

2020 Annual Meeting Minutes – March 19th 2020

Virtual Meeting supported by: GoToMeeting and Simply Voting

Official Meeting

Credentials

Board Chair Jill Dashner, called the 2020 virtual Annual Meeting of the Girl Scouts of Eastern Iowa and Western Illinois to order at 6:06 pm.

Anne Ryerson, Board Secretary, confirmed that there were 93 virtually present voting members in attendance and Ms. Dashner noted the business meeting was officially in session in accordance to bylaws of our council. Article 1 Section 6 states 50 voting members registered 60 days prior to the current year annual meeting will constitute a quorum.

Stewardship Report

Diane Nelson, CEO for the Girl Scouts of Eastern Iowa and Western Illinois, presented the stewardship report for the 2019 fiscal year.

The Stewardship Report provides an update on the efforts of the council from the 2019 fiscal year. To guide our council's course of action, the strategy plan is built around strategic priorities. The strategic priorities through Fiscal Year 2019 were Girl Scout Experience, Leverage Financial Resources and Organization Impression.

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.

- We hosted pillar programs: STEM, Outdoor, Life Skills, Entrepreneurship and Leadership across the council.
 - STEM events in all regions including with John Deere and ATEEC Interactive Learning Lab Journey the World, part of the Life Skills pillar, at Camp Liberty, Cookie Rallies and celebration events.
 - In June 2019, 80 girls in grades 6-12 attended Raise Your Voice, a Girl Scout leadership conference, on the campus of Loras College in Dubuque, Iowa.
 - Camp Liberty summer resident camp program served 1,281 campers. For FY 2020, 354 campers have indicated their intent to return to camp for the 2020 camp season as Very Important Campers (VIC).

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.

- In 2019, our council extended outreach programs to 4,900 girls through outreach initiatives with 41 schools and 32 community organizations.
- For 2020, we repackaged program opportunities to resonate with girls and sites, Uniquely Me! For Kindergarten through third grade and Fearlessly Me! For grades fourth through eighth grade.

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.

- Celebrated “Champions of Girls” with 315 guests during Leading the Way event with National Girl Scout CEO Sylvia Acevedo and 110 guests for the President’s Award Reception honoring 37 service units in April 2019. For 2020, our council will continue to enhance troop formation and the new leader experience.

Girl Scout Events:

- Through 395 council program events, 5,373 girls and 2,484 adults had a Girl Scout experience including
- 352 girls at events specific to Daisy Girl Scouts
- 1,293 girls participated in STEM council events
- 417 girls participated in Outdoor council events not including camp
- 1,451 girls worked on Entrepreneurial skills beyond the cookie product program
- 1,492 girls strengthened Living Skills through council event offerings
- 368 girls attended Leadership events through the council

Event Partners and Pillars -

The girl experience team works with over 90 program partners across the council. These help us utilize experts in the field to give our girls excellent hands on experience.

- Some ways we utilize program partners are:
 - Hosting events
 - Being guest facilitators at council run events
 - Providing locations
 - Providing volunteers
 - Anytime Activity partners
- Examples of partners include:
 - John Deere
 - Toyota Financial Services
 - Society of Women Engineers
 - University of Northern Iowa
 - Hills Bank
 - RIA Federal Credit Union
 - Loras College
 - Exelon
 - Art Center of Burlington

- American Red Cross
- Figge Art Museum
- Kirkwood Community College-Auto
- Women in Aviation

As a result of these partnerships, girls from across the council have been able to experience:

- Hands on STEM events learning about robotics and engineering-2 included National CEO, Sylvia Acevedo!
- Traveling to Des Moines and meeting the cast of School of Rock.
- Joining over 500 of their friends at Journey the World.
- Learning all about the Cookie Program at Cookie Rallies pre-cookie sale and then danced the night away celebrating their cookie success in the spring.
- Cheered on local sports teams across the council.
- Learned new outdoor skills and how to leave no trace.

Council Membership -

- GSEIWI ended FY 2019 with a membership of 14,263, GSEIWI ranks 7th in the nation for market share at 11.3%.
- National average for market share is 6.3%.
- GSEIWI market share for K-5 is 19.9%.

Net Promoter Score -

Girl Scout Voices Count is a survey sent from the national organization to our girls, parents and volunteers.

A Net Promoter question of would you recommend is asked with respondents indicating on a 10 point scale. The Net Promoter Score is calculated based on the promoters, people that responded with a high 9 or 10, and subtracting our detractors, anyone who responded 6 or lower.

- Girl Net Promoter Score went up 9 points from 34 to 43. National average was 42.
 - Parent Net Promoter Score went up 8 points from 18 to 26. National average was 36.
 - Volunteer Net Promoter Score went up 5 points from 12 to 17. National average was 19.
- This is amazing growth for this year. It shows we are on the right track.

Satisfaction -

Another area asked about in the Girl Scout Voices Count survey is Satisfaction. This is important to have this feedback from our membership – we encourage all who receive the survey to complete it.

- Girl Satisfaction went up 4 points from 57 to 61. National average was 61.
- Parent Satisfaction stayed at 75. National average was 79.
- Volunteer Satisfaction went up 5 points from 74 to 79. National average was 76.

The more we can provide a great Girl Scout experience and great service to our girls, parents and volunteers, the more likely we are to retain them year after year. The longer they are part of Girl Scouts the greater the impact for girls to achieve the Girl Scout outcomes.

Outcome Indicators -

Leaders need a good foundation of the GSLE because that's where everything begins.

- What girls do/Three Keys (Discover, Connect and Take Action)
- HOW they do it/Three Processes (Girl-Led, Learning by Doing)

And, our program is outcome driven and proven by the Girl Scout Research Institute to benefit girls in these areas:

- Sense of Self
 - When a girl joins Girl Scouts, we promise that we will help her build a strong sense of self. When she has a strong sense of self, she believes in herself, sees herself in a positive light, and is compassionate with herself.
 - The outcome indicator for our council was at 76 in 2018 and we have now increases to 78 in 2019. The national average for this outcome is 81.
- Positive Values
 - When a girl joins Girl Scouts, we promise that we will help her gain positive values. When she learns positive values, she is honest, authentic, responsible, and respectful.
 - The outcome indicator for our council was at 66 in 2018 and we have now increases to 69 in 2019. The national average for this outcome is 74.
- Challenge Seeking
 - When a girl joins Girl Scouts, we promise that we will help her learn to seek challenges. When she seeks challenges, she moves outside her comfort zone to try new things and stretch her limits.
 - The outcome indicator for our council was at 48 in 2018 and we have now increases to 54 in 2019. The national average for this outcome is 57.
- Healthy Relationships
 - When a girl joins Girl Scouts, we promise that we will help her learn how to build healthy relationships. When she builds healthy relationships, she will communicate her thoughts and feelings to others, be an active listener, and consider the well-being of herself and others.
 - The outcome indicator for our council was at 48 in 2018 and we have now increases to 51 in 2019. The national average for this outcome is 56.
- Community Problem Solving
 - When a girl joins Girl Scouts, we promise that we will help her learn how to solve problems in her community. When she becomes a community problem solver, she will contribute to the world in a purposeful and meaningful way. And she will identify problems in her community and work with community members to create a plan to solve them.
 - The outcome indicator for our council was at 42 in 2018 and we have now increases to 46 in 2019. The national average for this outcome is 51

Leveraged 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.
 - Re-established a property maintenance development committee to focus on reinvestment and mission driven usage with properties.

- Implemented new events to raise revenue at camp properties and sought outside user groups to offset overhead expense of properties. Modified property outside user group promotional plan to focus on educational experiences and corporate retreats. Continue to monitor the balance of outsider usage with mission driven usage for properties.
- Identified buyers for anticipated sale of two parcels at Camp Little Cloud in FY 2020.
- A 5-year long-range property plan including assessing office properties is in development.
- Through July 2019, nearly \$136,087 was provided in financial assistance for membership year 2019 including \$19,864 for campers at summer resident or day camp.
- Leverage Resources - Identify technology needs, to enhance ways of work and staffing, to increase efficiency and opportunities for further enhancements.
 - Transitioned CFO role from retired CFO to new CFO and reevaluated accounting procedures.
 - Implemented new phone system and completed scheduled computer replacement.
 - CEO completed one on one sessions with staff in support of employee engagement.
- Community Giving - Leverage opportunities to fund Girl Scouting through alignment with donors and increase donation amounts from existing donors.
 - Established Get/Give policy and fundraising committee.
 - Developed new ways to engage staff and Board in securing gifts. Secured sponsors for Leading the Way celebration event held April 2019.
 - In FY 2019:
 - 51 individuals are in the Juliette Gordon Low Society for planned giving
 - 34 donors in Emerald Circle for annual giving above \$1,000
 - 68 participants connected with Girl Scouts at Camp Liberty through the special event, GLAMP
- Product Sales Highlights for FY 2019:
 - 1,226,468 packages of cookies
 - 2,504 cases for Troop 2 Troop Cookie Share
 - ZERO inventory left over at the end of the sale!

5 Year Historical Financials -

Here are some highlights for our 5-year history through Fiscal Year End 9/30/19:

- Cookie sales are down 30% from 5 years ago; primarily due to our decline in membership, by 3,300 girls (19%)
- Our Program Service Revenues are increasing with the improvements made at camp. Revenues are up 8% and should continue to climb.
- GSUSA dues increased from \$15 to \$25 in 2017 which contributes to our declining membership number.
- Our Salary, Payroll Taxes and Benefits are down 8%, or \$310,000 and we forecast more of a decrease to \$500,000 by the end of this fiscal year.
- The Pension Payments to GSUSA of \$240,000 per year began in 2015 and had a major impact on our bottom line year-to-year.

- We have decreased our overall travel budget by \$100,000 by utilizing a lot more tele-conferencing.

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 - Revamped leader onboarding for upcoming year to include parent meeting and troop team concept.
 - Adapted Family Guide and for 2019-2020, created regional calendars for events and trainings.
- Future Troop Leaders - Implemented new leader "quick start" for Daisy leaders and Leader Chats.
- Emerging Volunteers - Created G.I.R.L. awards to recognize companies and non-traditional volunteers during Leading the Way Celebration event.
- Leveraged social media, Volunteer Match, and United Way volunteer sites to promote volunteer opportunities in Girl Scouts.
- Community - Hosted Girl Scouts National CEO, Sylvia Acevedo at council and community events including key note at Quad City Leadership Chamber breakfast, Women's Brunch, and Hispanic Chamber event including Senator Duckworth's Outreach team.
- Our council supported a proclamation from council girls at Raise Your Voice, signed by Iowa Governor Reynolds in August, proclaiming August as Women's Achievement Month in the State of Iowa.

High Awards Highlights for FY 2019 -

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.

- High Awards completed by February 28, 2019 were recognized at Honoring Excellence in April 2019.
 - 199 Bronze Award Girl Scouts
 - 65 Silver Award Girl Scouts
 - 10 Gold Award Girl Scouts

These high awards represent over 8,030 hours of impact in the community by area Girl Scouts.

Strategic Priorities 2020-2022 –

To guide our council's course of action, the Strategy Plan is built around strategic priorities. The strategic priorities for 2020-2022 are:

- Quality Girl Scout Delivery Models (Community, School-based) - To create and deliver a quality Girl Scout model to meet the needs of girls, families, and volunteers.
- External Marketing - To extend messaging to convey the impact of Girl Scouts to the broader community.
- Financial Future - To strengthen funding to sustain the organization, now and in the future.
- Talent (Staff and Volunteers) - To invest in the development of staff and volunteers to retain essential talent.

Girl Scouts continues to inspire leadership in girls and adults. We are building future leaders of courage, confidence, and character to make the world a better place. As we envision together, we recognize becoming an even better Girl Scout council is only possible because of our remarkable families, staff, and volunteers!

Approval of Minutes of 2019 Annual Meeting

First item of business is the approval of the 2019 Annual Meeting Minutes. There were no corrections to the minutes and via a virtual vote, the 2019 minutes were approved as submitted.

Board Development Committee Report

Board Chair Jill Dashner introduced Anne Ryerson, Board Secretary and Chair of the Board Development Committee, to present the Board Development Committee Report.

The Board Development Committee was charged by the Board Chair with compiling a slate of nominees that possess the skills necessary to successfully achieve the long-range strategic plan.

The Board Development Committee recommended 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, Members at Large:

- Tim Conlon, Dubuque IA
- Andrew Abbott, Waterloo IA

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

- Laura Ekizian, Bettendorf, IA
- Beth Nickel, Burlington IA

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

- Anna Patty, Cedar Rapids IA

The Board Development Committee recommended the following slate as National Delegates

- Sandra Mitchell, Bettendorf
- Amy Wheeler, Anamosa
- Tanya Price, Cedar Rapids

- Heather Bishop, Rock Island
- Anna Nallie, Cedar Rapids
- Laura Torgerud, Bettendorf
- Diane Nelson, CEO
- Jill Dashner, Board Chair

Girl Delegate Nominees

- Lily Mitchell
- Ally-Anna Wheeler
- Ella Rosenthal

Alternate Delegate Nominees

- Mollie Schmelzer
- Angelia Mitchell
- LeAnna Smith

Next, Board Chair Jill Dashner thanked GSEIWI's outgoing board member for her dedication and support to Girl Scouts of Eastern Iowa and Western Illinois.

- Katie Wiedemann, Dubuque IA.

On line Voting Results

Board Chair Jill Dashner read the online voting results:

The 2019 Meeting Minutes – Approved

The Girl Board Members – Approved

The Slate of Board Members at Large – Approved

The Slate of Board Members at Large, Renewing Terms – Approved

The Slate of Board Development Committee - Approved

The Slate of National Delegates – Approved

Closing

Jill Dashner asked for a motion to adjourn the 2020 Annual Meeting at 6:45 pm. After a virtual vote took place, the 2020 Annual Meeting came to a close.

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