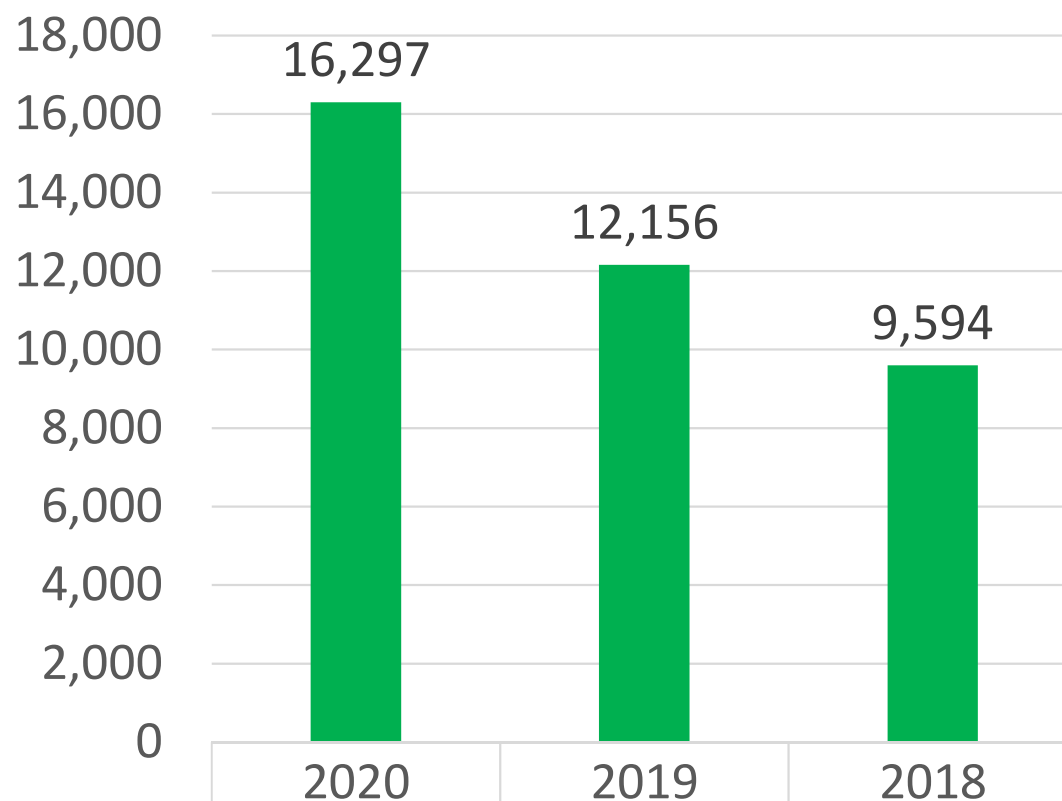
# Spring Renewal

## Early Bird April-June





# Adult Volunteers



■ Total Volunteers  
with Adult  
Membership

2020

2019

2018

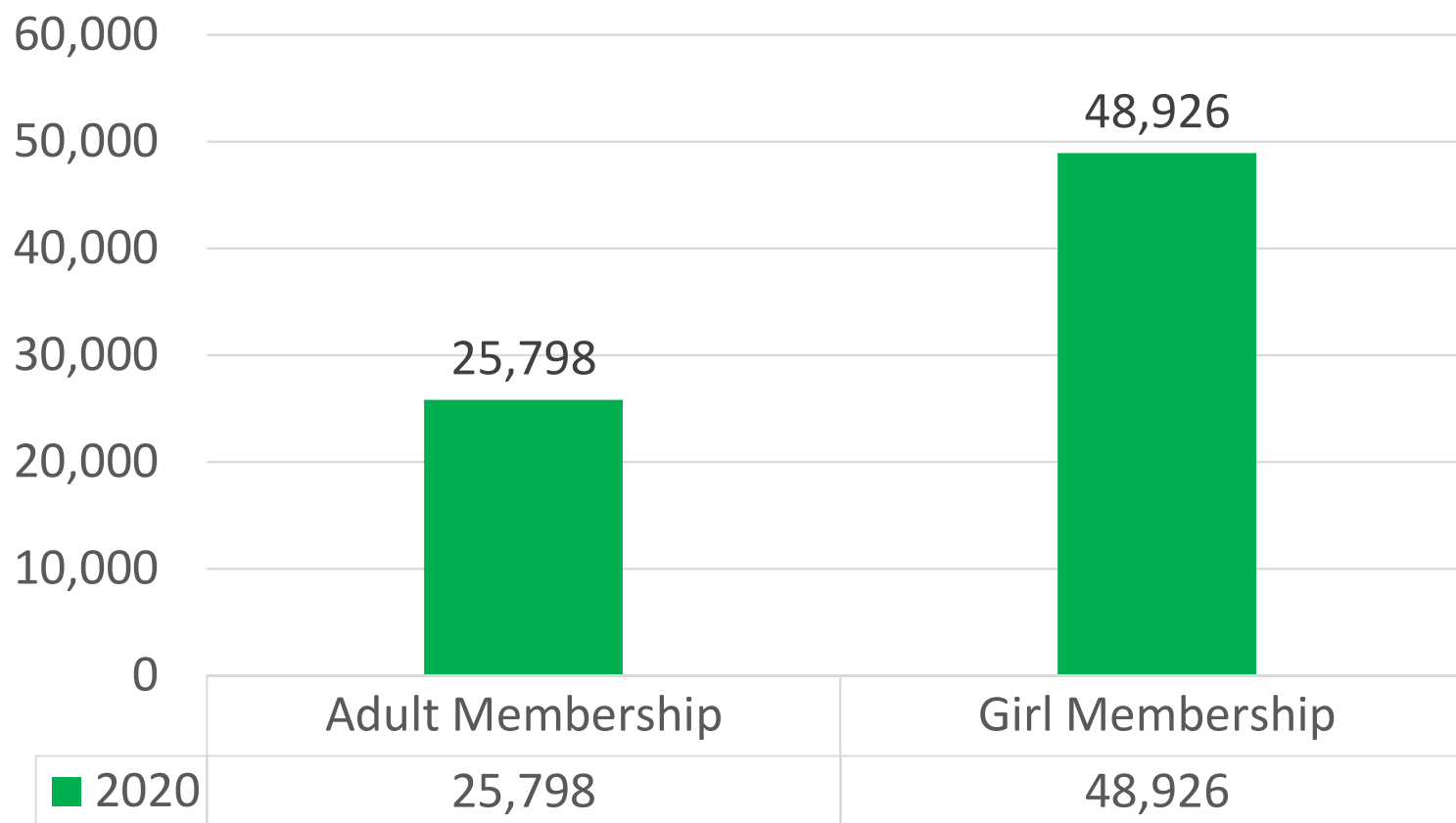
16,297

12,156

9,594



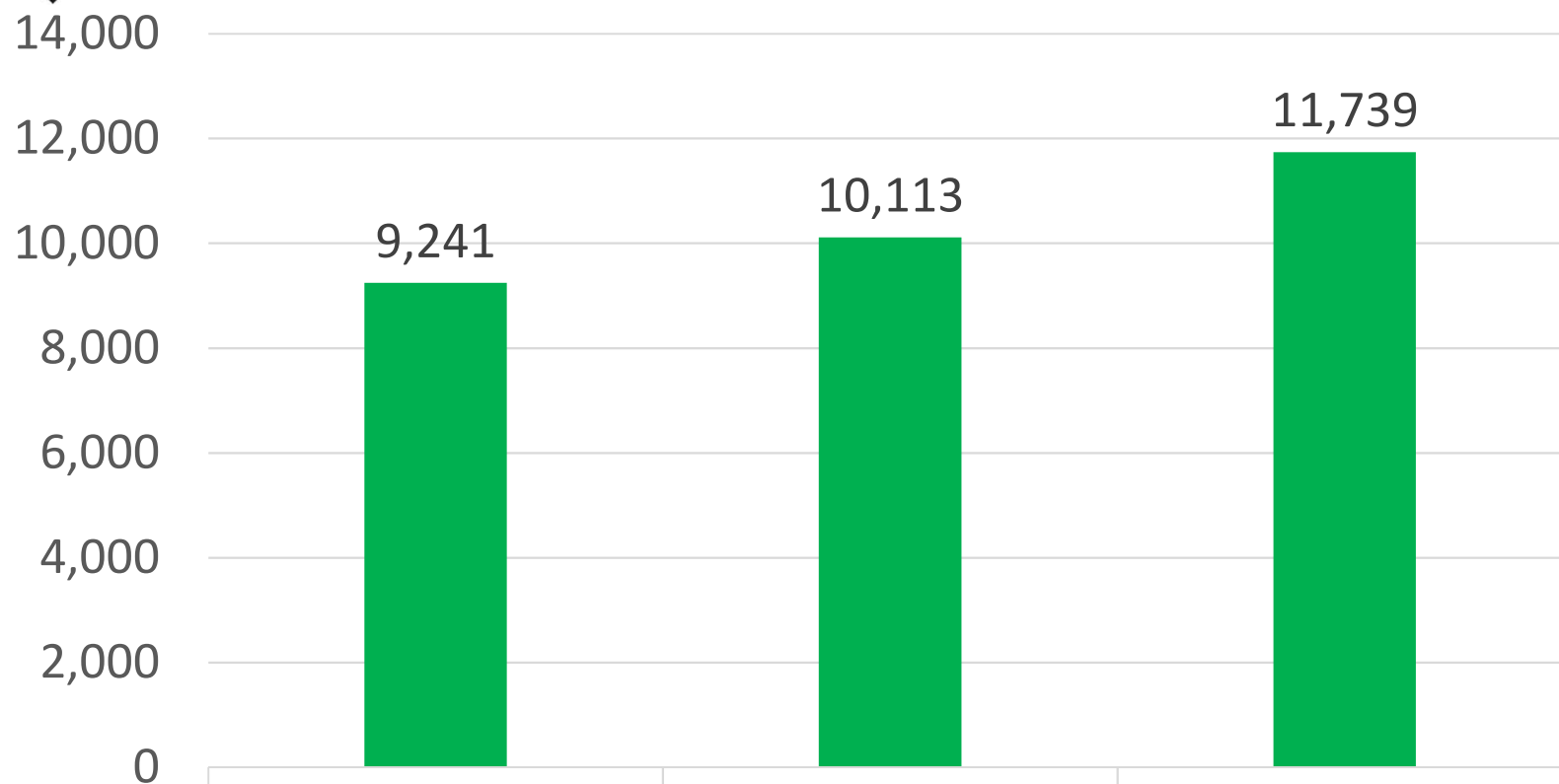
# 2020 YTD Membership



Total YTD Membership:  
74,724



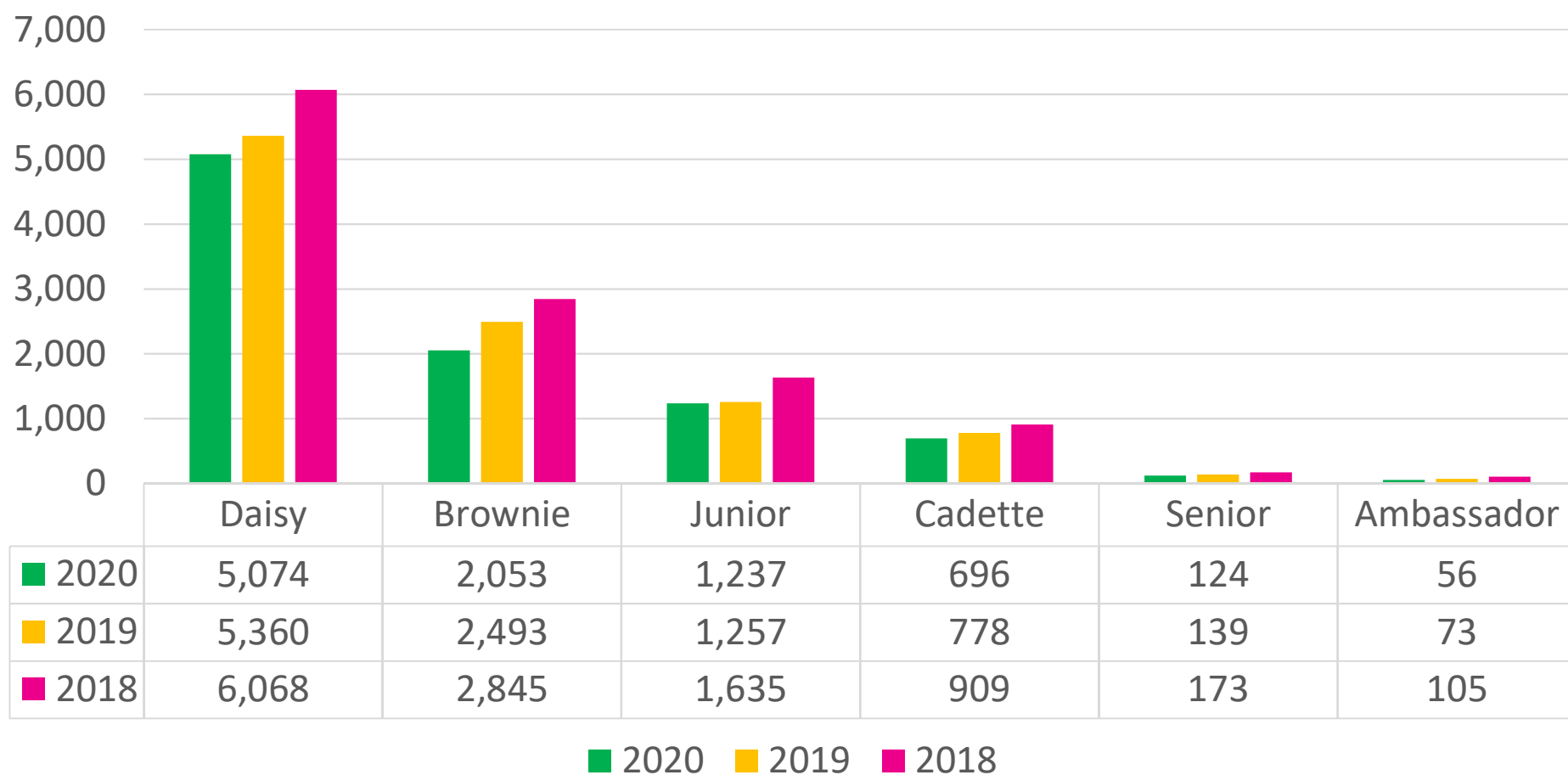
# New Girls to Date Comparison by Year



■ New Girls	9,241	10,113	11,739
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# New Girls By Level Year Comparison to Date





# Recruitment Challenges

## Access

- Reduced access to new girl prospects in major markets
- Even lower attendance at recruitment efforts than last year

## Consumer Appeal

- Competing with school-sponsored afterschool programs

## Staff

- Staff vacancies leading to impacting support of service units



# Please, tell us ...

How do we best attract and retain first year girls and adults?

What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?





# Forum Feedback

We have received some preliminary feedback from previous Forums. The following slides list the themes that have surfaced so far.







# Forum Feedback

Q1: How do we best attract and retain first year girls and adults?

## Volunteer Support-

- Revamp the volunteer training process
- Mentors for new troop leaders
- Encourage more parent involvement to distribute the work of running a troop
- Better communication about what to expect
  - Time requirement
  - Fiscal requirements
- Formal sister troop program
- Simplify the process of starting or joining a troop



# Forum Feedback

Q1: How do we best attract and retain first year girls and adults?

## Marketing and Communication

- Council Advertising- combination of social media, flyers, and videos
- Emphasizing role model participation in Girl Scouts
- “Bring a Friend” events
- Prepare parents and girls with FAQs and troop samplers
- Target older girls through internship opportunities, college workshops, and available scholarships
- Hold Girl Scout nights at schools or other county-wide event



# Forum Feedback

Q2: What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

## Marketing and Communication

- Actively seek feedback from families who are not yet active in Girl Scouts
- Advertise the program and its benefits through:
  - Social media
  - Local newspapers
  - Community Centers
  - Libraries
  - Nextdoor.com



# Forum Feedback

Q2: What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

Marketing and Communication Continued-

- Connect with teachers, principals, admin staff who were Girl Scouts
- Provide FAQs for local teachers who may not be aware of Girl Scout program
- Emphasize benefits and opportunities for each level, not just the end-goal benefits that come with being an Ambassador



# Forum Feedback

Q2: What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

## Events-

- Host a Girls 5K empowerment run
- Host Council sponsored events and workshops
- Implement a “sprouts” program for pre-K girls
- Hold mini troop meetings that let the community experience what Girl Scouts is all about
- Parents meeting for new or interested parents at the service unit level



# Forum Feedback

Q2: What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

Events Continued-

- Participate in local community service events to show girls in action in their communities
- Host service events



# Please, tell us ...

How do we best attract and retain first year girls and adults?

What specific actions can the Council take to engage communities unfamiliar with the benefits of the Girl Scout program?

Following webinar you can send feedback to [ccibula@gscnc.org](mailto:ccibula@gscnc.org)





# Please Remember

Before the Annual Meeting:

1. Register to Attend
2. Review Delegate Packet Materials –  
available on website for review in  
mid-March







Thank you for coming.  
See you Saturday, April 18<sup>th</sup>  
at 8:00 AM!

National Conference Center  
Leesburg, VA

