

Early Alert

February 2017

Proposals Placed on the Agenda for the 2017 Girl Scout National Council Session/54th Convention by the National Board of Directors of Girl Scouts of the USA

- Reduce the size of the National Board (from 30/31 to 20/21 members) by reducing the number of members-at-large from 25 to 15.
- Establish the National Board Development Committee as a committee of the National Board.
- Amend the Credentials section of the Blue Book related to lifetime membership dues

Discussion Topic Placed on the Agenda for the 2017 National Council Session/54th convention by the National Board of Directors of Girl Scouts of the USA

• Serving Next Generation Girls: What does Girl Scouts need to do to help every girl be a G.I.R.L.?

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	The National Board of	The National Board of
Directors shall consist of the	Directors shall consist of the	Directors shall consist of the
President, the Vice Presidents,	President, the Vice Presidents,	President, the Vice Presidents,
the Secretary, and the	the Secretary, and the	the Secretary, and the
Treasurer; and 25 members-at-	Treasurer; and 25 <u>15</u>	Treasurer; and 15 members-
large. The Chair of the National	members-at-large. The Chair	at-large. The Chair of the
Board Development	of the National Board	National Board Development
Committee, if not already	Development Committee, if not	Committee, if not already
elected to the National Board,	already elected to the National	elected to the National Board,
shall be ex officio a member of	Board, shall be ex officio a	shall be ex officio a member of
the National Board. The Chief	member of the National Board.	the National Board. The Chief
Executive Officer shall be an	The Chief Executive Officer	Executive Officer and the Chief
ex officio member without vote.	shall be an ex officio member	Financial officer shall be ex
The National Board shall at all	without vote. The National	officio members without vote.
times be representative of the	Board shall at all times be	The National Board shall at all
various geographical areas of	representative of the various	times be representative of the
the country.	geographical areas of the	various geographical areas of
	country.	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.

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

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).

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.

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). 3

Girl Scouts of the USA 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		
Article XII, National Board	Article XII, National Board	Article XII, Nominations and		
Development Committee,	Development Committee,	Elections		
Nominations and Elections	Nominations and Elections	1. The National Board		
1. The National Board	1. The National Board	Development Committee, as a		
Development Committee	Development Committee	committee of the National		
shall consist of seven (7)	shall consist of seven (7)	Board, shall present at each		
members, including the	members, including the	regular session of the National		
chair of the committee; the	chair of the committee; the	Council a single slate of		
CEO of Girl Scouts of the	CEO of Girl Scouts of the	nominees for: a) the President;		
United States of America	United States of America	b) the Vice Presidents; c) the		
shall serve as an ex officio	shall serve as an ex officio	Secretary;		
nonvoting member. Between	nonvoting member. Between	d) the Treasurer; and e) the		
meetings of the National	meetings of the National	members-at large of the		
Council, the National Board	Council, the National Board	National Board of Directors.		
Development Committee	Development Committee	One (1) member of the		
shall work in partnership	shall work in partnership	National Board Development		
with and report to the	with and report to the	Committee may be eligible for		
National Board of Directors.	National Board of Directors.	nomination for an officer		
2. At least two (2) members	2.At least two (2) members	position. A nominee for		
shall be members of the	shall be members of the	President shall be a current		
National Board of Directors	National Board of Directors	member of the National Board		
and at least three (3)	and at least three (3)	of Directors.		
members shall be non-	members shall be non-	2. Nominations may be made from		
National Board members.	National Board members.	the floor of the National		
3. Members shall be elected by	3.Members shall be elected by	Council Session provided		
the National Council.	the National Council.	that notice of such nomination		
4. The term of office shall	4.The term of office shall	and written consent to serve by		
commence at the	commence at the	the nominee(s) shall have been provided to the President and		
adjournment of the National	adjournment of the National	the Chair of the National Board		
Council Session when	Council Session when	Development Committee at		
elected, and shall end at the	elected, and shall end at the	least forty- eight (48) hours		
adjournment of the next	adjournment of the next	prior to the published time for		
regular session, or until successors are elected and	regular session, or until successors are elected and	the convening of the meeting at		
assume office.	assume office.	which the election shall be held.		
assume office.		which the election shall be field.		

	Current Wording	Proposed Amendment		If Adopted, Will Read
5.	At least two (2) members,	5.At least two (2) members,	3.	Election to any position on the
	but no more than three (3)	but no more than three (3)		National Board shall require a
	shall serve a second	shall serve a second		majority of votes cast by those
	consecutive term. No	consecutive term. No		present and voting at the
	individual shall serve more	individual shall serve more		National Council Session.
	than two (2) consecutive	than two (2) consecutive	4.	Elections shall be by ballot,
	terms as a member of the	terms as a member of the		including electronic balloting,
	committee.	committee.		except if there is
6.	The chair of the committee	6. The chair of the committee		only one nominee for a
	shall be appointed by the	shall be appointed by the		position, the election may be
	President from amongst the	President from amongst the		held by acclamation.
	members of the National	members of the National		5
	Board Development	Board Development		
	Committee and approved by	Committee and approved by		
	either the Executive	either the Executive		
	Committee or the National	Committee or the National		
	Board. Individual(s) shall	Board. Individual(s) shall		
	serve no more than one (1)	serve no more than one (1)		
	term as chair of the National	term as chair of the National		
	Board Development	Board Development		
	Committee.	Committee.		
7.	The committee shall elect a	7. The committee shall elect a		
	Vice Chair from amongst its	Vice Chair from amongst its		
	membership.	membership.		
8.	A vacancy in any position,	8.A vacancy in any position,		
	including the chair, shall be	including the chair, shall be		
	filled by the National Board	filled by the National Board		
	for the unexpired term.	for the unexpired term.		
9.	The committee shall present	9.The committee shall present at		
	at each regular session of the	each regular session of the		
	National Council a single	National Council a single		
	slate of nominees for: a) the	slate of nominees for: a) the		
	President; b) the Vice	President; b) the Vice		
	Presidents; c) the Secretary;	Presidents; c) the Secretary;		
	d) the Treasurer; e) members-	d) the Treasurer; e) members-		
	at large of the National Board	at large of the National Board		
	of Directors; and f) members	of Directors; and f) members-		
	of the National Board	of the National Board		
	Development Committee.	Development Committee.		
	No member of the National	No member of the National		
	Board Development	Board Development		
	Committee shall be eligible	Committee shall be eligible to-		
	to be nominated for any	be nominated for any officer-		
	officer position. A nominee	position. A nominee		
	for President shall be a	for President shall be a		
1	current member of the	current member of the		
	National Board of Directors.	National Board of Directors.		
10	. Nominations may be made	10.Nominations may be made		
	from the floor of the	from the floor of the		
	National Council Session	National Council Session		

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

Current Wording	Proposed Amendment	If Adopted, Will Read
National Board	National Board	
Development committee to	Development committee to	
the National Board of	the National Board of	
Directors, a National Board	Directors, a National Board	
Development Committee	Development Committee	
member may be removed	member may be removed	
with or without cause by a	with or without cause by a	
three-fourths vote of the	three-fourths vote of the	
total number of the National	total number of the National	
Board of Directors.	Board of Directors.	
	Article XII, Nominations and	
	Elections	
	1. 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	
	<u>may be eligible for</u> nomination for an officer	
	position. A nominee for	
	President shall be a current	
	member of the National	
	Board of Directors.	
	2. 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
	 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. 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. 	

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.

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
4. The membership of the	4. The membership of the	4. The membership of the
National Council shall	National Council shall	National Council shall
consist of:	consist of:	consist of:
a. delegates elected by Girl	a. delegates elected by Girl	a. delegates elected by Girl
Scout councils who are	Scout councils who are	Scout councils who are
registered through such	registered through such	registered through such
local councils;	local councils;	local councils;
b. delegates from the USA	b. delegates from the USA	b. delegates from the USA
Girl Scouts Overseas;	Girl Scouts Overseas;	Girl Scouts Overseas;
c. members of the National	c. members of the National	c. members of the National
Board of Directors;	Board of Directors;	Board of Directors;
d. members of the National	d.members of the National	d. Past Presidents of Girl
Board Development	Board Development	Scouts of the United
Committee;	Committee;	States of America;
e. Past Presidents of Girl	e. Past Presidents of Girl	e. such other persons as may
Scouts of the United	Scouts of the United	be elected by the National
States of America;	States of America;	Council.
f. such other persons as may	f. such other persons as may	
be elected by the National	be elected by the National	
Council.	Council.	

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

Part D

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

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

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

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

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
2.	The National Board of	2.	The National Board of	2.	The National Board of
	Directors shall consist of the		Directors shall consist of the		Directors shall consist of the
	President, the Vice		President, the Vice		President, the Vice
	Presidents, the Secretary,		Presidents, the Secretary,		Presidents, the Secretary,
	and the Treasurer; and 25		and the Treasurer; and 25		and the Treasurer; and 25
	members-at-large. The		members-at-large. The		members-at-large. The Chief
	Chair of the National Board		Chair of the National Board		Executive Officer and the
	Development Committee, if		Development Committee, if		Chief Financial Officer shall
	not already elected to the		not already elected to the		be ex officio members
	National Board, shall be ex		National Board, shall be ex		without vote. The National
	officio a member of the		officio a member of the		Board shall at all times be
	National Board. The Chief		National Board. The Chief		representative of the various
	Executive Officer and the		Executive Officer and the		geographical areas of the
	Chief Financial Officer shall		Chief Financial Officer-shall		country.
	be ex officio members		be ex officio members		
	without vote. The National		without vote. The National		
	Board shall at all times be		Board shall at all times be		
	representative of the various		representative of the various		
	geographical areas of the		geographical areas of the		
	country.		country.		

Part G

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

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

Part H

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

Bylaws, Article II. 1. A. v..

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

Bylaws, Article IV. 1.

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

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 best 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. This committee is responsible for ensuring that the board is performing at optimal levels, engaging and involving board members, and planning for leadership succession. These board development and effectiveness functions are appropriately owned by board members, who are authorized and able to attend and fully engage in all board meetings.

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 NDBC.

Recommendation of the National Board:

The National Board recommends that the proposal be adopted.

Blue Book Amendments 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 by striking as follows:

Current Wording	Proposed Amendment	If adopted, will read
Lifetime membership as a Girl	Lifetime membership as a Girl	Lifetime membership as a Girl
Scout adult is granted to any	Scout adult is granted to any	Scout adult is granted to any
person (18 years of age or older or	person (18 years of age or older or	person (18 years of age or older
a high school graduate or	a high school graduate or	or a high school graduate or
equivalent) who:	equivalent) who:	equivalent) who:
 accepts the principles and 	 accepts the principles and 	 accepts the principles and
beliefs as stated in the	beliefs as stated in the	beliefs as stated in the
Preamble of the Constitution;	Preamble of the	Preamble of the Constitution;
• has paid lifetime membership	Constitution;	• has paid lifetime membership
dues of 25	 has paid lifetime membership 	dues;
times the annual	dues of 25 times the annual	 meets applicable membership
membership dues; lifetime	membership dues; lifetime	standards
membership dues of 13 times	membership dues of 13 times the	
the annual membership dues	annual membership dues shall-	
shall be offered to any girl who	be offered to any girl who is a	
is a registered Girl Scout	registered Girl Scout	
Ambassador at the time of her	Ambassador at the time of her	
high school graduation or	high school graduation or-	
equivalent, and be available to	equivalent, and be available to	
her before the girl's current	her before the girl's current	
membership expires;	membership expires;	
• meets applicable	• meets applicable membership	
membership standards.	standards.	

If Part A fails, parts B and C will not be considered.

Blue Book Amendment Lifetime Membership Dues

Part B

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

CURRENT WORDING	PROPOSED AMENDMENT	IF ADOPTED, WILL READ:
Lifetime members pay 25	Lifetime members pay 25	Lifetime members pay \$400
times the annual membership	times the annual \$400 lifetime	lifetime membership dues at
dues at the time they become	membership dues at the time	the time they become lifetime
lifetime members	they become lifetime members	members

Part C

Lifetime members pay 25	Lifetime members pay \$400	Lifetime members pay \$400
times the annual membership	lifetime membership dues at	lifetime membership dues at
dues at the time they become	the time they become lifetime	the time they become lifetime
lifetime members.	members; discounted lifetime	members; discounted lifetime
	membership dues of \$200	membership dues of \$200 shall
	shall be offered to anyone	be offered to anyone who was a
	who was a registered Girl	registered Girl Scout member
	Scout member before the age	before the age of 18 and is
	of 18 and is under the age of	under the age of 30 at the time
	30 at the time of becoming a	of becoming a lifetime
	lifetime member.	member.

Background

In January 2016, the National Board voted to increase annual membership dues from \$15 to \$25 beginning in MY2018. Because lifetime membership dues are currently calculated as a multiplier of annual membership dues, this would have significantly increased the price of lifetime dues. GSUSA therefore convened a group of council CEOs to develop and propose recommendations on a revised approach to determine lifetime membership dues. The group assisted in developing a lifetime membership dues approach that, among other things, set price points for lifetime membership dues that were reasonable to drive engagement with the Movement and optimized lifetime membership as a driver for the larger Girl Scouts alumnae strategy.

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 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.

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

Serving Next Generation Girls: what does Girl Scouts need to do to help every girl be a G.I.R.L?

Girl Scouts has growth and relevancy opportunities before us, with factors including the rapid demographic and technological shifts taking place in this country and across the globe. While we have adopted a Movement-wide strategic plan designed to ensure we take advantage of these opportunities, we know that one of our strongest assets as a Movement is our grass-roots ability to help drive innovation and progress towards those strategic goals. As we embrace the need to better meet the needs of today's and tomorrow's girls, we would like to engage the Movement in a conversation around how we best help every girl become a Go-getter, Innovator, Risk-taker, and Leader (a "G.I.R.L."). This will include looking to our girls and volunteers to help us find solutions to answer the question: how do we ensure that Girl Scouts continues to fill a deep need in our communities where we see more girls growing up in poverty and fewer girls having access to a quality education, extracurricular opportunities, and the social capital via a caring adult to facilitate their growth and access to equal opportunities in society? Our dialogue will target how we keep our current girls engaged, best reach non-Girl Scouts, the significance of our national program delivered more uniformly across the country, the role of volunteers, and use of our pillars, especially the current build of STEM and outdoor programming, as suggested by proposals submitted by councils.

What does Girl Scouts need to do to help every girl, including a more demographically representative cross-section of girls in this country, be a G.I.R.L.?

- What do we need to do to attract next generation parents and volunteers?
- What do our volunteers need to be able to help girls become G.I.R.L.s and deliver the GSLE and our national program with quality and consistency?
- What does Girl Scouts need to do to help girls become a G and I and R and L?

More information on this discussion topic will be provided in coming weeks.