Fall Delegate Council Meeting

October 7, 2026

girl scouts of eastern pennsylvania



Wifi password: Welcome2GSEP



Welcome!

Nicole LeVine, *Board Chair*



Opening Ceremony

The Pledge of Allegiance

I pledge allegiance
to the flag
of the United States of America
and to the republic,
for which it stands,
one nation, under God, indivisible,
with liberty and justice for all.



Girl Scout Promise

On my honor, I will try:

To serve God and my country,

To help people at all times,

And to live by

the Girl Scout Law.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.



Mission Moment








3



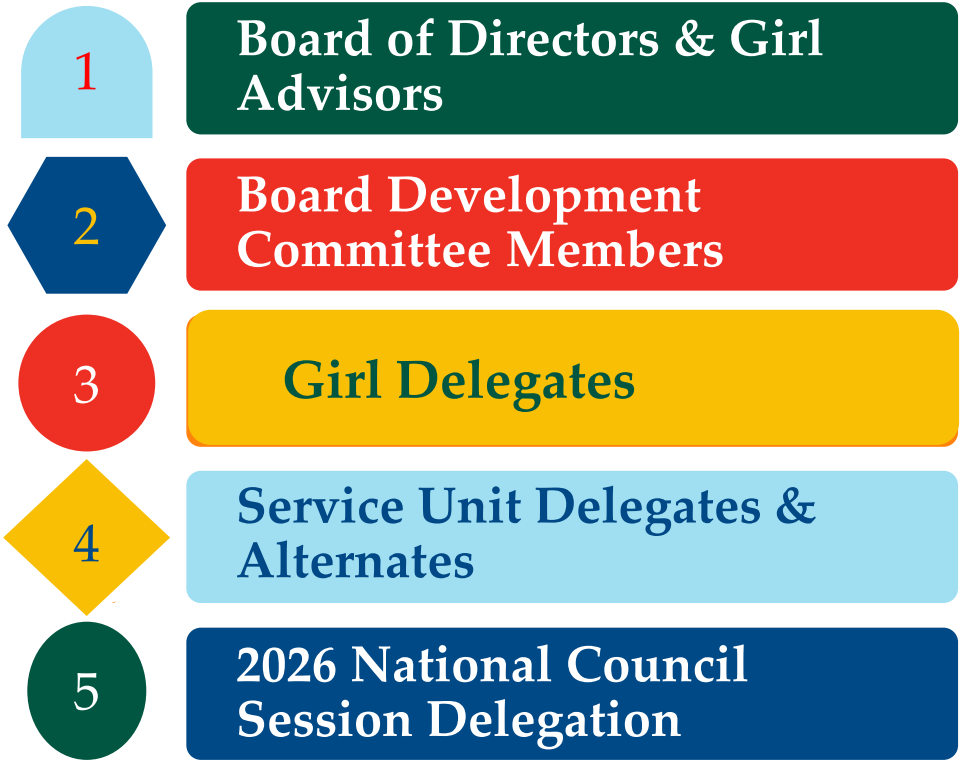

#GirlsMakeHistory



Mission Moment

Introductions

Nicole LeVine



The duties of the Delegate Council members are to:

Elect Members of the Board of Directors, Officers of the Board of Directors, Board Development Committee Chair, Board Development Committee Members-at Large, Girl Advisors, Girl Delegates, and the Delegates to the National Council of GSUSA.

Approve Amendments to the Bylaws and to the Articles of Incorporation.

Take all other actions requiring a vote of the Council and conduct other business which may come before the Council.

Determine the general direction of Girl Scouting within the jurisdiction of the Council by responding to reports and information from the Board of Directors.

Pinning Ceremony

Nicole LeVine

&

Kim Fraites







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Board Development Committee Update

Joann Gonzalez-Generals,
BDC Chair

GSEP's Board Development Committee – GY26-27



Joann Gonzalez-Generals, Chair - Director of the Upward Bound Program, University of Pennsylvania



Lorina Marshall-Blake- President of the Independence Blue Cross Foundation & Vice President of Community Affairs at Independence Blue Cross *(Retired)*



Debbie O'Brien - Senior VP & Market Manager at Bank of America



Miriam Shou - Partner, Consulting Cyber, Risk and Regulatory Data and Technology, PwC



Anne Baum – Community Volunteer & former President of Lehigh Valley Reilly Children's Hospital



Terri Boyer– Founding Director of the Anne Welsh McNulty Institute for Women's Leadership, Assistant Vice Provost, and Associate Professor at Villanova University



Kathryn Epps – President & CEO of the Fund for the School District of Philadelphia



Deb Walters - Retired Pennridge School District Teacher



Work of the "BDC"

- Cultivating and maintaining an **engaged, diverse Board**
- Ensuring a **full slate of candidates**:
  - Board of Directors, including officers
  - Board Development Committee
  - Girl Advisors & Girl Delegates
- **Orient & educate** the Board
- Every 3 years, selecting **a slate** of candidates to represent GSEP at the **National Council Session** (NCS)

National Governance Update



2026 KEY FINDINGS

state of the girl

The conditions today's girls are navigating are no longer exceptions. They are the new baseline.

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RIGHT NOW

In the time it takes to read this sentence, a girl somewhere will have decided she is not smart enough for her dream job.

58% of high school girls already believe this.
Her dreams are intact.
Her belief that the world will let her achieve them is not.

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THE AGE COMPRESSION

Girlhood is being compressed.

Pressures that used to begin in adolescence are now showing up in elementary school.

AGE 5	AGE 8	AGES 11–13	AGES 13–17
25% of girls say their body and the way it looks is a top concern.	43% of girls say their body and how it looks is a top concern.	51% of girls feel they must be online or they will miss out.	41% of girls ages 13–14 experience cyberbullying. By ages 15–17, that number climbs to 54%.

The pressures are not new. *The age at which they show up is.*

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THE CAUSE

The system has not kept pace.
Because we have not funded it to.

2.18%

of U.S. philanthropic giving goes to women and girls.
The evidence base for what works has never been stronger. The conditions that help girls grow are knowable, designable, and measurable.

The gap is the opportunity.

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WHAT WE'VE BEEN MISSING

Inside all of this, she is still clear about who she is.

The dominant cultural narrative misses something. When girls are asked directly, they describe themselves with striking clarity, push back against the deficit framing, and tell us exactly what they need.

70%

BY NINTH GRADE

have already thought seriously about their careers.

55%

HAVE INTEREST IN STEM

by ninth grade, up from 45% in 2017.

56%

OF AGES 5–13

are spending time online to fight boredom.

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THE BASELINE HAS SHIFTED

She is coming of age inside conditions earlier generations did not face.

Speed, economic pressure, and a thinned post-pandemic infrastructure are not exceptions. They are the conditions every program, policy, and investment now needs to design for:

1 in 4 **children lives in an immigrant family.** This is the most diverse generation in U.S. history.

1 in 3 **children grows up "not poor, but not secure."** Economic pressure is a constant backdrop.

1.94 **children per family on average.** Households are smaller, dual-earner, and more pressured.

8.1% **fewer kids under five live in large urban counties since 2020.** The cities are losing their youngest fastest.

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THE FRAMEWORK

State of the Girl 2026 is built around three big questions.

01

What is being built for her?

We're asking whether her world is built for her growth, her body image, her education, her well-being, and her digital access.

02

Who is on her side?

We're asking whether the adults she depends on are listening, showing up, and supporting her physical safety and mental well-being.

03

Is there joy in her journey?

We're asking whether she has room to explore and enjoy girlhood, like her activities outside of school and her creativity online.

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QUESTION 01

What is being built for her?

Age 5

Body image concerns now reach girls this young.

52%

of girls ages 8–10 hear the women in their lives speak negatively about their own appearance.

58%

of high school girls do not believe they are smart enough for their dream job.

3 *in* 5

girls say appearance has cost them confidence at school.

Girl Scouts is building for her.

Her dreams are intact; we design the environments around her so they can grow. We build spaces where her perspective leads, and we equip the adults around her to shift the conversation from how she looks to how she grows.

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QUESTION 02

Who is on her side?

48.3%

of girls ages 12–17 do not reliably get the social and emotional support they need.

29%

of girls ages 12–17 show symptoms of anxiety. 25% show symptoms of depression.

30.3%

of girls ages 12–17 have unmet mental healthcare needs.

54%

of girls ages 15–17 experience cyberbullying, up from 41% at ages 13–14.

Girl Scouts is always on her side.

A single consistent adult who chooses to show up can shift her trajectory. We train, equip, and stand alongside the adults already in her life, and we create new relationships where they are missing.

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QUESTION 03

Is there joy in her journey?

64%

of girls ages 5–7 report feeling lonely. This rises to 73% by ages 11–13.

78.4%

of girls have at least one adult outside their household who makes a positive difference in their lives.

1 *in* 2

girls says a friend beside her is what makes her brave enough to try new things.

$9,211

is what after-school care can cost per child each year. Not every girl has a place to go.

Girl Scouts protects her joy.

Joy is not a soft outcome in our work. It is core infrastructure. We hold space for friendship, play, time outside, and the kind of low-pressure community that lets a girl experience girlhood rather than perform it.

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THE NUMBERS THAT TRAVEL

She is carrying a lot, and the data is clear that one caring adult who pays attention is enough to change her path.

7 in 10	girls ages 5–13 report feeling lonely. That number climbs with age.
3 in 5	girls say appearance has cost them confidence at school.
52%	of girls ages 5–7 have trouble getting a parent's attention because the parent is on their phone.
46%	of teen girls are online "almost constantly."
29%	of girls 12–17 show symptoms of anxiety. 25% show symptoms of depression.
78.4%	of girls have at least one adult outside their household who makes a positive difference.

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WHAT WE KNOW WORKS

Decades of research and 114 years of practice point to the same conditions.

The conditions that help girls grow are not a mystery.

01 Consistent caregiving

02 Culturally inclusive spaces

03 Intentional family engagement

04 Safe place to explore and fail

05 In-person community connection

06 Joyful, low-pressure activities

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Six Actions to Take

01
Collect girl data.

Go to the source. Make it accessible. Build coalitions around it.

02
Provide safe, supportive environments.

Her perspective leads. Shift adult language from appearance to growth.

03
Build connected communities.

Equip the adults around her. Normalize the mental health conversation.

04
Champion and invest in girls.

Show her what she's capable of. Back the relationships and experiences that let her prove it.

05
Expand extracurricular opportunities.

Out-of-school time is one of the most unequally distributed resources.

06
Expand digital literacy and online safety education.

She's growing up fluent in digital life as an active participant and not a passive user.

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Five Asks for Funders

01 **Fund what works.**
The evidence base has never been stronger. Back the conditions the data has already validated.

02 **Tell the real story.**
Cover the girls who are already showing us how to meet this moment, not the deficit narrative.

03 **Lead from where you are.**
Use the platforms, networks, and capital you already hold to build the infrastructure girls need.

04 **Align with what she's asking for.**
Listen first. Build with her in mind. Earn the place she gives you in her life.

05 **Show up while she's becoming.**
Before she needs to ask for help. Consistently, not occasionally.

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IN CLOSING

Built *for* her.
With her. Always.

The infrastructure girls need is bigger than any one organization.
The *State of the Girl 2026* report is an invitation to build it together, starting with doing the simplest and most overlooked thing of all: Listening to what she's already said.

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thank you

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420 Fifth Avenue
New York, NY 10018
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Stretch Break!

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58th National Council Session

Delegates' Report to Members

Eastern PA




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58th National
Council Session
Welcome Girl Scouts!


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3








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GOLD







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58th National Council Session

How our delegation prepared and formed our opinions

Preparation:

- ✓ May 2025 - NC Delegation elected
  - *Most were experienced members of GSEP's Delegate Council.*
- ✓ June 2025 – Special GSEP Delegate Council (DC) meeting to gather input from members on all submitted proposals.
- ✓ February 2026 – at Winter DC meeting presented the approved proposals & discussion topics so that SU & Girl Delegates could gather thoughts, questions & opinions from members.
- ✓ March 2026 – at Spring DC meeting, DC members shared what they heard from members.
  - Polls were conducted to learn overall approval or disagreement with concepts.
- ✓ February – June 2026 – GSUSA hosted a number of Delegate education webinars, including presentations from the originating Councils of the proposals.
  - Each one offered NC Delegates from across the country the chance to ask questions and share opinions.
    - These were gathered & posted on the Delegate website.

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Actions Taken at the 58th National Council Session



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Girl Scouts Highest Awards Solicitation of Contributions Proposal



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Girl Scouts Highest Awards Solicitation of Contributions

The proposal was adopted as presented:

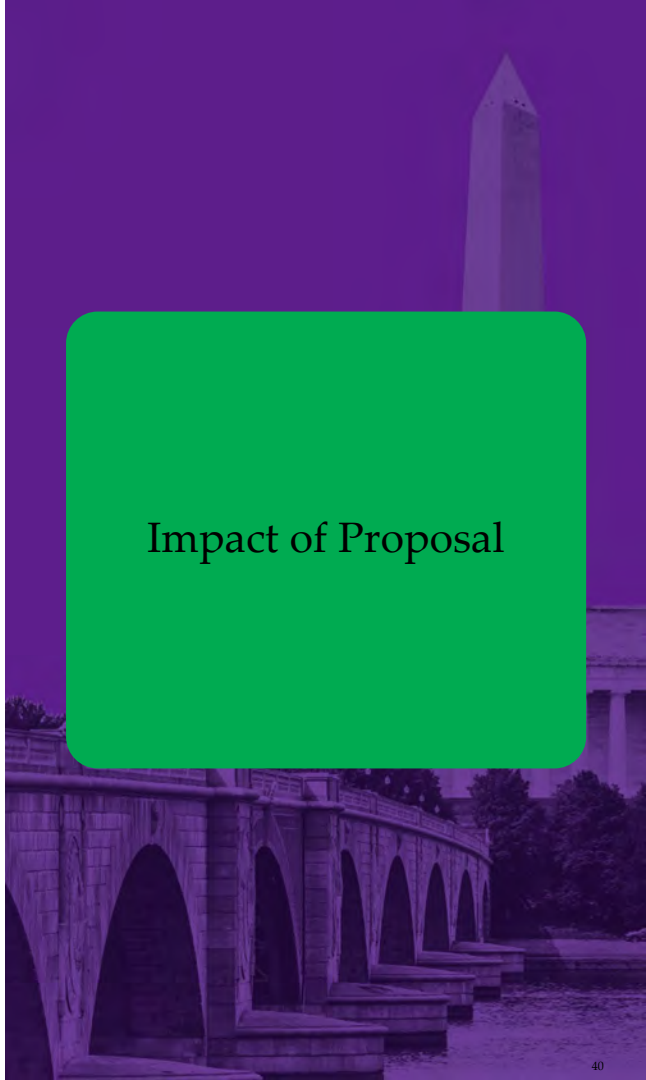
Amend the first paragraph of the Solicitation of Contributions part of the Policies Section of the Blue Book of Basic Documents:

> "Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting. Adults may engage in combined fundraising efforts authorized by the Girl Scout council and in which the local council is a beneficiary. Girl members may not engage in any direct solicitation for money except **girl members** ~~for Girl Scout Seniors and Ambassadors, who~~ may solicit philanthropic donations to their councils of cash or in-kind goods for Girl Scouts **Bronze, Silver, and** Gold Award projects, provided they have secured prior written permission from their council's Chief Executive Officer, Chief Development Officer, or their designee.
>
> In addition, girls must abide by their own council's policies and procedures with regard to this matter."

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- Girl Scouts may fundraise to support their Bronze, Silver, and Gold Award projects, provided they have secured prior written permission from their council.
- Girls must abide by their own council's policies and procedures with regard to this matter.
- **Each council has the ability to set its own local fundraising policies and rules on managing requests regarding Highest Awards, as all councils have for the Gold Award.**
- Under the current policy, permission to fundraise must be granted by the council CEO, CDO, or their designee.



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Membership Dues and Procedures for Registration Proposal

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Membership Dues and Procedures for Registration

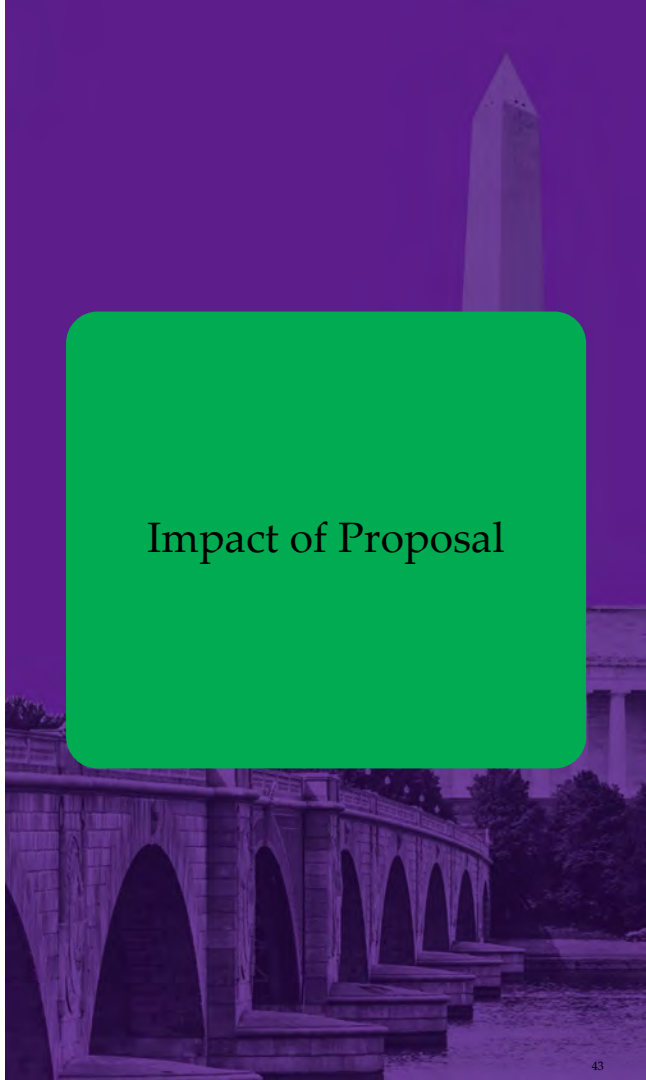
The proposal was adopted as presented:

Move that the Credentials Section of the *Blue Book of Basic Documents*, Membership Dues and Procedures for Registration be revised as follows:

> "The National Board of Directors must obtain approval from the National Council whenever a planned dues increase will result in dues increasing more than a total of ~~25%~~ 15% in any one triennium."

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Impact of Proposal

Prior to the National Board voting on any change in membership dues, GSUSA must still seek input from Girl Scout councils and National Council delegates

The National Board may not increase membership dues more than 15% in a triennium (the three years between regular sessions of the National Council) without National Council approval

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Preservation of the Girl Scout Leadership Experience Relating to the Entrepreneurship Program





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Preservation of the Girl Scout Leadership Experience Relating to the Entrepreneurship Program

The National Council determined that the proposal was out of order and did not consider it further.

Amend the GIRL SCOUT TRADEMARK section of the Blue Book of Basic Documents by adding the following:

> "GSUSA, along with its alliances and relationships with corporations and businesses, shall not sell, license, or otherwise provide for sale any food product bearing the Girl Scout name or service mark when related to the flavors, branding or likeness of Girl Scout Cookies during the designated entrepreneurship program sales period of any Girl Scout council."

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Delegates voted to add a one-hour discussion of strategy for food product licensing and trademarks related to the Girl Scout brand and its impacts on the Entrepreneurship Program prior to consideration of Proposal 3.

In response to a point of order regarding whether the proposal was properly before the National Council for consideration, the National Council determined that ***the proposal was out of order*** *and did not consider it further.*

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↙GSEP National Council Delegates Margot, Gisele & Katelyn with GSUSA's new **National Board President Telva McGruder.**



GSEP NC Delegate Ellen Iobst & NBDC member Debbie Hassan (*former GSEP Board Chair*) →

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Highlights of Discussion Topics

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Amplify Impact: Building Connections with Our Communities

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Why Belonging Matters

When we are purposeful about belonging, people…



FEEL SEEN

People feel recognized and included

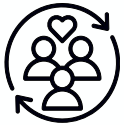
JOIN



FEEL VALUED

People feel appreciated and empowered

STAY



FEEL CONNECTED

People feel a sense of purpose and community

ADVOCATE



MOVEMENT GROWTH AND SUSTAINABILITY

Belonging does not happen because we *believe* in it – it happens when our intentions turn into daily actions

How do we build belonging together?



Voice and Relational Communications

Shifting how we speak *to* and *about* each other by building real connections through mutual understanding and positive intent



Interact with Objectivity

Focusing on how we treat one another by bringing civility, understanding, and showing up for others into our daily habits



Belonging Matters

Having the confidence to start, the motivation to keep building skills, and a shared commitment to creating an inclusive environment



Employing a Growth Mindset

Being willing to look inward and self-reflect, taking actionable steps to pause, learn from one another, and support our continuous growth

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Revolutionize Engagement: Girl Scouts Her Way

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Families of K-12 Girls: Key Findings

What caregivers and girls are looking for*	Top caregiver concerns related to Girl Scouts*
Prioritizing family time	Difficulty in finding a good troop “fit”
Grow whole selves, not just one skillset.	Packed family schedules
Space to explore and discover organically.	Time / commitment to lead a troop
Deep friendships, mentorship, and a sense of belonging they don’t always find with classmates or teammates.	Limited opportunities to “try” Girl Scouts

* Shine Scout, Known, GSUSA Brand Positioning

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Exploring A Broader Range of Ways to Be a Girl Scout

Optimize	Optimize	New	New	New
Girl Scout Troops	**Girl Scout Camp**	**Caregiver + child experiences**	**Short-term topic deep dives**	**Experience Girl Scouts in more places**
Regular get-togethers for a variety of fun, girl-led experiences	Try new things and build bravery during day and overnight camp experiences	Unique and fun experiences for adult and girl pairs	Girls dive deeply into topics they love	Self-serve experiences for Girl Scout families and friends -- anytime and anywhere
				


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Applications for the 2029 NCS will open in Fall 2027.

GSEP Governance Update



revolutionize engagement

easy, flexible, and accessible for all girls

amplify impact

the trusted resource for girls' evolving needs

secure tomorrow

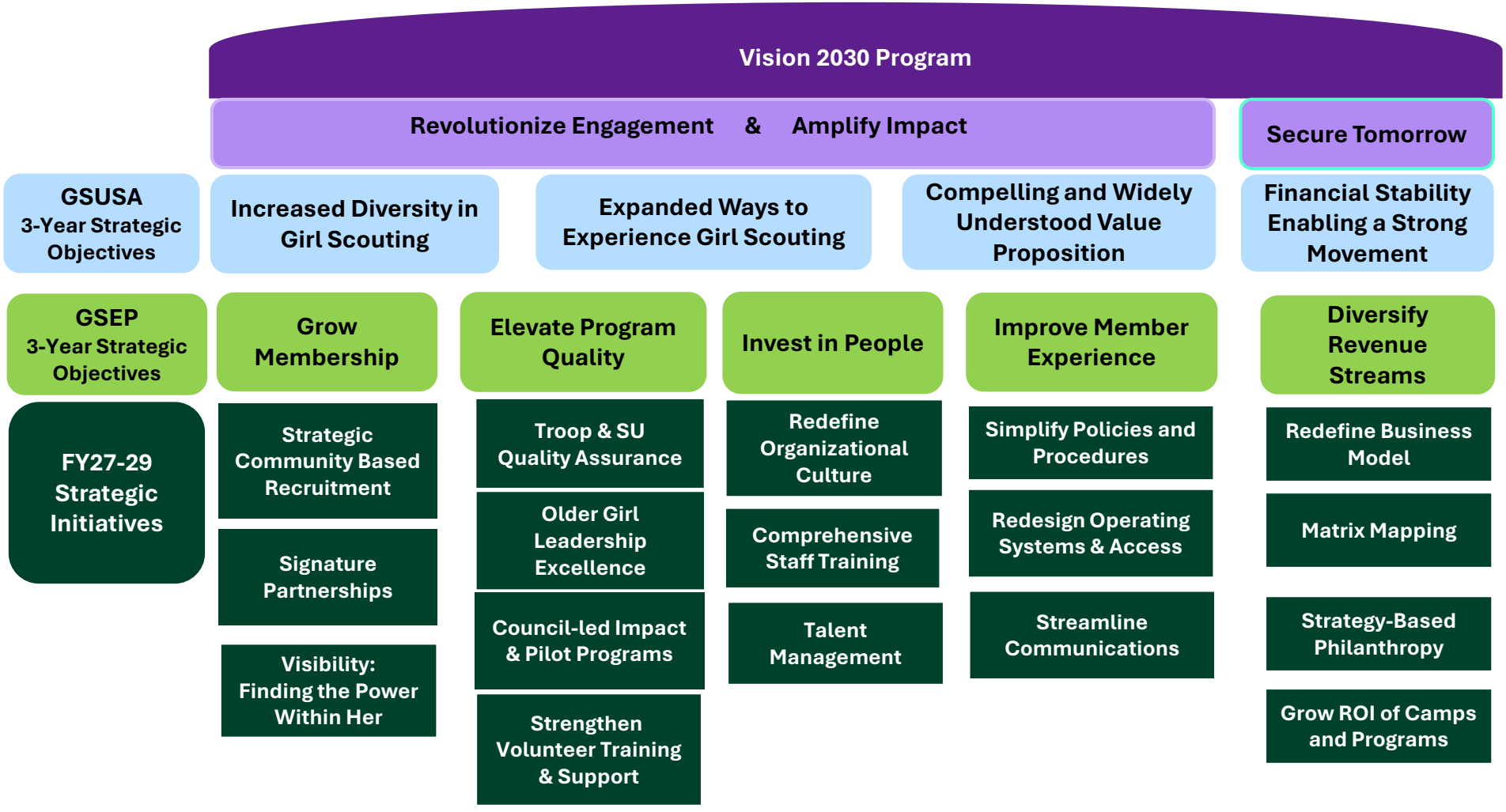
responsible stewards for future generations of girls







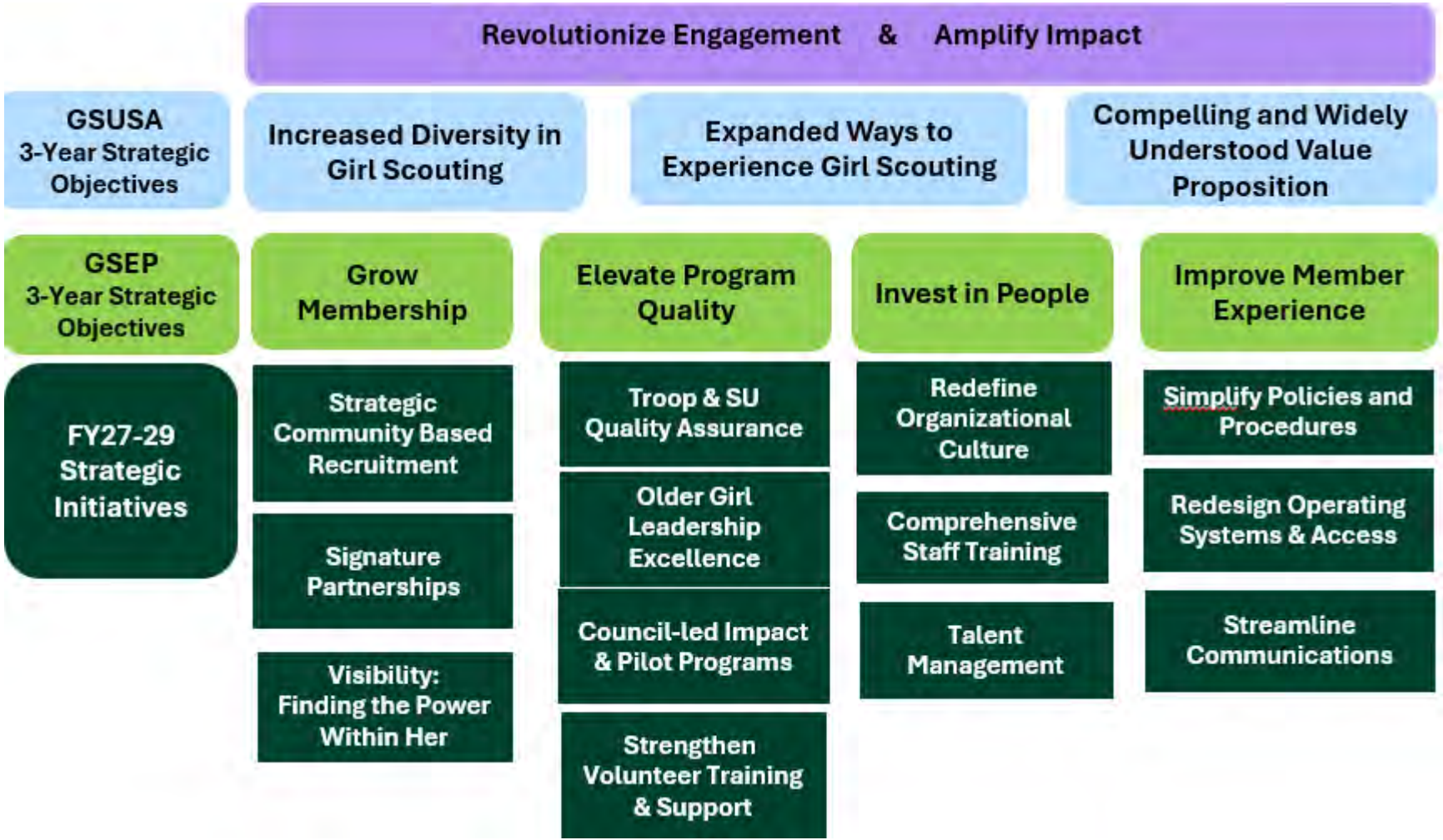
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Vision 2030 Program
Revolutionize Engagement & Amplify Impact
Secure Tomorrow
GSUSA 3-Year Strategic Objectives
Increased Diversity in Girl Scouting
Expanded Ways to Experience Girl Scouting
Compelling and Widely Understood Value Proposition
Financial Stability Enabling a Strong Movement
GSEP 3-Year Strategic Objectives
Grow Membership
Elevate Program Quality
Invest in People
Improve Member Experience
Diversify Revenue Streams
FY27-29 Strategic Initiatives
Strategic Community Based Recruitment
Signature Partnerships
Visibility: Finding the Power Within Her
Troop & SU Quality Assurance
Older Girl Leadership Excellence
Council-led Impact & Pilot Programs
Strengthen Volunteer Training & Support
Redefine Organizational Culture
Comprehensive Staff Training
Talent Management
Simplify Policies and Procedures
Redesign Operating Systems & Access
Streamline Communications
Redefine Business Model
Matrix Mapping
Strategy-Based Philanthropy
Grow ROI of Camps and Programs



Strategy Café Discussion:

What do you think of "Amplify Impact" and "Revolutionize Engagement" as objectives to strive toward in the next 3-5 years?


Revolutionize Engagement & Amplify Impact
GSUSA 3-Year Strategic Objectives
Increased Diversity in Girl Scouting
Expanded Ways to Experience Girl Scouting
Compelling and Widely Understood Value Proposition
GSEP 3-Year Strategic Objectives
Grow Membership
Elevate Program Quality
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Troop & SU Quality Assurance
Older Girl Leadership Excellence
Council-led Impact & Pilot Programs
Strengthen Volunteer Training & Support
Redefine Organizational Culture
Comprehensive Staff Training
Talent Management
Simplify Policies and Procedures
Redesign Operating Systems & Access
Streamline Communications

Large Group Report-Outs





Board Chair's Closing Remarks

Nicole LeVine

Are you...

READY TO EXPLORE





FALL PROGRAM PRODUCT LINES

Nuts & Chocolates
Magazines
BarkBox
Candles
Personalized Products
Tervis Tumblers





Share what you learned!

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Winter
Delegate Council Meeting

Monday, January 25, 2027

7 pm

Virtual ONLY (Zoom)

