

# MEMO



**To:** Board of Directors  
**From:** Donna Ceravolo, Executive Director/CEO  
**Date:** June 6, 2007  
**Subject:** Management Report for the June 21, 2007 Board Meeting

**NOTE THE JUNE BOARD MEETING IS ON THURSDAY NIGHT, JUNE 21!  
ALL OTHER BOARD MEETINGS FOR THE COMING YEAR  
WILL BE HELD ON WEDNESDAY EVENINGS!**

It's June and while this may be the end of the school year, it is the beginning of the new Board year at Girl Scouts of Nassau County! We welcome our nine new Board Members and salute our new slate of Officers, and my new partner, Girl Scouts of Nassau County's President and Chief Volunteer Officer, Sandra Echols Williams.

This Board packet is chockablock with information. We are definitely starting this Board year with a very full plate! Please note that in addition to the 'usual' info -- Agenda, Consent Agenda, Minutes, Financial Report and Management Report -- we also have other important items that need your attention prior to the Board Meeting:

- Action Items from the Human Resources Committee –
- Action Item from the Finance Committee with respect to their recommendation for the investment of the proceeds from the sale of Camp Tekakwitha -- This a big one!
- Information from the New York State Girl Scout Legislative Network on their recent recommendations to the New York State Legislators -- Please read this in advance so that you can ask Sheila Bohan, our NYSGSLN Rep, any questions that you may have when she speaks to the Board.
- The Council Performance Indicator report from GSUSA – Sandra and I will review this at the Board Meeting. This is a very important tool to use as we begin the process of establishing our Corporate Goals for 2008-2012. --

Please note: The Consent Agenda is a convenient way to group routine matters and to keep the meetings moving in a timely and efficient way. However, a Board member may request that any item on the Consent Agenda be removed and brought forward for discussion. Likewise, we will be presenting a great deal of information at this meeting, and some of it requires action. It is important that all Board members take the opportunity to ask questions and to seek additional information if you are being asked to make a decision (take a vote) on a matter that does not seem clear to you. You may contact me, Deborah Goldsmith (re Finance), or Susan Caruso (re Human Resources) in advance of the meeting with any questions or concerns that you may have about these items. If you would like to review the complete reports from the various investment

companies, please let us know. Asking in advance gives us time to explain an issue, or to gather additional info. Of course, you can ask any and all your questions at the meeting. If you do not feel that you have sufficient information to make any decision, at this meeting or at any meeting, you can ask for more information, and/or move to table an item for consideration at another time. While our Board meetings are certainly collegial, Robert's Rules of Order do provide the frame work for orderly and fair operations of the business of the Board.

United Way and the State of New York each require Board approval for their funding applications/awards, and have been placed on the Consent Agenda. Copies of these documents will be on hand at the Board meeting for your review. If you want to see them advance, please let Lori know.

It has been a wonderful spring for Girl Scout! The big Cabot Creamery event was followed closely by Bronze, Silver and Gold Award Ceremonies, bridging events and community celebrations, CelebrAsian and our own Annual Meeting . Our girls have been featured on national magazine covers, on Fox 5 News, and in the local press. They planted 95 trees for 95 years, and we sent 25K boxes of Girl Scout Cookies to our military men and women. We have secured the good names and support of Chris Giamo of Commerce Bank, Leslie Segrete, Girl Scout and television personality, and Winthrop Hospital for our 2007 fundraising events. The summer brings new opportunities as we send girls off this weekend for the National Sing-Out in Washington, DC, we begin another season of camping, continue our recruitment plans for fall, and get ready to present budgets, plans and alternatives to leverage our new resources! There is so much to do ... and I am certain that Sandra and I will have even more news to share with you after our week with Girl Scouts of the USA.

This Management Report focuses on "process." People who know me, know that I tolerate process just about as much as I tolerate injustice and bad shoes. I'm more of a cut-to-the-chase, bottom line, let's-just-do-it kind of person. But process is an important factor in most of life's endeavors, and in writing this report I think I have a better understanding and respect for the GSUSA language relating to process and how we use process to deliver quality Girl Scout experiences to girls. It really is cool the way it all comes together ... (New Board Members – refer to the "pink pages" in your Board Books.

Please call on me whenever I can answer questions or provide you with more information about 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 APRIL – MAY 2007**

**Context:** -- PROCESS – *With respect to the Girl Scout Program Model ...*

*A process is a continuous action, operation, or series of changes taking place in a definite manner. Process is a way of work in Girl Scouts, at all levels –from the Troops/Groups, the community volunteers, the Delegate System, to the machinations of the NomCom and the Board, to the ways of work used by the staff.*

*The Girl Scout Leadership Development Program is a process through which every Girl Scout experience should contain opportunities to Discover, Connect and/or Take Action, in order to Make the World a Better Place. All of our program activities are designed to give girls the tools to create their own Girl Scout experience. At the girl level, the processes of*

- *girl driven,*
- *learning by doing, and*
- *cooperative learning,*

*are integrated into all the activities (what girls do).*

*These processes (how girls do it)*

- *create an environment of fun and friendship for girls,*
- *determine the quality of the experience and*
- *make Girl Scouting unique,*

*thus further enabling the development of leadership skills.*

*Parallel processes at the Council level create/maintain/ensure girls and families*

- *hear about and are involved in Girl Scout opportunities (marketing, recruitment);*
- *receive quality program experiences that are available and relevant (marketing, research, evaluations, surveys);*
- *have caring, competent volunteers at all levels who are supported by other volunteers and/or staff (volunteer development system); and*
- *that Girl Scouting has a broad base of community support (fund development and marketing).*

**Highlights:**

*Our 36 Associations continually work through processes to achieve their goals to retain their members through the delivery of girl driven programs and activities, many times engaging girls to take the lead.*

- *In many of the “Daisy or Brownie to Be” recruitment programs, girl volunteers helped younger girls learn by doing during the recruitment part of the program, while staff helped parents learn a little about us in the process of recruiting leadership.*
- *Many girls took on the challenge of running an Association event, enhancing their leadership skills or adding to their service hours while offering events that created*

*an atmosphere of fun and friendship. Herricks Juniors invited Kindergartners to their meeting giving them a taste of Girl Scouting; Juniors in WARM did a "sun-safety" program to educate children on the dangers of UV rays and the need to use sunscreen; Great Neck Cadettes planned and ran a program that taught 32 girls about Girl Scouting and the Four World Centers;*

- *Two Cadette Troops (with their Leaders) in Westbury are running a Daisy Troop for the girls at Dryden Street Kindergarten Center where leadership was not secured.*

*The process of fostering leadership development in girls culminates in the highest award for each level. A Hicksville Junior Girl Scout ran a "Science- in- Action" recruitment program as part of her Bronze Award and one of our Cadettes ran a Girl Scouts "2B" program as part of her Silver Award Project. GSNC had 72 girls go through the process of planning, promoting and implementing projects to meet community needs to earn the Girl Scout Gold Award in 2007. This highest achievement for girls in Girl Scouting is only earned by 5.4% of eligible Girl Scouts in grades 10 -12 nationwide.*

*The process of learning by doing is exemplified in the Cookie Program and many of our Council-wide programs.*

- *Girls planned for success with our 2007 "Step It Up" Cookie Program, as 368 girls earned Cookie Credits (sold more than 300 boxes). Cookie Credits are awarded to individuals in increments of \$75 to use for Girl Scout activities.*
- *Our girls have embraced the "Cookies for the Military" program, and due to their efforts, we are shipping approximately 25,000 boxes of Girl Scout Cookies to our armed forces.*
- *Nearly 300 girls learned soccer skills and got inspired by Olympic Gold Medalist Julie Foudy at our 95th Anniversary event on April 22nd. They also learned about healthy eating, Girl Scout history and Girl Scout camp, while having fun.*

*The process of cooperative learning was at the heart of GSNC's second CelebrASIAN event held at CW Post Campus on May 19, 2007 and attended by 172 girls & adults (62 more than the first event in 2005). An increase in community collaborators resulted in greater variety in workshops, including Japanese Taiko Drumming, Rangoli (Indian art), Indian Fashion, Chinese Cultural Arts, an Interfaith Panel, and Internet Safety. Speakers included award-winning local singer/songwriter and popular Girl Scout supporter, Patricia Shih. New funders included State Bank of India, Drs. Agnelo and Olen Dias, and Ann M. Hannon, DMD, along with returning funders the Wang Foundation, Dr. and Mrs. Edward Kang, and the C.W. Post Campus of Long Island University. The active process of engaging volunteers of the Asian Task Force, based on their experience and evaluations from the 2005 CelebrASIAN contributed to the success of the event, while girl participation on the Task Force ensured activities were girl-driven. We focused on getting the word out to the Girl Scout community through a variety of avenues. Although the majority of registrants were non-Asian (with some coming from as far as Westchester and Queens), girls and adults of Asian heritage who attended expressed gratitude and satisfaction in attending an event that celebrated their background.*

*Through learning by doing we have steadily refined and strengthened our process of building and maintaining community connections and collaborations.*

- *The Associates, GSNC's group of young adult volunteers focused on maintaining connections as girls cross the threshold into adulthood, helped 35 high school Girl Scouts learn first hand about caring for the family car with Tricia Messenger at our Car Care Academy. The event was offered through a grant offered by GSUSA in collaboration with Firestone.*
- *SUNY Old Westbury provided 5 freshman students to deliver the Ophelia Project lessons to a new troop at the Martin Luther King Center in Rockville Centre. This group of students was the first to work with Girl Scouts as part of a three year service-learning collaboration between SUNY Old Westbury and GSNC.*
- *The Long Island Hispanic Chamber of Commerce- a member of our Hispanic/Latino Task Force – is donating partial proceeds from their May 10th Latina Luncheon to support our program “Mind Your Own Business,” targeted to inspire Latina girls from the ages 11-17 to become future entrepreneurs. Most of the businesses that attended the Latina Luncheon offered to be “Mentors” to our young Latina Girls in the program scheduled to start in September 2007.*
- *Winthrop University Hospital (also a member of GSNC-Hispanic/Latino Task Force) will collaborate with GSNC to offer the “Healthy KIDS Program. The first program will be held at the Caroline G. Atkinson School in June 2007 with 100 students. They are excited to be partnering with us and will pay for any girls who are not registered Girl Scouts.*
- *Westbury Middle School Director of Guidance, Ms. Deidre Faulkner, will include “Healthy Peer Relationships Girl Group Meeting” in the school curriculum, beginning in September 2007. This is the result of our “Know the Critical Facts of Relational Aggression” presentation to 500 girls, along with the six-week program that was offered to 21 girls in the month of April/May.*

*The second Wine Pairing event was held on Wednesday May 2nd at the Swan Club. The event was Co-chaired by volunteers Les and Eileen Cuneo of the Manhasset Association. A highlight of the evening was a discussion and demonstration of wine tasting given by Princess Ann Marie Borges of Long Island's Castillo de Borges Vineyards. Over 60 guests were in attendance, and net proceeds will go to support GSNC's WAY TO ART PROGRAM.*

*Our Fund Development staff submitted the 2007 United Way application. Site visits were made by the Patrino Foundation and the Greentree Foundation in response to funding requests. Funding of the Greentree grant will provide financial support to bring the relational aggression training to at-risk girls in the Town of North Hempstead, while we are asking Patrino to support the WAY TO ART Project.*

*Planning is in full swing for the 2007 Go for the Green Golf Classic, to take place on August 13 at the Mill River Club. Chris Giamo, Market President, Commerce Bank is the honoree. The Annual Luncheon will take place on October 30th at the Garden City Hotel. Leslie Segrete will accept of the Juliette Low Award of Distinction and Winthrop Hospital will receive the Making a Difference for Youth of Long Island Award.*

*Processes occur at all levels of girl scouting, and is a key element of Human Resources work. These processes can also be applied to the way staff work. Our professional development is staff driven (staff decide what conferences, courses and workshops will enhance their own work). This year our Staff Conference Day was a great example of learning by doing; and every time staff take on a new project exemplifies cooperative learning at its best (things like CelebrAsian, for example).*

- *This year's Staff Conference Day was very well received. Titled "Smart Moves on the Job," it was presented by a trained "Brain Gym" facilitator. The premise behind this national program is that physical movement helps create a bridge in one's brain that removes blocks to learning or action. Integrating body and mind can bring about improvement in concentration, memory, listening and more.*
- *A feature article appeared in the LI Transportation Management newsletter, "Girl Scouts Practice What They Preach," about our efforts to promote ridesharing and telecommuting among staff as one way to "use resources wisely" and "to make the world a better place" environmentally.*
- *We sent in two applications for national recognition as a desirable/flexible place to work. We received notification of another (regional) award we will be receiving in June the Regional Commuter Choice Award from Long Island Transportation Management for outstanding achievement in 2007.*
- *Human Resources Committee work included drafting policies for internet communication; changes to our confidentiality policy, and a recommendation regarding a time and attendance policy issue.*
- *Hiring for the camps is almost complete, with many returnees from last year.*

*When we look at the Marketing Department results for this period, you can truly see that the processes of the Girl Scout Leadership Development Program have been integrated into our way of work.*

*Girls learn by doing:*

- *At the Annual Meeting, girls from the Ambassadors-on-Call, the Ceremonial Unit and the Chorus were given the opportunity to see our governance process at work first hand. They assumed the roles as Ushers and Tellers.*
- *The Shop has developed a new relationship with a vendor of Scrap booking supplies and has established a Scrap booking area in the shop to help leaders teach their girls how to capture their Girl Scouting experiences and memories in this art form.*

*Girls create an environment of fun and friendship:*

- *On May 17th, over 40 girls from the Ambassadors-on-Call celebrated the 95th Anniversary of Girl Scouting by planting 95 Trees for the 95 Years at C.W. Post Campus of Long Island University. This project included a demonstration by the*

*resident horticulturalist, the fun of getting dirty and the camaraderie of completing a task together. It also showed the girls the importance of making the world a better place for them and future Long Islanders.*

*Making Girl Scouts unique:*

- *When Fox 5 New York wanted to do a story about bullying, GSNC was able to tell the story of our Critical Issues initiative and our work combating Relational Aggression. It positioned us as leaders and experts on girls.*

*Our **Information Management** staff continued to make improvements to our technology by incorporating software and licenses to expand usage of the Content Management System for our website, giving some departments more timely control over the management and distribution of information. Nightly back-up systems for the new Sage accounting software have been installed and we tested disaster recovery procedures for both the mail and finance servers, while working to improve the file structure on our shared drives. This year we were able to use E-Council to create the Cookie Rebate checks that go back to each Troop/Group participating in the Cookie Program. InfoMan also assisted the Delegate Communications Committee in developing, distributing and collecting their governance survey, along with designing and collecting customer satisfaction surveys for the Shop, evaluating CelebrAsian, and a new tool for Field Directors to gather info from girls called "Tell Us What You Want."*

***Property:** We are continuing to maintain Camp Tekakwitha for troop camping through June. A farewell event is planned for Father's Day weekend. SBJ and Staff House have been cleaned; the cesspool at Cherokee and the lights at Woodydale have been repaired. Since Joe Megill's resignation at the first of May, Jon Paul Arne, Senior Camp Ranger at Camp Blue Bay, and Laura Bissett-Carr, Manager of Program and Outdoor Services, have been cleaning out the Tek buildings and transporting select items to Blue Bay.*

*Work has begun with the engineer to upgrade the wells, as per Suffolk County Board of Health, using UV lights. Road estimates have been received and work will be completed by the end of June. The roof has been replaced at the Camp Office and interior repairs there are scheduled for June. All chimneys and fireplaces have been cleaned and serviced. Four new tent platforms have been built.*

*Jim Bennett has been hired as a second Camp Ranger for Blue Bay; he began in early June.*

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

***Membership*** as of May 30, 2007: girls are at 21,470; an increase of 58 girls compared to last year at this time. Adult membership is at 6,762, an increase of 69 adults as compared to last year.

- *Member Services one day recruitment programs served 134 girls, including 100 new ones, in the second quarter. Thirteen troops will be started from our efforts.*

## ***Troop Camping:***

- *Blue Bay hosted 506 girls and 187 adults in April and May*
- *Camp Tek served 570 Girls and 161 adults during this period*

***Resource Room:*** served 444 (visitors, emails and faxes, and requests for equipment) this figure is up by 101 served due, in part, to the 95th Anniversary Patch Program.

## ***Cookie Program***

- *129 cases of Cookies were donated to Long Island Cares food bank -- These were damaged boxes, but with contents still safe and edible. The bakery gives us credit for these boxes, so it is win-win for our neighbors.*
- *Our extended Cookie Program period generated \$8,000 in additional sales.*

## ***Critical Issues – Relational Aggression***

- *For the 2006-2007 school year, 1649 girls and 628 adults attended Relational Aggression awareness raising workshops. With boys, our total number reached exceeded 2500 participants.*
- *More than 2000 girls participated in our pilot project, bringing six friendship lessons to 154 troops and/or groups*

## ***Other Council Programs***

- *136 girls participated in Be a Reader Program, 24 used the Address Adventure Program*
- *220 participants attended TasteBuds programs (Don Juan's and P.F. Chang's)*
- *32 participants at our SWAPS workshops learned to make these Girl Scout staples*
- *3 busloads of our girls and adults will be heading to Washington DC for a 95th Anniversary celebration hosted by Girl Scouts of the Nation's Capital –*
- *17 girls attended Summer Camp Aide training*
- *5 girls attended Leader in Training*
- *Gold and Silver Award Seminars served 66 girls and 39 adults during this period*

## ***Training***

- *Outdoor Training had 27 at the pre-plan sessions, with 25 attending the training weekend*
- *13 adults received Camp Update to keep their camping certification current*
- *Leadership training – 61 completed Welcome orientation (53 online), 55 Basics (13 online), 11 Troop Organizer.*

### **Summer Camp**

- *Cantiague Summer Fun has 166 spots taken by 65 girls (increase of 34 girls since 4/1)*
- *Wantagh Summer Fun has 339 spots taken by 155 girls (increase of 45 girls since 4/1)*
- *Blue Bay Resident Camp has 525 spots taken by 427 girls (increase of 83 girls since 4/1) Summer Camp has brought in 120 girls who were non-Girl Scouts who are now registered members*

### **Marketing:**

- *Clippings – 191 (YTD April)*
- *Electronic Appearances – 6*
- *Publications completed – (GirlFriends, Annual Report, Annual Meeting Packet and Gold Award program)*
- *Marketing Requests – 86*
- *Speaking Engagements - 6*
- *60 second PSA- 20 (Step It Up Event)*

### **Shop:**

- *Sales - \$97,187 - down 9% from 2006 sales for this period*
- *Customers Served – 2957 - down 4% from 2006 for this period*

### **Finance:** (Also, see Financial Statement for period ending May 31, 2007)

- *Cookie Sale Income at \$2,243,000 has already surpassed last year's end of sale and we anticipate ending 2007's sale a minimum of 5% over 2006.*
- *Fall Product Sales are up \$28,000 (54%) over this time last year, a direct result of Step Two income from the 2006 sale.*
- *Corporate donations are up \$3000 and Adult Program/Events Fees are up \$16,000 both due the timing of the Adult Recognition Dinner.*
- *Total expenses as of April 2007 are on par with 2006 and at 26% of budget.*
- *The majority of Troop Cookie Rebate checks (\$565,000) have been processed and mailed.*
- *Finance has been working with cookie staff/volunteers following up on all unpaid balances and bounced checks from the cookie sale.*
- *The first closing on the sale of Camp Tekakwitha was May 2nd and we anticipate the 2nd closing to occur on or before July 1.*
- *While the Finance Committee is reviewing investment proposals from three firms with which to invest the money from the sale, Treasury notes and CD's have been purchased, all with a minimum 5% return.*
- *The Committee now expects to bring their recommendation for investing to the Board at the June meeting.*

### **Info Man**

- Received 5938 unique visitors to our web site – 18% increase from April/May 2006.
- Processed over 142,066 copies of materials - 11% decrease from same period last year. This is the second consecutive year that we have had a decrease in duplicating – a direct result of our volunteers utilizing their Association Pages on our web site.
- 25,986 pieces of mail processed – 9% increase from previous year.
- 90.5 total temp hours – 62% increase from previous year. This is due to the extended absence of 2 InfoMan staff, one on maternity leave and the other on FMLA.

### **Challenges:**

*The Shop continues to face a decline in sales. Several factors are affecting their results:*

- *The lost of the big ticket purchase of full uniforms for all age groups.*
- *In ability to take advantage of large purchase discounts due to space limitations.*
- *Compatibility of shop hours verses the lifestyles of our customers.*
- *Declining GSUSA support with product development and the use of non-tradition retail outlets for their product, creating competition with larger well-known retailers.*

*Some hope is on the horizon with the introduction of Girl Scout “Groovy Doll” line by Manhattan Toy Company. These dolls are expected to be on our shelves by August.*

*Keeping Camp Tek operating smoothly through our final camping weekends, without a Camp Ranger on site, is a short-term challenge. We are committed to having our toilets flushing until the final hurrah! -- But from a public relations point of view, absolutely anything that goes wrong at camp (where things are always breaking down) is seen as abandonment by a few volunteers.*

*Keeping training modules and materials up to date with GSUSA's evolving program models, with new info, and sometimes only partial info, is keeping our Trainers on their toes.*

### **Powerful Stories:**

**From Carole Aksak** - *A Junior Girl Scout leader was walking through the parking lot holding an envelope with the Ophelia Project's post- surveys. I stopped her and introduced myself as the project manager for our Critical Issues Initiative. Her name was Regina and she just lit up and bubbled over with excitement about the project. "I just loved the project," she told me. "And, I think the girls got a lot out of it!" She had been a leader for four years, taking over her daughter's troop when her daughter was in the first grade. "I always felt bad when a girl dropped out of the Troop. I knew these girls didn't feel like they belonged, but I just couldn't seem to put my finger on why they felt this way. When we did these lessons and got to lesson number three, the one about friendship, the whole tone of the troop changed. Suddenly, girls were eager to share, to*

*talk about their feelings, to open up and talk about what they were going through. Every lesson they worked on, they wanted more time to just keep talking. Parents were lining up in the hall to pick up their daughters and the girls didn't want to go. They had stories and personal experiences they needed to get out, especially about being the bystander or being cyber bullied. "The troop became one, they had found common ground. They were no longer being talked at or taught to; they were part of the experience. Oh sure, sometimes there is some eye rolling going on, but I quickly point it out that one of the girls is being relationally aggressive to me. We all giggle about it; having caught the perpetrator in the act, but the eye rolling stops, and the group comes back together again with smiles on their faces. They really get it. They are learning and practicing empathy. This was a great program. We need to do more like this."*

***From our CelebrASIAN event:*** *New to Girl Scouts, 11-year-old Navpreet K. was so excited to attend based on the urging of her friends, Ashley & Amanda Dias of the West Hempstead Association of Girl Scouts, who are also members of the Asian Task Force. Navpreet comes from a very conservative Indian family and her parents did not want her to attend. With the assurance of Dr. Olen Dias, a family friend & Asian Task Force member, Navpreet attended--& paid her \$35.00 registration from her own allowance! She had a great time.*

***Looking Forward:***

- *Girl Fest in Fall 2008!*