

# MEMO



**To:** Board of Directors  
**From:** Donna Ceravolo, Executive Director/CEO  
**Date:** April 9, 2007  
**Subject:** Management Report for January through March, 2007

Attached is the Management Report for the first quarter of 2007 using our narrative format. There is never a dull moment with Girl Scouts of Nassau County and we have been busy working toward our goals as we kicked off the first three months of the year.

Change is upon us! Girl Scouts of the USA is pushing ahead with implementation of the new Core Business Strategy. We are most fortunate to not be dealing with the process of realignment, and this gives us the opportunity to remain in the forefront on other key parts of the Core Business Strategy including the Program Model, Volunteerism, Brand, Governance and Fund Development. I will continue to share the info that I receive from GSUSA with you and I encourage you to read it, visit their website, check out resources and ask questions at anytime. Most of this is still a work that is very much in progress, and for many questions we will not have the answers. However, that does not mean that the questions don't need to be asked! We have shared concerns with GSUSA throughout this process, particularly with respect to the Program Model. Our Delegate Communications Committee is tackling governance head-on, and they are using models and resources from GSUSA. Fund Development strategies are just beginning to be shared, and we look forward to the insight and resources that our national organization can offer us in this area. This week we are anticipating the first report from the firm that is doing the work on Brand and we have been told to look for "transformational change" in this area! I for one love change and can't wait to see how all of this will come together to make Girl Scouts a stronger organization and a more powerful voice for girls everywhere. We must remember though, for the 300+ Girl Scout Councils that are merging to 100+ Councils, these are difficult times and all of this change at once is very messy.

At our own Council, staff will be beginning this quarter to develop more specific priorities and strategies for using the new income that will come from the sale of Camp Tekawitha. We will be bringing recommendations to the Finance Committee and incorporating these into discussions for our goal setting process later this year. Our focus will be on serving girls here in Nassau County in ways that best meet their needs.

The back of the Management Report contains a list of important dates and Girl Scout events. I encourage each of you to add these activities to your calendars. Tina Rio

will chair her last Board Meeting as President on Wednesday, April 18. There will be extra time before the meeting to share food and salute Tina for her six years of service. Please plan to join us at 7:00 p.m.

You should have received invitations for “An Evening Celebrating Wine and Music,” on May 2 at the Swan Club. Les and Eileen Cuneo have taken the lead in planning this event and we hope that many of you will come out for a lovely evening. Proceeds from the event will go to support GSNC’s WAY TO ART Program.

The Annual Meeting on May 9th fulfills our corporate requirements and provides another opportunity for our Board to connect with our membership. As our elected leadership, and as voting members of the Council, it is important that each of you attend this meeting. This year is even more important as we elect new Officers and pass on the baton of Chief Volunteer Officer, and welcome NINE new members to the Board of Directors.

I look forward to seeing each of you often in the next few weeks! Please call me if you have any questions about upcoming meetings, events, the Management Report or any matters concerning Girl Scouts of Nassau County – 516-741-2550, ext. 200, or email [ceravolo@gsnc.org](mailto:ceravolo@gsnc.org).

**GIRL SCOUTS OF NASSAU COUNTY  
MANAGEMENT REPORT  
FOR THE PERIOD JANUARY –MARCH 2007**

**Background:** As part of Girl Scouts of the USA’s new Core Business Strategy, Girl Scouts is committed to developing the world’s foremost *Leadership Development Model* for girls. The Leadership Development Model is the design for what girls do in Girl Scouting, and how adult support strengthens those experiences. In last year’s GSNC Management Reports we looked at the Leadership Development Model via the three key ways that girls become leaders – Girls **Discover**, **Connect** and **Take Action**. This year we will further define the Leadership Development Model through the elements of **ACTIVITIES, PROCESSES, SHORT-TERM AND INTERMEDIATE OUTCOMES**, and **LONG-TERM OUTCOMES**. All the elements of Girl Scouting relate to the values found in the Girl Scout Promise and Law.

**Context: ACTIVITIES**

Activities...An educational process or procedure intended to stimulate learning through actual experience. Girls everywhere participate in many activities that help them build the skills necessary to become the leaders of tomorrow.

- *Discover* activities engage girls in exploring their values, skills and the world ...
- *Connect* activities engage girls in teaming up and relating to others in a multi-cultural world ...
- *Take Action* activities engage girls in making a difference in the world ...

We encourage girls to do activities that are relevant, fresh and that can be done individually or in a group. We continue to encourage membership in or out of the troop setting. Just as we offer activities to girls to engage them in practicing leadership skills based on the Promise and the Law, we also need to engage adult volunteers and staff in the same way so they can serve as an example to our membership.

**Highlights:**

- Forty Hispanic/Latino students from Nassau County High Schools attended a conference given by The Hispanic/Latino Task Force and Molloy College on “Life in the Real World: Education is the Key to Success.” Girls participated in *Discover* and *Connect* activities designed to help them begin to get ready for life after high school, to learn about business careers, and to develop their assertiveness.
- Garden City – Cookie marketing event, 50 girls attended. Girls received selling points and strategies for an effective campaign.

- Island Beach – Juliette Low Rally event, 175 in attendance. Association received recognition from the City of Long Beach.
- Manhasset – Girl Scout Pride Week opening ceremony – local politicians recognized Manhasset Association of GS at commencement of Girl Scout Pride Week.
- Valley Stream – Association Cookie Chair negotiated with Green Acres Mall for use of an area in the mall to sell Girl Scout Cookies. The Association expects Cookie Sales to increase due to this innovative effort.
- Hempstead Library collaboration – Workshops (conducted over three weeks) focused on fitness through the latest hip hop moves, eating to look and feel great, and learning about phenomenal women for Women’s History Month.
- Member Services staff delivered one day recruitment programs registering 465 girls with 392 new to Girl Scouting. 58 girls have been placed in troops the remainder are on waiting list for troops and are able to participate in other Girl Scout activities. We are in the process of following up on the adults interested in serving as Girl Scout Leaders.
- Girls will be able to *connect* with college students thanks to a new service/learning collaboration with SUNY Old Westbury in which SUNY students will serve as facilitator mentors to delivering the Relational Aggression friendship lessons to the Martin Luther King Center in Rockville Centre. The students completed the training March 28<sup>th</sup> and will begin meeting with girls after spring break.
- Girl Scout Cookie Program activities included our Cookie Kickoff on January 6. For the first time, we used 2 locations for our kickoff, Roosevelt Field and Westfield Sunrise in Massapequa. Once again, we held a phone-a-thon to offer information and support to troop leaders. We secured 2 new locations for our drive-thru delivery days, where we loaded more than 61,000 cases of cookies for our troops. Preliminary orders show an increase over 2006.
- The Cookie Program yielded numerous activities for the Ambassadors-on-Call and Chorus as well. The annual media blitz, kick-off at Roosevelt Field and Westfield Sunrise malls and the Jury Appreciation Day all garnered coverage during this period. Marketing also supported the program by designing a display board that highlights the business skills developed from the Cookie Program. It premiered at the Hicksville Chamber of Commerce EXPO.
- This year six Associations arrange for their own cookie delivery sites in their communities. Local volunteers found the locations, arranged for the delivery, and oversaw the distribution to their local troops. Cookie activity continues into April, as the booth sale and catch-up period has been extended in response to troop requests.
- Our new, redesigned, Girl Scout Summer Camp brochures hit the mail and our website in January. While registration for Summer Fun Day Camp at Cantiague is lagging, our other two camps keep pace with last year’s numbers. Laura Bissett-Carr, Manager, Program and Outdoor Services, has been attending Association Leader Meetings to promote our summer camp programs. Summer

camp has also brought in 73 girls who were not Girl Scouts. They are now registered members.

- The introduction of our 95<sup>th</sup> Anniversary Patch program has caused a flurry of activity throughout the Council. Girls are connecting via our pen pal program, and at Association and Council events.
- SPAT (Senior Program Advisory Team) girls planned an overnight Lock-In with activities such as Kick-boxing, yoga and of course...chick flicks and junk food!
- With over 300 volunteers in attendance at the Adult Recognitions Dinner held on March 14<sup>th</sup>, a record 95 volunteers were honored.
- Council's new Black History Month Celebration at Faith Baptist Church in Hempstead gave girls the opportunity to go onstage to raise awareness about the struggles and contributions of African-Americans. The celebration built upon an event planned and carried out last year by Roosevelt Association.
- Fourteen girls and adults from Littig House in Port Washington enjoyed Broadway's *Mary Poppins* thanks to tour space donated by Fantastic Tours.
- Nine girls from three of our Girl Scouts Where You Live sites are making a difference in their health by participating in a special walking for fitness project through collaboration with LINKS, thanks to Board Vice President Diane McFarlane. They will take action to show other girls in their Troops how they, too, can catch the fitness habit!
- Five Towns and Jericho/Syosset Associations are participating in Girl Scout programs for the first time at their Jewish Centers.
- New patches were designed for the shop and program departments - Oceanography Try-It and CelebrASIAN.
- The Human Resources Committee created a new "Code of Ethics" (passed by the Board in February) including a Whistleblower policy. Every staff member signed a commitment letter acknowledging the importance of the Code.
- Completed the Benchmark Compensation survey, the Council Performance Information survey, and the EEO report for GSUSA.
- Completed applications for several national awards, and staff were asked to complete anonymous surveys toward that end.
- Staff were provided time to meet with financial advisors on site with respect to their 403-B contributions and Girl Scout pension plan.
- Staff completed market research and provided a Summary Report for: Relational Aggression Awareness Raising Workshop Evaluation (responses from girls, adults and boys who attended this workshop) and completed results report for: *It's a Girl's Life, Lead It* Survey Ad Campaign, along with various training evaluations.
- Information Management staff installed Sage software on Finance computers and set up a mini network for training of Finance staff to this new software. Began testing wireless connectivity for our network. Installed new Micro Trend Anti SPAM and spyware internet appliance. Updated Council Inventory report for annual audit.
- Debbie Capps, our E-Council Administrator, attended a Conference to provide input, view upcoming improvements to the system and networking opportunities

with other Councils. New upgrades to E-Council were rolled out and staff was trained in their use.

- Media activities that engage girls, help them relate and make a difference in the world were all part of the Marketing plan for the first quarter of 2007. The integration of the Girl Messenger Units and the Council shop into Marketing has provided new opportunities to increase the awareness of Girl Scouts of Nassau County focusing on the 95<sup>th</sup> anniversary of Girl Scouting and the Cookie Program.
- For the 95<sup>th</sup> Anniversary, we connected with the oldest living Girl Scout on Long Island, Florence Meiselbach. Print and television media outlets were eager to tell her story. Her commitment to Girl Scouting was featured in a full page story in Newsday and in two pieces done for News12 long Island. We highlighted celebrity alumna Leslie Segrete in a feature article that appeared in many of the local weeklies. The Chorus was a featured performance at the Alumnae event. The Ambassadors-on-Call participated in a photo shoot and video taping with GSUSA kicking off the national community service project in which every council will plant 95 Trees for 95 Years.
- The audit has been completed with few adjustments and there are no management points.
- Property -- Issues involving an abandoned oil tank at Camp Tekakwitha have been resolved and we anticipate closing on the first portion of the sale any day now. Activities are booked at Camp Tek through June, and the final closing should occur at the first of July. Joe Megill, long-time Camp Range at Tek tendered his resignation at the first of April, and will be leaving his job at the first of May. Joe decided not to accept a comparable position offered to him at Camp Blue Bay. We appreciate Joe's many years of service to Girl Scouts of Nassau County and wish him and Cindy, his wife, much success in their new ventures.

#### **Numbers and Statistics:**

- Membership as of April 3, 2007: girls are at 20,693...an increase of 207 girls over last year. Adult membership is at 6,707....an increase of 68 over last year.
- Attendance at Relational Aggression Awareness Raising Presentations: 118 Girls, 182 Adults, and 28 Boys.
- Attendance at training sessions: Leadership training – 105; Administrative/Governance – 9; Relational Aggression – 35; Camp Update/Trip Training – 92; Silver Award/Gold Award Seminars – 21. An additional 25 adults completed Welcome or Basics training either online or through take-home packets.
- Troop Camping: (winter season – indoors only) Blue Bay 293 girls, 125 adults; Tek 151 girls, 50 adults.
- Debbie Capps provided “Help Desk” services for the Cookie Program fielding over 1000 calls (7 days a week, 6:30 am to 11 pm) from volunteers during this three month period. –
- Summer Camp Registration (as of 3/30/07): Cantiague Day Camp– 31 girls
- Wantagh Day Camp– 110 girls; Blue Bay Resident Camp – 334 girls

- We had a very successful “Add a Member Patch” program again this year, implemented last year to pick up new girls. 103 troops actively opened their doors and welcomed 145 new girls between January 1st and March 12th. 1402 girls will be wearing the “Add a Member” patch. There were 55 fewer new girls recruited compared to last year but still worth the effort.
- Pen Pal Program (For the program year ending on 1/31/07):
- TOTAL of 67 Troops (31 Brownie troops, 29 Junior troops, 7 Cadette troops) from 26 Associations were served; TOTAL Girls served – 838. Girls received pen pals from 22 different states, ranging from Alabama to Wisconsin
- Resource Room Patch Program Requests (In addition to downloads from our website)
  - January – 8 requests from 5 Associations
  - February 18 requests from 8 Associations
  - March - 24 requests from 7 Associations
- Resource Room visits and Requests for materials: 550 for this period (496 for the same period in 2006).
- Broadhollow Theatre: 86 girls, 19 adults
- Girl Power at Shin’s Tai Kwon Do: 80 girls
- Gold Award Seminar: 28 girl, 10 adults
- PF Chang’s: 10 girls, 2 adults
- Program Aide Training: 26 girls
- Silver Award Seminar: 27 girls, 12 adults
- Taste of India: 8 girls, 3 adults
- Troop Tour of Service Center: 11 girls
- Overnight Lock-In: 15 girls
- Critical Issues/Relational Aggression update: Fourteen presentations were given to community groups. The Pilot Troop Project generated interest from 151 ongoing troops. The total number of girls participating will be finalized in the next quarterly report at the close of the project.

### **February Financials**

- Product sale income for 2007 is on par with 2006. Early reports indicate the Cookie sale income is anticipated to be higher than 2006 but it’s too early to have an accurate figure.
- Total income as of February 2007 is at 5% of budget or \$249,081, which is on par with last year.
- Total expenses as of February 2006 are 13% of budget, same as 2006.

### **Council Web Site**

- Web site - an increase of 59% from same quarter in previous year.
  - launched a new Comprehensive Cookie Information site and received 14,815 viewers –
  - Created a new comprehensive Summer Camp area to enhance our brochure. Received over 3372 viewers –



*As I started to wrap up the first RA [Relational Aggression] lesson, the Language of Aggression, a tall second grader seated at the Library table shared that she was a bully (aggressor). The class went silent, and I was stunned by her seemingly nonchalant statement. The second grader just told her story in a very calm voice. "Last year (when she was "in first grade and lived somewhere else, a school and home where people used to walk in and out and take things"), I used to beat people up for their lunch money." When asked by another girl if it was because she didn't have money to eat, she answered, "No, it just made me feel good to take things from others like they used to take from me." Now she tells people not to be mean because it hurts people.*

*This year, she's happier and is no longer a bully (aggressor) because she doesn't need to be. She is in a better school and better neighborhood. People are nice to her so she doesn't need to be mean. The rest of the girls were annoyed at her past schoolmates for making her mean and were happy she was nice now.*

*Since the objective of the RA is to self-identify through stories and examples, this was a perfect avenue and setting for girls to share their thoughts and feelings.*

## **IMPORTANT 2007 DATES FOR GSNC BOARD MEMBERS**

*Please check the Council Calendar on our website for additional information and updated information.*

April 18<sup>th</sup> Board of Directors Meeting - 7:30pm - Service Center

April 22<sup>nd</sup> - 95th Anniversary Event - Hofstra University - 10am - 4pm

May 2<sup>nd</sup> – A Night Celebrating Wine and Music - The Swan Club, 7pm - To support Way to Art Program

May 9<sup>th</sup> - Annual Council Meeting - Hofstra University Student Center - 6:15

Reception - Meeting 7:15pm

May 19<sup>th</sup> - CelebrASIAN - Long Island University/CW Post Campus in Brookville

May 23<sup>rd</sup> - Critical Issues Committee Meeting - Service Center - 7-9pm

May 30<sup>th</sup> - Finance Committee Meeting - Service Center - 8am

June 3<sup>rd</sup> – Gold Award Ceremony – SUNY Old Westbury – Time TBD

June 5<sup>th</sup> - Blood Drive - Service Center - All are welcome! - 10am - 4pm

June 18<sup>th</sup> - Critical Issues Committee Meeting - Service Center - 7-9pm

June 21<sup>st</sup> - Board of Directors Meeting - 7:30pm - Service Center conference room A

August 13<sup>th</sup> - Go for the Green Golf Outing - The Mill River Club - 10AM

October 30<sup>th</sup> - Annual Luncheon - Garden City Hotel - 11am - 2pm

October 31<sup>st</sup> – Juliette Low’s Birthday

November 27<sup>th</sup> - Council Blood Drive - Service Center - 10am - 4pm -All are welcome!