

2019 Annual Meeting Minutes – March 7, 2019

Board Chair, Teresa Colgan, called the 2019 first virtual Annual Meeting of the Girl Scouts of Eastern Iowa and Western Illinois to order at 6:00 pm.

Welcome & Introductions

Board Chair, Teresa Colgan welcomed those attending virtually and the board of directors present at the Bettendorf Leadership Center.

CEO, Diane Nelson welcomed those in attendance and explained the agenda and how to navigate through the on line voting and questioning.

Official Meeting

Credentials

Board Chair, Ms. Colgan, called the 2019 Annual Meeting to order. Tracy Schwind, Board Secretary, confirmed that there were 116 virtually present voting members in attendance and Ms. Colgan noted the business meeting was officially in session.

Stewardship Report

Diane Nelson, CEO presented the stewardship report.

The Girl Scouts of Eastern Iowa and Western Illinois Stewardship Report provides an update to key membership on the efforts of the council from the previous fiscal year. To guide our council's course of action, the Strategy Plan is built on the strategic priorities identified for 2017-2019. Fiscal year 2018 was our council's second year with this strategy plan.

The strategic priorities are Girl Scout Experience, Leverage Financial Resources and Organization Impression. Our council ensures action plans are in place to carry out these strategies and close the gaps from our current state to our desired result. Each strategic priority has several key areas to maximize impact.

Here is the strategic impact made in FY 2018:

Strategic Priority - Girl Scout Experience

The desired state of the Girl Scout Experience strategy is to provide consistent and impactful experience relevant to girls and aligned with community needs. This aligns with the National Strategy to *Reach More Girls and have a Higher Impact*.

Key Areas of Impact:

Experience for Girls - Define, design and assess the current and future experience for girls to grow girl participation. Girl Scouts needs to stay relevant for girls today and cutting edge to attract girls in the future.

- Created deep-dive voice of customer pieces to capture the customer experience of girls, parents and volunteers using the local research data from the Girl Scout Voices Count national survey.
- Restructured Girl Experience Team based on four program pillars: STEM, Outdoor, Life Skills, and Entrepreneurship. Added a Leadership pillar to enhance travel progression and Gold Award.
- Scheduled programs for 2018-2019 based on STEM, Outdoor, Life Skills, Entrepreneurship and Leadership. In September 2018, a STEM robotics event served 263 girls and adults in Waterloo, IA.

Outreach Expansion - Solidify our current Outreach Initiatives, identify potential areas for growth, and determine further Outreach expansion. The percentage of low-income families with girls that need Girl Scouts is on the rise.

- Established partnership with an area company to secure volunteer support for Girl Scouts.
- Tailored marketing strategies to individual schools, areas, or regions to implement outreach opportunities with a focus on areas of greatest potential growth.
- Implemented event-style or after school programs at schools targeted based on need. Developed additional plans to serve girls through summer program opportunities. Secured Dubuque Bank and Trust as sponsor for Dubuque Summer Adventures.
- Piloted sponsorship approach for outreach sites and found most corporate volunteers were seeking a one-time volunteer experience not a series. Utilized college and high school student volunteers at summer outreach sites to allow more sites to be served.
- In 2018, 5,321 girls were served through outreach initiatives with 69 schools and 32 community organizations.

Leader Experience - Explore the onboarding process of new and existing leaders, gaps within that process, and identify modifications needed to enhance the leader experience. Ensure that Girl Scout leaders have the support needed to provide a great experience to girls.

- Rolled out a new onboarding process for the membership year to enhance the leader onboarding experience.
- Determined improvements to Daisy strategy, volunteer recruitment, and leader support through breakout sessions at staff retreat. Based on input from research based customer maps, solution teams, and recruitment feedback, these improvements will be the focus for leader experience enhancements.
- Created volunteer task groups to strategize, evaluate and implement work in areas such as Daisy support, adult and girl recruitment, and volunteer training and onboarding.
- Revamped the staff structure to enhance volunteer support with a Daisy team, a volunteer development position, and a community engagement team to focus on adult and girl recruitment.
- Promoted use of Volunteer Toolkit online resource for leaders resulting in a 54% overall adoption rate for GSEIWI compared to 46% national average. GSEIWI had 69% adoption of the Volunteer Toolkit with Daisy Leaders, 9% higher than national average of 60%.
- Hosted a Leadership Conference at Camp Liberty with 29 service unit directors, representing 24 service units in August 2018.

Membership as of September 30, 2018:

- GSEIWI is ranked 41st in membership size with 15,942 girl members. With 1.49% increase as of September 30, 2018, GSEIWI ranks 29th out of 112 councils for percentage of girl membership growth.
- GSEIWI ranks 8th in the nation for girl market share, K-12th grade, at 12.5% while the national average for market share is 6.57%. Market share for K-5th grade is 22.56% in GSEIWI and ranks 6th in the nation. The national average for K-5th grade market share is 10.74%.
- GSEIWI ranks 87th out of 112 councils with a girl retention of 53.28%. GSUSA average for girl retention is 60.46%. GSEIWI ranks 54th out of 112 councils for adult retention at 70.19%. This is slightly above the national average of 69.89%.

Strategic Priority - Leverage Financial Resources

The desired state of the Leverage Financial Resources strategy is to expand financial resources to leverage the impact of the organization. This aligns with the National Strategy to *Increased Investments and Effective Operations*.

Key Areas of Impact:

Property Alignment - Assess cost of council facilities to support quality girl experience, expand usage, and increase sustainability.

- Closed on sale of 57.3 acres at Camp L-Kee-Ta.
- The Board and Property Committee reviewed Camp Little Cloud usage data in October 2017 and the Board voted to divest unused parcels at Camp Little Cloud. Sale not expected until FY 2019.
- Gathered year-end data and reports to monitor the cost/benefit for outside user groups at camp properties. Developed pricing plans for Camp Liberty for Girl Scout groups and outside user groups.
- Nearly \$170,000 was provided in financial assistance for membership year 2018 including \$23,500 for campers at summer resident or day camp.
- 1,153 girls attended summer camp at Camp Liberty. 273 were in an equestrian program. 348 Campers signed up as Very Important Campers (VICs) for early registration to camp in 2019.
- Over the 2018 fiscal year, 4,850 girls experienced the outdoors at Camp Liberty, Camp L-Kee-Ta or Camp Little Cloud.

Leverage Resources - Identify technology needs, to enhance ways of work and staffing, to increase efficiency and opportunities for further enhancements.

- Compiled emerging technology needs to budget for fiscal year 2019 including new phone system, new virtual file server, and increased connectivity at Camp Liberty.
- Assessed need and budgeted for a new phone system and new virtual file server in capital budget for FY 2019.
- Documented procedures for knowledge retention in several departments; finance, fund development, marketing, human resources, office, shop, outreach and performance excellence.

- Restructure staff roles to implement eight Community Engagement Manager Positions to build relationships within a smaller region in an effort to improve recruitment and support service units.

Community Giving - Leverage opportunities to fund Girl Scouting through alignment with donors and increase donation amounts from existing donors.

- Piloted corporate sponsor of outreach site for funding and volunteering.
- Completed philanthropy plan for key stakeholder groups of families, staff and Board.
- Secured four corporate sponsors for outreach sites. One sponsor is volunteering with the outreach site. Reevaluating the outreach site sponsorship piece for next year.
- Held events in two areas for planned giving donors as part of philanthropy plan implementation. Exceeded year end development goal with \$755,013 in secured gifts and pledges.
- 44 individuals are in the Juliette Gordon Low Society for planned giving
- 30 donors in Emerald Circle for annual giving above \$1,000

Product Sales Highlights for FY 2018:

- 1,329,188 packages of cookies were sold in our council
- On average, each girl sold 162 packages of cookies
- Over \$112,000 worth of virtual program credit was issued to girls
- 54 cookie rallies hosted to teach entrepreneur skills to girls
- 8,159 girls participated in the Cookie Sale Program
- 75% of every package sold stays within the area

Strategic Priority - Organization Impression

To create an engaging impression of Girl Scouts that resonates with families, new leaders, and emerging volunteers is the desired state of the Organization Impression strategy. This aligns with the National Strategy to *Reach More Girls and have a Stronger Brand*.

Key Areas of Impact:

Families - Review, implement and measure communication plan for families to increase understanding the value of Girl Scouts and continued involvement.

- Hosted five family focused events at camp. Developed direct mail piece and social media cookie sale countdown for families.
- Evaluated tools for membership recruitment. Created a Family Focused Event task force to advise and support events targeting families. Created a New Daisy Leader volunteer support committee.
- Redesigned recruitment strategies to engage parents with visuals, improve conversation, and activities for girls. Revamped support to leaders to include more one on one support, promote local leader meetings, and increase familiarity with the Volunteer Toolkit.
- Implemented recruitment strategies to create more conversation with parents at recruitments, focused on STEM activity for girls to increase the parents view of value of Girl Scouts.

Future Troop Leaders - Evaluate current research and define what a 'troop leader' looks like to a millennial and align with volunteer expectations.

- Implemented cookie rookie program to support first year leaders. Held two webinars, with a focus on the Volunteer Toolkit, to support Daisy leaders and six Daisy focused events for girls and adults.
- Conducted and assessed pilot project for targeted Daisy recruitment at Linn Mar schools in Marion, Iowa. Eight new troops were established through this initiative. Implemented Cookie Rookie for first year leaders resulting in an 8% increase in cookie sale participation and a Daisy Girl Scout reached highest cookie seller.
- Created New Leader Guide, redesigned 1st year Daisy plan for leaders, and realigned staff to support new leaders. Planned regional events for Daisy Girl Scouts to happen in FY 2019.
- Developed leader guide and redesigned new leader onboarding emails to incorporate new resource.

Emerging Volunteers - Create an infrastructure to cultivate, support, and track emerging volunteers.

- Leveraged system to track volunteers and began testing process with Girl Scout volunteers secured from Modern Woodman to assist with outreach program at the Rock Island Program Center.
- Presented staff development lunch and learn training on successful volunteer teams. Created monthly marketing piece and enhance website for volunteer opportunities.
- Marketed volunteer opportunities to LEAD Her, a women's leadership organization in the Quad Cities. While challenging to ensure volunteer hours are reported, the business ops team documented over 1,000 volunteer hours.
- Increased placement of volunteers in shop and office support to 28 volunteers. In 2018, approximately 1,020 non-traditional volunteers gave their time to Girl Scouts through one-time events or short-term projects.

Community - Evaluate the community impression of Girl Scouts and develop plan to positively expand the impression.

- Developed Girl Scout age level Facebook groups to support troops using social media.
- Implemented process to highlight troop activities and share impact through media efforts. New corporate donors and general community partners are recognized on social media.
- Trained staff and key volunteers on the importance of strong Girl Scout messaging in response to market competition; all-girl environment, G.I. R. L., and showing Girl Scout pride with increased community presence.
- Implemented Girl Scout marketing plan in communities with significant market competition. Highlighted Girl Scout Initiatives in Outdoor, STEM, and community programs with an onsite interview with WQAD in the Quad Cities. Two Gold Award Girl Scouts were featured, one by KWVL in Waterloo, IA and another by KWQC in Quad Cities.

High Awards Highlights for FY 2018:

- 178 Bronze Award Girl Scouts
- 76 Silver Award Girl Scouts

- 7 Gold Award Girl Scouts
- These high awards represent over 7,920 hours of impact in the community by area Girl Scouts.

GSEIWI will continue to inspire leadership in girls and adults who improve the world around them. Together, we are building future leaders of courage, confidence, and character.

Approval of Minutes of 2018 Annual Meeting

Minutes of the 2018 Annual Meeting of the Girl Scouts of Eastern Iowa and Western Illinois were approved as submitted.

Board Development Committee Report

The Board Development Committee presented the following persons as nominees to serve as ex-officio non-voting members of the Board of Directors for a one year term:

- Lily Mitchell, Bettendorf
- Ella Rosenthal, Iowa City
- Jessica Kendell, Burlington

The Board Development Committee recommended the following slate as Board of Directors, Officers:

- Jill Dashner, Waterloo – Chair
- Teresa Colgan, Burlington – 1st Vice Chair
- Sarah Beckman, Burlington – Treasurer
- Anne Ryerson, Geneseo – Secretary

Outgoing board members were recognized for their dedication and support to Girl Scouts of Eastern Iowa and Western Illinois.

- Lee Mowers
- Andrew Abbott
- Delanie Williams
- Erin O’Hara
- Hanna Schmitt

On line Voting Results

After the completion of the online voting process the votes were tallied and the results were as follows. Teresa Colgan read the results:

The 2018 Meeting Minutes – Passed
The Girl Board Members – Passed
The Slate of Board Officers - Passed

Closing

Teresa Colgan asked for a motion to adjourn the meeting at 6:37 pm. After a virtual vote took place, the 2019 Annual Meeting came to a close.

Kelly Campion, Executive Assistant to the CEO
Recorder for the Annual Meeting