



Spring 2021 Delegate Meeting

March 22, 2021

Welcome

Debbie Hassan, Board Chair



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*

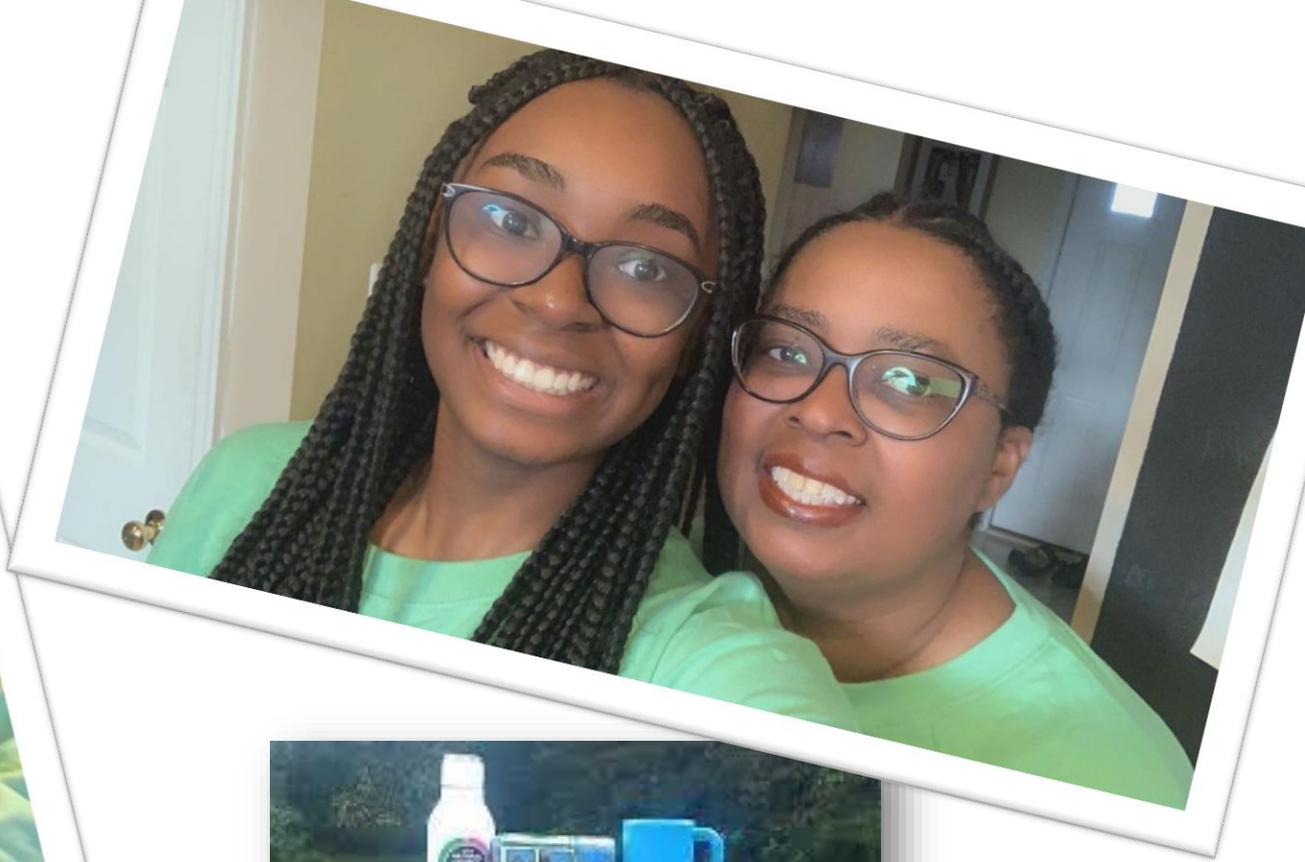
*respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.*





Mission Moment

Christian, Devyn, Mikayla, Morgan, Sereina
NCS Delegates





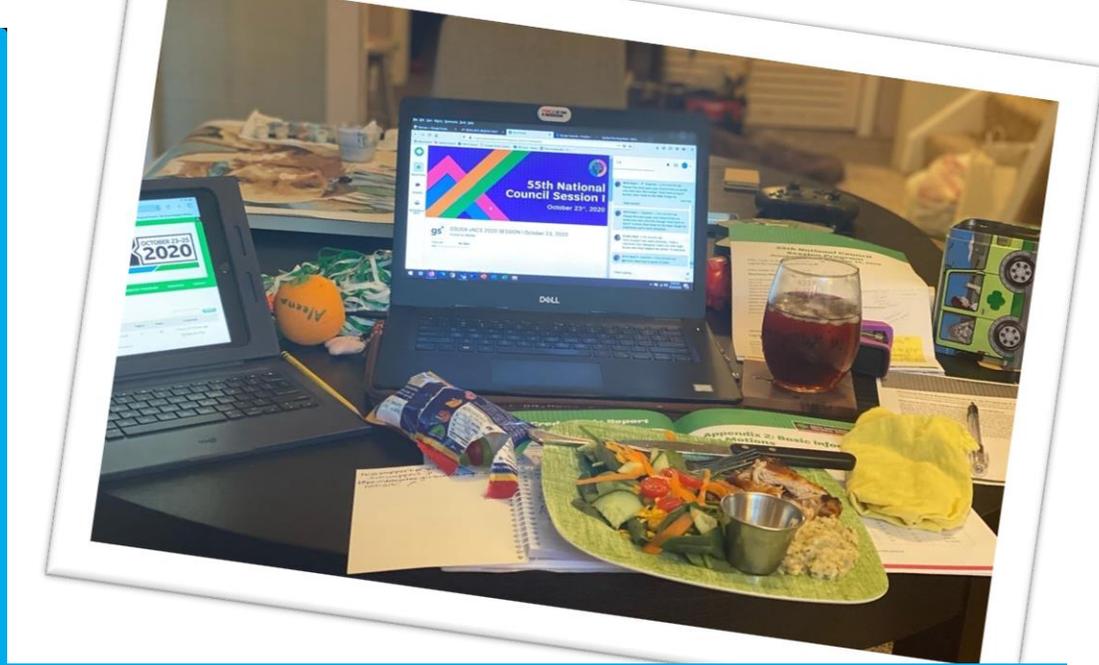
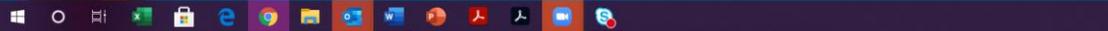
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55th National Council Session

Meeting 1



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 **55TH NATIONAL COUNCIL SESSION** **OCTOBER 23-25 2020**

Workbook
55th National Council Session
October 23-25, 2020







GSUSA | 55TH NATIONAL COUNCIL SESSION

Motion to refer Proposals ~~5~~ & ~~6~~ to the National Board for placement on the 2023 National Council Session agenda.

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PRO		12
1	Marie Young	
2	Margie Hatten	
3	Mikayla Havers	
4	Jill Mitchell	
5	Jane VanHatten	
		+7 MORE
CON		11
1	Lisa Wade Stewart	
2	Lynn Mack-Costello	
3	Elizabeth Thomas	
4	Maura Kelly	
5	Ann	



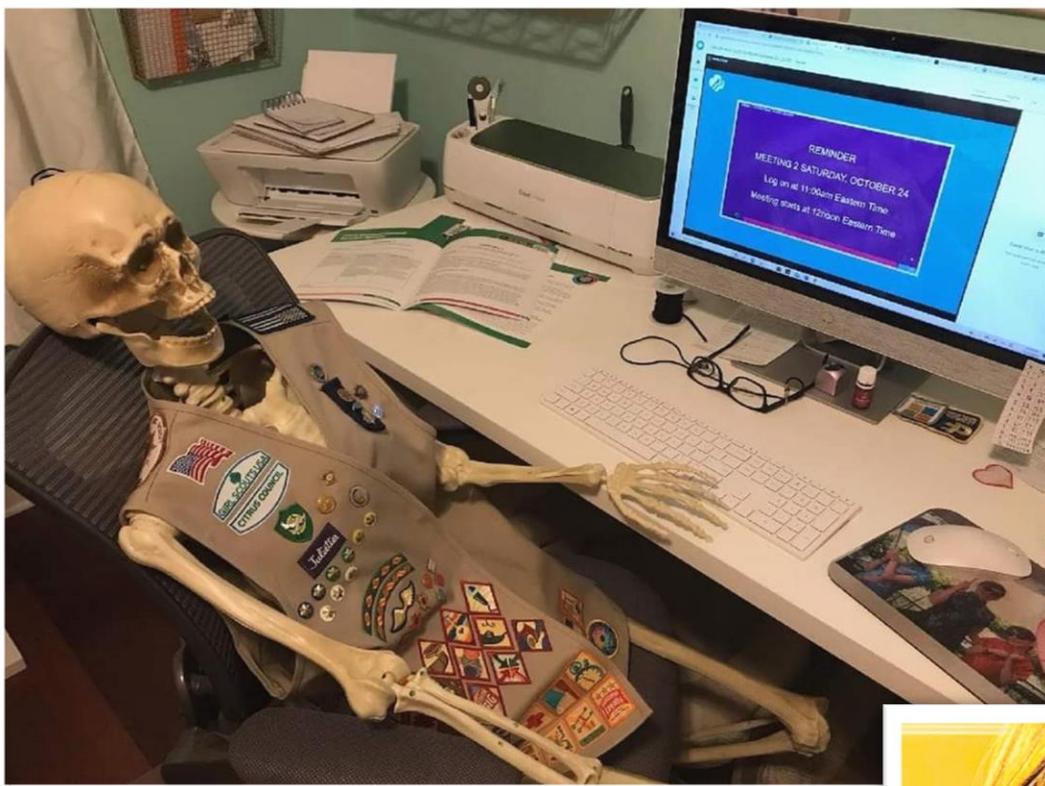
55TH NATIONAL COUNCIL SESSION

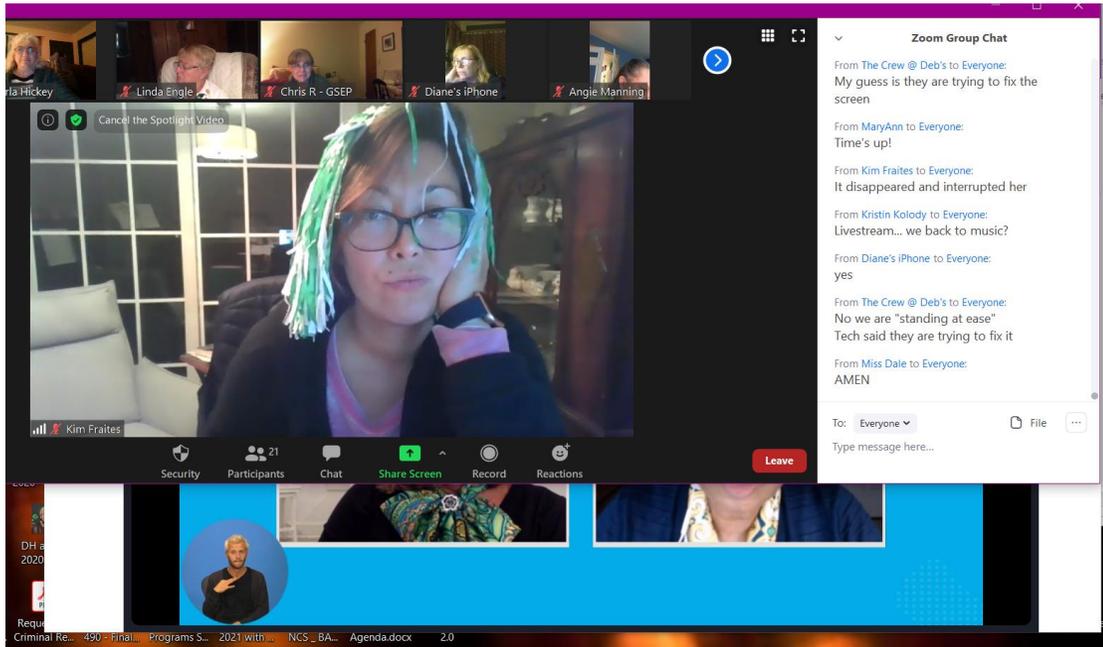
Secondary Amendment to Motion to Refer

Number of votes cast	1,127
Necessary for adoption	564
Votes for the motion	563
Votes against the motion	564

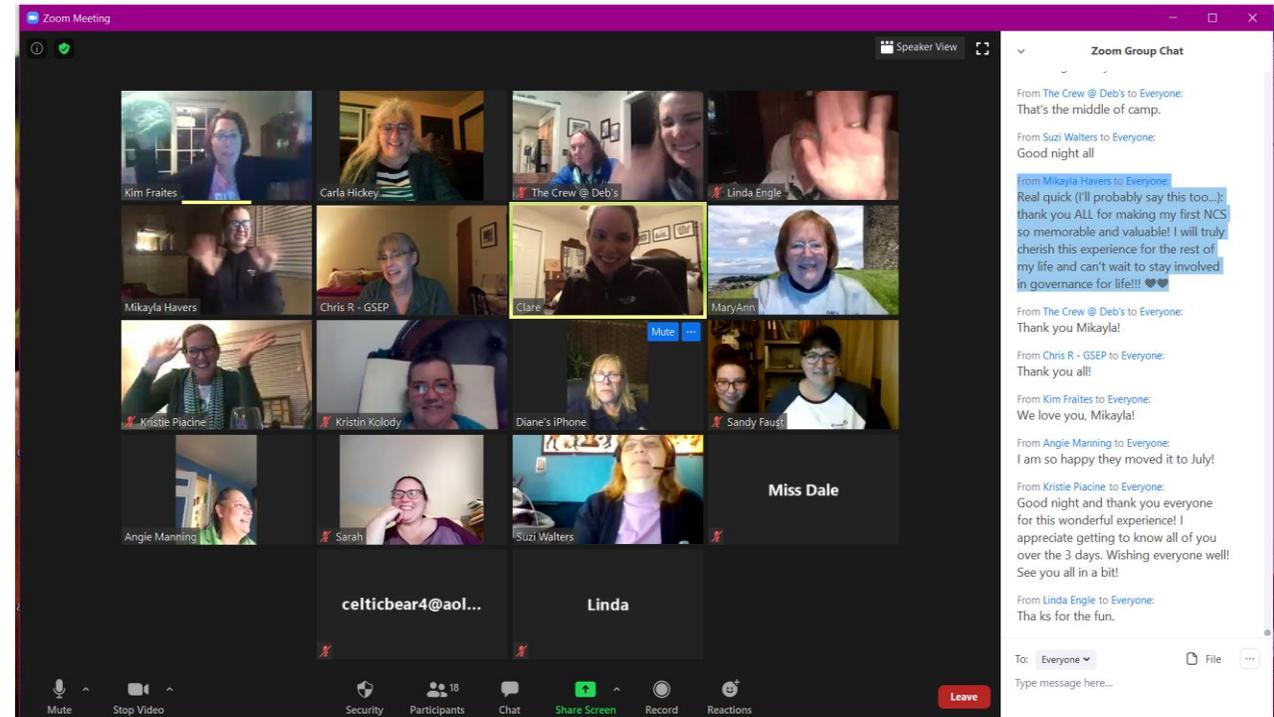
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**On Sunday, October 25,
we all signed off at
11:29 p.m.!**



Introductions

- Board members and Board Development Committee members
- Girl Advisors and Girl Delegates
- Service Unit Delegates and Alternate Delegates
- National Council Session Delegates



Board Development Committee Update

Susan Mucciarone, Chair

Board Development Committee Members

- **Susan Mucciarone**, *Chair, GSEP Board Member* - Executive Director of Private Wealth Management at Glenmede
- **Anne Baum**, *GSEP Board Member*, Lehigh Valley Executive & Vice President, Capital BlueCross
- **Deborah O'Brien**, *GSEP Board Member*, Senior VP & Market Manager at Bank of America
- **Deb Walters**, *GSEP Board Member*, Retired Pennridge School District Teacher

- **Laura Azzalina**, *Non-Board Committee Member*, Senior Vice President & Director of Community Banking, Firsttrust Bank
- **Mary Beth Biddle**, *Non-Board Committee Member*, Mechanical Engineer, Lockheed Martin
- **Michele Box**, *Non-Board Committee Member*, Bank Executive, Fulton Bank
- **Allison Green Johnson**, *Non-Board Committee Member*, is Senior Vice President, Chief Diversity Officer and Head of Employee Engagement, Lincoln Financial Group
- **Miriam Shou**, *Non-Board Committee Member*, Digital Risk Solutions Director at PricewaterhouseCoopers

Work of the **Board Development Committee** (BDC) includes:

- 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)





GSUSA: National Governance Update

Debbie Hassan, Chair



Interim
National CEO
Judith Batty

CEO Search Process Update

- Search committee applicants and nominations ✓
- Search committee selected and approved ✓
- Input solicitation ✓
- Search firm request for proposals (RFPs) ✓
- RFP review ✓
- Search firm interviews ✓
- Search firm selection ✓
- Prospective candidate identification
- Interviews
- Candidate selection
- New CEO start



= denotes completion





56th National Council Session

July 2023
56th National Council Session
+ Girl Scout Convention



Orlando, Florida

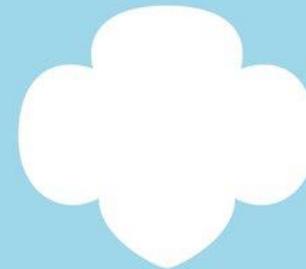
CONGRATULATIONS



Girl Advisory Board to Girl Scouts of the USA

Open to girls in
grades 8–12 in
fall of 2021.

Apply online:
March 1–March 31



**Questions or
Comments?**





Additional GSUSA News

Kim E. Fraites-Dow, CEO

National Committees: Membership Strategy and MarComm Advisory

Membership Strategy Steering Committee

 Jan Barker CEO Heart of Michigan	 Kathryn Benison Director of Membership Michigan's Capital	 Lara Branch Director of Membership Greater Los Angeles	 Lori Dykstra COO Dakota Horizons	 Karilyn Edmonds CEO Southern Alabama
 Kim Fraites-Dow CEO Eastern Pennsylvania	 Marie Gieringer CFO Diamonds of Arkansas, Oklahoma, and Texas	 Tony Gizzy CFO Central and Southern New Jersey	 Holly Kluever COO Greater Iowa	
 Susan Osborn COO Western Ohio	 Russel Statham CEO Central California South	 Alison Wilcox CEO Western New York	 Nikki Williams CEO Virginia Skyline	 Nancy Wright CEO Greater Chicago and Northwest Indiana

GSUSA | Championing Girl Ambition Through a Differentiated Brand

MarComm Advisory Committee

 Narasha Hemming Chief Executive Officer Heart of NJ	 Kim Fraites-Dow Chief Executive Officer Eastern Pennsylvania	 Christy Gibbs Chief Marketing Officer Iowa	 Antonette Bernich Chief Marketing Officer Greater Iowa	 Yarenska Jenkins Chief MarComm Officer Southeastern Michigan	 Jennifer Sholund Chief Dev & Comms Officer North Central Alabama	 Lindsay Cosgrove Chief Strategy Officer Greater NY	 Melissa Befanosu Chief External Relations Officer Connecticut
 Callie Birshall-Chambers Vice President MarComm Utah	 Linda Bridges Chief Comms Officer Southern Nevada	 Connie Chavez Chief External Affairs Officer San Joaquin	 Yolanda Tate MarComm Director North Carolina Coastal Pines	 Julie Somogyi Chief External Affairs Greater Chicago	 Maurs Verner VP Marketing Eastern Iowa and Western Illinois	 Karen Kelly VP MarComm South Carolina Mountains to Midland	 John Smiles Sr. Director MarComm Greater Atlanta
 Katrina Montoya Director of MarComm New Mexico Trails	 Deana Pottel Chief Membership and Marketing Officer Central Indiana	 Laura Genese MarComm Director Maine	 Kathryn Nielsen Director of Marketing California Central Coast	 Kirsten Mitchell Chief MarComm Officer Central Texas	 Kanya Yarbrough Director CEA & Advocacy Greater Los Angeles	 Ginger Lallo Sr. Director Product Sales, Southeastern New England	 Heather Thornton MarComm Director Arizona Cactus Pines

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Spring Renewal Campaign: April 1-June 30

Today,
tomorrow,
together—
we're on
your team.



**We've
Got
This**



Extended Year Campaign: April 1

Our members did not *leave* Girl Scouts.
They put their life on *pause*.

GSUSA | Extended Year Membership Proposal



Extended Year Proposal: Expand and Extend

The Membership Strategy Steering Committee, comprised of 14 council leaders and staff of the national office, propose two changes to this membership category:

Open in April

Permanently change the eligible start date of the membership offer to April 1.

Members Ready to Rejoin

Offer a one-time expansion of this offer to lapsed members beginning April 1, 2021.

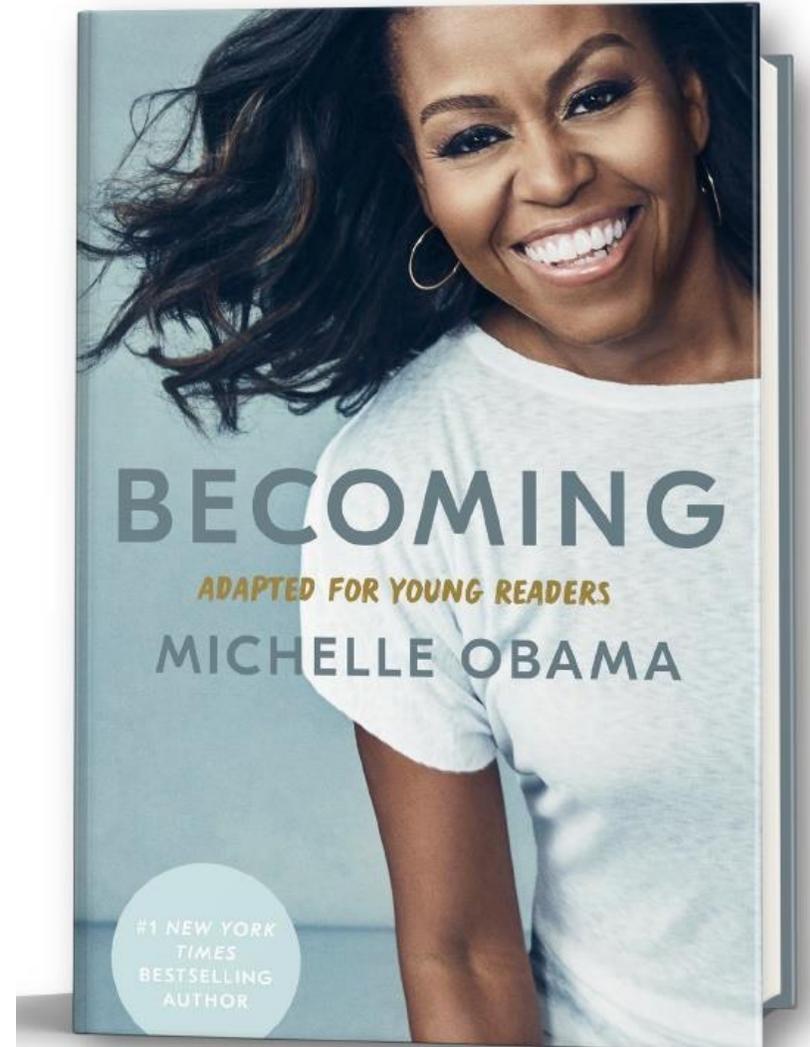
Returning members will purchase the \$35 membership and continue through September 30, 2022.



“Becoming Me” Collaboration with Michelle Obama

Starting with a virtual, national event in May!

Member Exclusive virtual event with Mrs. Obama, Girls and Adults must have an FY22 Membership: Spring Renewal, Extended Year or Lifetime Membership.



Mission

[what we do]

Build girls of
courage,
confidence and
character that
make the world a
better place.

Purpose

[why we do it]

Champion
Girl Ambition

“I feel like ambition is something that is typically associated with males, so making that a foundation of Girl Scouts could actually have really significant cultural change. The value Girl Scouts adopts get adopted by the rest of society. I am really excited about this!”

Phoebe
Gold Award Girl Scout





Simplified Brand Architecture

Logo



Movement Servicemark



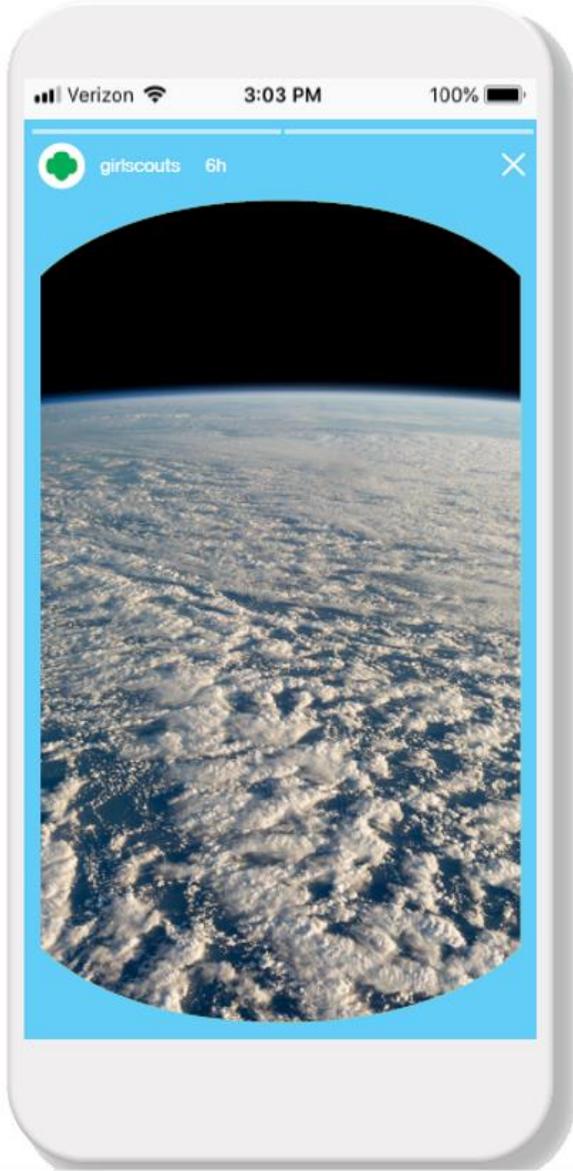
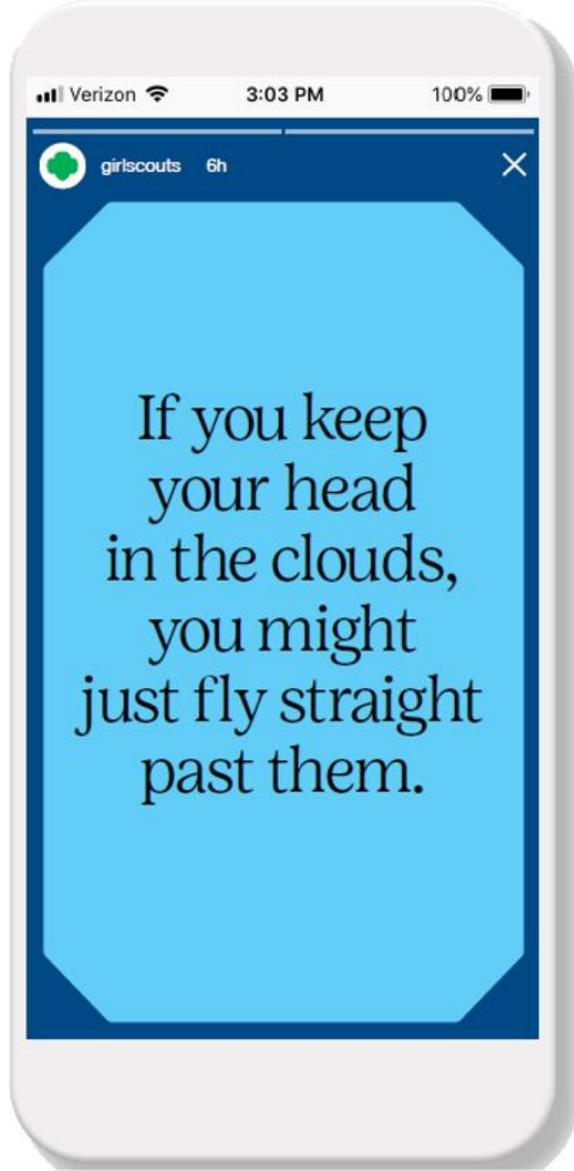
Council Servicemarks
and Acronyms



Highest Awards
Servicemarks









A New Look for Girl Scout Products





Fun Branded Patterns Which Can Be Applied Across Product Categories





Legacy Products for Alums Inspired by Vintage Designs

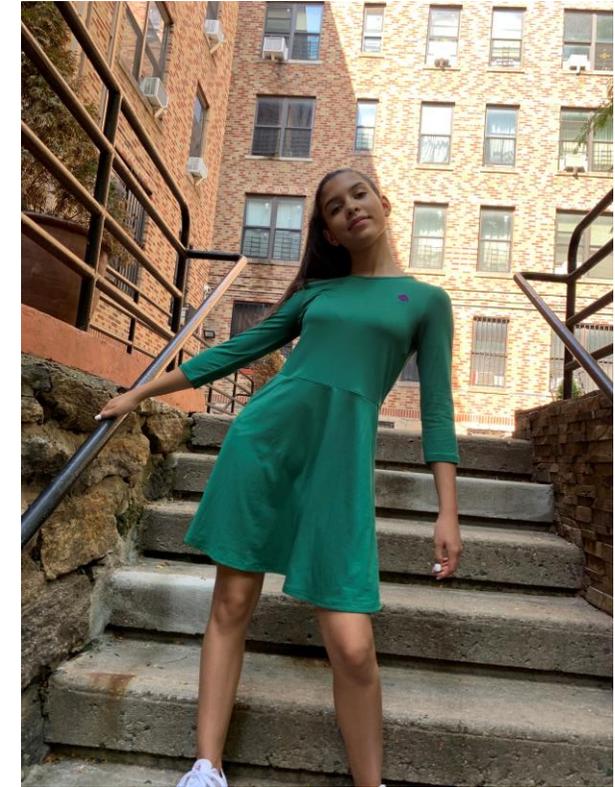
Standards include a mature color palette, vintage pattern, and quotes





New Branding Introduced in 2020 Official Apparel Launch

Girls, parents, and press were enthusiastic about the collection

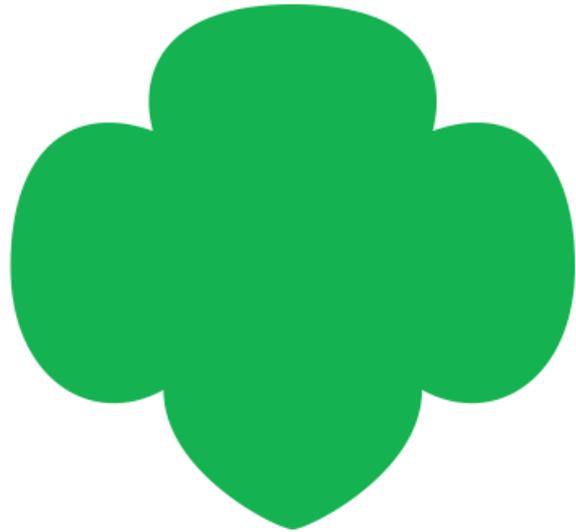


 **bknyinaz** 2d
↳ girlscouts · Business
My Cadette daughter said YESSSS and me, her leader Mom agrees! 🍪🍪🍪

 **sandynorman** 4d
↳ girlscouts · Business
Definitely buying some of these!!!



Transforming in Service to Girls



Connecting with

93%

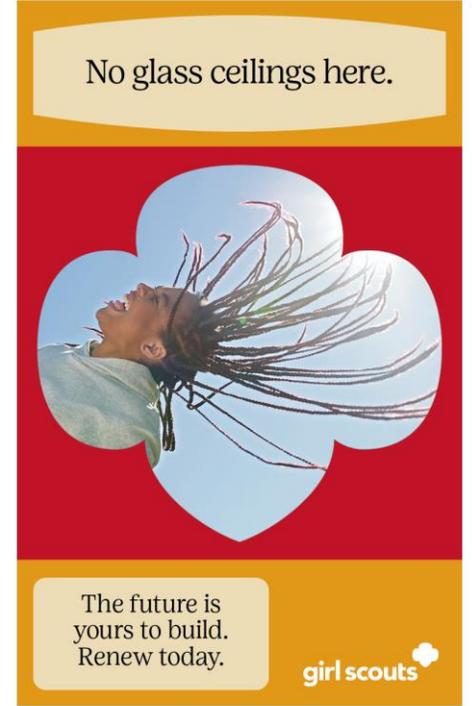
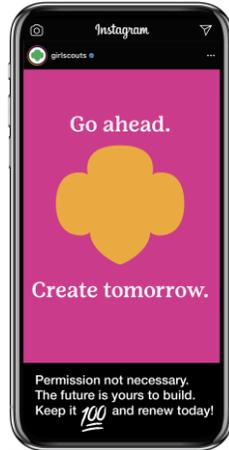
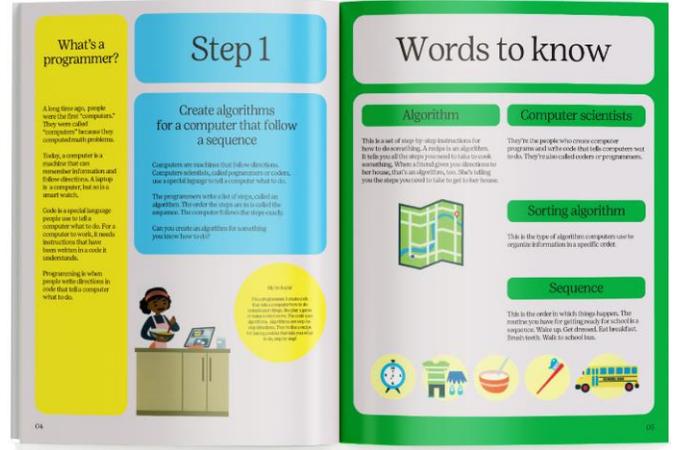
of girls who need a champion

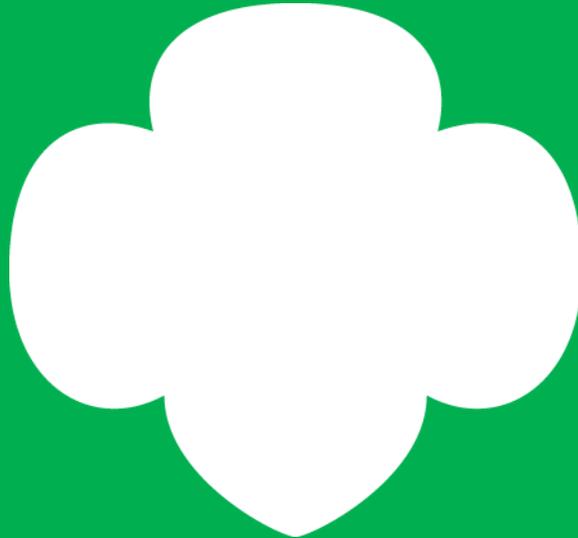


Championing Girl Ambition at Every Turn



Embracing Our New Identity









2020 NCS Report

GSEP's NCS Delegates



Kim Fraites



Susan and Deb



Chris R - GSEP



Monica and Christia...



kathy limbaugh



Olga Torres



Kristie Piacine



Mikayla Havers



Carla Hickey



dmhassan



Brianna & Bridget



Amanda and Dianne



Angie Manning



Morgan Limbaugh



Heather Schoener



Sandy Faust



Clare



Sarah Campbell



Sereina Williams



Katrina Rossiter



Raquel Lopez



Devyn's iPhone



Suzi Walters



Anusha



Nya Cherry

GSUSA vNCS 2020 SESSION I October 23, 2020 GSUSA Time Left 1h:40m

MAIN STAGE

RECEPTION

STAGES

SESSIONS & MICS

Event MAIN STAGE

NCS Host 1 **Organiser** - 2 minutes ago
Just an FYI, when this is over, we'll be closing the chats so that we can all focus on the business meeting again.

I haven't seen anything written that set the voting time. A lag would be seconds not minutes.

Hilary Jirasek a few seconds ago
love the online program options the World Centers are offering troops!

Lorlei Dreibelbis a few seconds ago
agreed! So much more connection wit World centers!

Tricia Tilford a few seconds ago
Learn how to support WAGGGS from the U.S. at worldfoundationgggs.org

Start typing...

SA vNCS 2020 SESSION IV October 25, 2020 Time Left 4

IN STAGE

Ann Donely
National Volunteer Partner

We are righteous in our belief of the Girl Scout mission.

Partner Led Family Guide GSEP 2020 DEI - 10.23 Vn System

At 10:53 pm on Saturday night ↓ (adjournment at 11:33 p.m.)

GSUSA | 55TH NATIONAL COUNCIL SESSION

Program

that the 55th National Council Session Program be amended by moving consideration of Proposal 4 to the beginning of the Business Meeting 4, on Sunday, October 25, 2020 at 11 am ET.

PRO		11
1	Jane VanHatten	
2	Suellen Nelles	
3	Ceatrice "CeCe" Johnson	
4	Sarah Spicer	
5	Jennifer Tuttle	
		+ 6 MORE

CON		16
1	Mary Denver	
2	Shanna Jafri	
3	Marie Williams	
4	Shelby Bennett	
5	Andrea Sedano	
		+ 11 MORE

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GSUSA | 55TH NATIONAL COUNCIL SESSION

#4 Membership Dues Increase Restriction

Membership Dues and Procedures for Registration

In order to be a member of the Girl Scout Movement in the United States of America, a person must register with and pay annual, lifetime or other applicable membership dues to Girl Scouts of the United States of America. This is done locally through the Girl Scout council of USA Girl Scouts Overseas committee with which she or he is affiliated or through national headquarters if she or he has no council affiliation. **The National Board of Directors must shall obtain approval from the National Council whenever a planned dues for any increase will result in dues increasing more than a total of 25% in any one triennium, for any increase resulting in a dues cost equal to or greater than 25% 20% of the amount of dues at the time of the previous NCS. This shall occur no more than one time in any inter-NCS period.** Girl Scout councils account for membership dues in the custodian fund and transmit to GSUSA within two months of receipt all monies received for membership dues. These funds are not to be invested by the council for the purpose of generating income for the council.

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Establishment of a Task Force to Examine the Feasibility of a National Gold Award Scholarship Foundation



THAT the National Council establish a task group overseen by GSUSA and 2 council representatives, that includes volunteers, council staff, GSUSA Board members, and GSUSA representatives, charged with **examining the feasibility of developing a**

college scholarship foundation to benefit Gold Award Girl

Scouts. The task group will report back for a vote at the 2023 NCS on the feasibility, recommendation and timeline for potential establishment of the foundation by the 2023 National Council Session. All members of this task force shall be appointed by the GSUSA Board of Directors.

Lifetime Membership Discount

Lifetime members pay \$400 lifetime 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; **discounted**

lifetime membership dues of \$200 shall be offered to anyone who is a registered member and has served as a volunteer for a period of 10 or more years at the time of becoming a lifetime member.



Constitutional Amendment on **Consistency in Delegate Terms** (Article IV) Section 7

Subject to the requirements of the preceding sections of this article, delegates elected by local councils **shall be elected in the calendar year preceding the National Council Session** and 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 2 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.



Constitutional Amendment on Membership Dues (Article IX) Every person accepting the principles of the Girl Scout Movement and desiring to be a member of the Girl Scout Movement in the United States of America shall pay annual, lifetime, or other applicable membership dues to Girl Scouts of the United States of America. **Dues are set by the National Council or the National Board.** The National Board shall implement procedures for communicating with and seeking input from Girl Scout councils and National Council delegates prior to any membership dues change by the National Board.



Communications Procedures for National Board Dues Changes Prior to any vote by the National Board to change membership dues structure or amount, Girl Scouts of the USA shall **communicate with and seek input from all local Girl Scout councils and National Council delegates** on the proposed changes, intended use of the funds, and potential impact on the Girl Scout Movement. After action is taken by the National Board, there shall be a report to **all** local Girl Scout councils and National Council delegates of the decision taken and the impact of the dues change.

Membership Dues and Procedures for Registration In order to be a member of the Girl Scout Movement in the United States of America, a person must register with and pay annual, lifetime or other applicable membership dues to Girl Scouts of the United States of America. This is done locally through the Girl Scout council of USA Girl Scouts Overseas committee with which she or he is affiliated or through national headquarters if she or he has no council affiliation. **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% in any one triennium.** Girl Scout councils account for membership dues in the custodian fund and transmit to GSUSA within two months of receipt all monies received for membership dues. These funds are not to be invested by the council for the purpose of generating income for the council.



Strategy Café:

- *How do you feel about the proposals approved at the 2020 NCS proposals? Will they have an impact here in GSEP?*





Breakout Rooms

You have been assigned to Breakout Room:

Breakout Room 1

Join Breakout Room

REPORT OUTs



**Wrapping up,
looking forward**



Other possible proposals discussed in the last triennium:

- 1. At special sessions of the National Council, two hundred members of the National Council present either in person *or virtually* shall constitute a quorum.**
- 2. Any proposal originating from a local council involving the National Board of Directors, shall be subject to review by a non-biased, third party**
- 3. Requiring that every Council includes GIRLS as NCS Delegates**
- 4. Free lifetime membership for all Gold Award Girl Scouts**
- 5. Amend the Girl Scout Promise and Law to change “I will try” and “I will do my best” to “I will,” and to change “I will serve God and my country” to “I will respect God and my country.”**

Strategy Café:



- *Suggested topics for the 2020 NCS – should we look at submitting these again for 2023? What else is missing?*



Breakout Rooms

You have been assigned to Breakout Room:

Breakout Room 1

Join Breakout Room

REPORT OUTs





April 1, 2021 – Annual Meeting info
emailed to Delegate Council

May 1, 2021 – GSEP Annual Meeting

April 2 - August 31, 2021 – SU Delegates should
be elected for MY22

Shop GSEP!

10% Off

As a special thanks, here's a little gift.

Delegates, enjoy a 10% discount on your next GSEP shop purchase!

Book a VIP appointment, Curbside Pickup or take advantage of FREE shipping!

**Mention “Spring Delegate” when you order,
and we’ll take 10% off your purchase.**

Coupon expires 4/30/21 and cannot be used with other discounts. Only one use per delegate and not transferrable- not to be used on troop purchases.



Thank you!

Questions or comments? Email governance@gsep.org