

MEMO



To: Members of the Board of Directors
From: Donna Ceravolo, Executive Director/CEO
Date: October 25, 2006
Subject: Management Report for the November 13, 2006 Board Meeting

There are exciting changes on the horizon for Girl Scouts. When I graduated from high school in 1969, our class motto was “Times change, we change with them.” There is a reason for those clichés!. Being nimble and flexible, our staff are working on so many levels to meet our goals to develop quality Girl Scout programs for every girl, everywhere and change is all around us – girls, volunteers, technology, competition for time and resources ...

In recent weeks a number of our staff and volunteers have been to GSUSA’s Edith Macy Conference Center in Westchester County to learn about the latest in outdoor education, the newest trends in volunteer development and what we need to know about GSUSA’s strategy for strengthening the Girl Scout brand. In addition, all of our staff were brought up to date on the “Millennial Generation,” by three staffers who attended a conference on that topic. They compared and contrasted the traits of the Millennials, born between about 1980 and today, with those of the Greatest Generation, the Boomers, and Generations X and Y. It was a fascinating explanation of who they are and how they function and has so many implications for all of us in terms of staffing, volunteer recruitment and retention, as well as how we design and deliver programs to girls. Technology and working in groups are key to getting their buy-in!

Sometimes we must respond to unexpected changes, and that was the case last week when we received resignations from Kathie Eagan and Mini Krishnan. I spoke with both Kathie and Mini and know that both were genuinely surprised and sorry that professional circumstances forced them to step down. Their service has been so valuable to our Council and they will be missed.

We are proceeding with the sale of the property at Camp Tekakwitha. I kept you abreast via email of our communication strategy, and we have received a minimum amount of feedback from our membership. (I understand some people in the Plainedge Association have questions about the sale, and I have agreed to address their Leaders Meeting on October 26.) Our attorneys are currently in negotiations with the Town of Southampton, and I hope to have more specific news for you by the Board Meeting.

As we move forward, we must begin to think about how and where we will invest the proceeds from the sale. The Town has indicated that they want to make the first payment on or before December 31, 2006. The Finance Committee will be looking at our current investment policies, and they asked at their meeting earlier today that those polices be made available to the entire Board. (A copy is in your Board packet.) In addition, the Finance Committee asked staff to compile a list of potential brokers and investment advisors that the Committee can consider. If you have a recommendation for this list, please pass it along to

Deborah Goldsmith, COO, – 516-741-2550, ext. 211 or email goldsmithd@gsnc.org. The Finance Committee will review our current investment policies, consider the goals of the new money to be invested, evaluate the list of potential firms and then decide on which firms to interview. We will keep the entire Board apprised of this process.

I regret that for a second year staff are presenting the Board with a deficit budget for the coming year. We know where the bleeding is and we are doing all that we can to suture the wounds and take steps to return to health and growth. While there is always more that we can do to increase fundraising on so many levels, overall we have shown steady progress on that front. It is the drop in revenue from the Cookie Program and the drop in enrollment at camps that have hurt us the most. In 2004 we netted \$150K from resident camp at Blue Bay (direct camp staff, food, material), and the proceeds from our Summer Fun Day Camps. This year we netted only \$34K, and provided 600 less camper sessions than we did two years ago. Our girl membership is down, which certainly affects the Cookie Program, but the answers to the decline in enrollment at sleep-away and day camp programs are more complicated. We are fortunate that we have operating reserves from the better years to cover this shortfall, but we know another year like this could mean significant cuts in staff.

Our work on Critical Issues for Girls is sparking interest and discussion wherever we go. We are opening doors to schools, new volunteers and to funders, as well as opening some eyes at our national organization. U.S. Representative Carolyn McCarthy has indicated this is an issue that she would like to fund, and we have begun a dialogue with GSUSA on how we can work together to leverage this money for our Council, and perhaps on a broader national scale! Three of our New York State legislators have told us their intent to fund this effort, and one is even interested in introducing legislation on the issue. – And we are proud to announce that GSUSA's Girl Scout Research Institute will be involved in the analysis of the research data that will be produced from our Relational Aggression Pilot Project.

We have had two staff members out on extended leave for the past two months. Regina Johnson, Bozena Konefal and Ellen Palmisano have done yeoman's work in covering the front desk while they continue to handle all of their regular duties. Deborah Goldsmith and Rita Scott have stepped forward to cover tasks usually done by the Manager of Information Management. The willingness of staff to go the extra miles has insured that we continue services without interruption and has helped to keep costs down. My personal thanks to each of them for their dedication and hard work!

There is much more to learn in the Management Report that follows. Please let me know if you have any questions or concerns – 516-741-2550, ext. 200 or email ceravolo@gsnc.org.

GIRL SCOUTS OF NASSAU COUNTY
MANAGEMENT REPORT
FOR THE PERIOD SEPTEMBER –OCTOBER 2006

Context: Connect

“Connect” is the middle cycle of activities in the Girl Scout Leadership Development principles – *Discover, Connect, Take Action*. For girls this means connecting with others at home, in their neighborhoods and schools, in our Council and in a global community. Girl Scouting empowers girls to form caring relationships, to promote cooperation and team building, as they learn to move beyond tolerance to embrace diversity.

Girl Scouting enables girls to *connect* on many levels:

- to other people, up close and personally, and in more abstract ways through study and exploration, as well as pen pals and virtual communities;
- to ideas in science, math, arts, music, literature, history and technology;
- to the physical world through camping, other outdoor experiences and travel.

There are myriad ways in which Girl Scouting enables a girl to connect with the world around her and the world beyond. Girls connect the ‘dots’ of their experiences that helps them to create a whole picture of their lives. Girls learn to connect with one another as well as with their leaders and advisors through individual and group experiences. They connect with their communities as they develop empathy for others -- through community service and by taking action. They expand their connections when they travel and reach out to new and different communities. Feeling connected is what motivates girls to make the world a better place.

The fall is always an exciting time at GSNC, as we all strive to connect new volunteers to our organization and to our girls. We work to help girls connect to new friends and exciting opportunities, and to maintain and strengthen the community connections established in prior years. And we know that the bonds of Girl Scouting create life-long connections for girls and adults, as they make new friends and keep the old, recall the fun of Troop meetings, remember the first time they asked someone to buy Cookies, look back on their days at camp and look forward to sharing those experiences with other girls as they become Girl Scout volunteers.

Highlights:

- Our Community Relations Committee hosted a breakfast for school administrators, faculty and parents. The 62 attendees heard our Relational Aggression (RA) Awareness Raising presentation, and the response from this audience is helping us connect to many schools in Nassau County;
- GSNC’s Hispanic/Latino Task Force celebrated its 5th Anniversary at a working meeting on September 25th. Their charge for the upcoming year is to provide program and increase visibility of the following topics:
 - What Latina Girls Say About Healthy Living
 - When Girls are Mean to Girls: “Relational Aggression”In working with the Hispanic/Latino population, the Task Force is always mindful of the importance of connecting the entire family to Girl Scouting, and their programs will include parents, grandparents, and siblings;
- GSNC’s Asian Task Force is working hard to connect Girl Scouting to the Asian Community. They have made a concerted effort to establish relationships with Chinese, Japanese, Filipino & Indian media & to identify appropriate contact people.

The girls in this group are actively planning for CelebrAsian, which will be held next spring;

- Girl Scouts connected once again with the Westbury community at the “Night Out Against Crime” and participated as the Color Guard for the opening ceremony. We were present at the Westbury Street Fair in September for the first time and also had a table at the Syosset Summer Festival and the Five Towns Community Chest Fair (all on the same weekend;)
- Our Program Booklet *Possibilities* is bigger and better than ever, with more choices for our girls to *discover, connect and take action*. We have “connected” our Program registration process to E-Council, so now Troops can register for events online, through our website. Use of content management software has allowed us to keep our “Program Spotlight” and “Community Service” areas of the website fresh and up to the minute;
- Oktoberfest Weekend at Camp Blue Bay is a much-anticipated annual event where adult volunteers network, learn new skills, and enjoy the company of old friends and new. This year we had several attendees from our sister Council in Suffolk. Workshops connected volunteers with Leslie Segrete (of The Learning Channel’s *While You Were Out* and *Trading Spaces*) and with representatives from Tomboy Tools, as well as a variety of other arts and crafts projects and a presentation on RA and Issues for Girls;
- Sonia Oxford, Program/Product Coordinator, has connected with her counterpart in product sales at Suffolk County, and will be visiting her to share information in an effort to improve the programs we offer and to increase sales;
- The Marketing Department must connect and develop collaborations that help girls connect to their global community as well as share their accomplishments with all our constituencies. Long Island Harvest and GSNC are working together to promote “Make A Difference Day.” Girl Scout Troops are holding food collections throughout October and bringing their proceeds to the Service Center on October 28th to see how much of a difference we can make for the hungry on Long Island;
- The two “girl messengers groups” - Ambassadors-on-Call and Ceremonial Unit had open calls for new membership. 35 girls from around Nassau County have been added to the Ambassadors-on-Call and 12 new girls have been added to the Ceremonial unit. Chorus auditions are November 4 and 5;
- Attendance at the Fair Media Council’s *Connection Day* has brought new connections to market Girl Scouting in Nassau County. We are working with News12, *Long Island Magazine* and *Parent & Child Magazine* on features stories about Cookies, Relational Aggression and the 95th Anniversary of Girl Scouting. A feature story is also in the works with *Newsday*;
- On October 8, 2006 the Honor Society Tea was held at the home of Donna Ceravolo. Twenty-three women attended. They heard a presentation from Smith Barney on ways to support Girl Scouts through Planned Giving. They exchanged memorable Girl Scout experiences and Wrenella Low was posthumously inducted into the Honor Society for her recent bequests. Tina Rio has offered to host the 2007 event;
- GSNC’s Annual Luncheon will take place on Tuesday October 31 at the Garden City Hotel. Margaret L. Stacey will receive the *Juliette Low Award of Distinction*. Ms. Stacey will be celebrating 50 years in Girl Scouting and has been a volunteer with this Council since 1986. She is one of the founders of the Annual Luncheon and Golf Outing and has served on the Board of Directors, as an officer, and on the Nominating Committee. This year’s *Making A Difference for the Youth of Long Island Award* recipient is News 12 Long Island. It provides weekly programming, which features accomplishments of

youths as well as provides academic scholarships for students pursuing careers as a journalists;

- GSNC received an award from Bristol Assisted Living for providing the Senior Advocacy for Employees (SAFE) Initiative; and an award from the Long Island Working Partnership celebrating NY Disability Education Awareness Month for our work with the many agencies that work with the disabled;
- The Human Resources Committee has begun work to craft a Whistleblower Policy;
- Susan Caruso, GSNC's Director of Human Resources, has researched phased retirement as a Council savings option, and the Council has begun offering in a more formal way, flexible work options for staff, such as telecommuting and compressed work weeks. These efforts are designed to meet the needs of staff and the organization, while also allowing us to do our part to use resources wisely and cut down on auto emissions.
- Camps
 - Dining Hall at Blue Bay was professionally cleaned – what a difference!
 - Successfully hired a new plumber, many repairs have been completed, and we are very happy with the quality of the work;
 - Currently obtaining estimates for road repairs at Blue Bay;
 - Repairs made to the well at the Camp Ranger's house at Tekakwitha;
 - Preparing to winterize both camps;
 - Met with representatives from the Town of Southampton for a tour of the Tek property and buildings;
 - Town attorney and our attorney are working on the contract of sale for the Tek property.
- The GSNC website is one of the best ways to connect to our girls and adults!
 - Association pages - added Troop packing materials for easy access to Troop leaders (this resulted in a significant reduction of the cost of copying and mailing of hard copies;)
 - New Online Registration for all programs in E-Council via our Council website. Enables staff to update the offerings posted on our site and link directly to E-Council;
 - Implemented new online Web Request System for more efficient updating/tracking of website;
 - Created a Chorus Page – providing Chorus information/audition opportunities.
 - Market Research completed Summary Reports of Evaluations for Resident and Day Camps; developed Girl Scout Chorus Girl Survey and Chorus Parent Survey; completing work on tracking system for workshops for the Relational Aggression Pilot Program.

Numbers and Stats:

- 6 staff members and 19 Volunteers were trained to deliver the Ophelia Project training to Leaders/Advisors, or to deliver the Relational Aggression Pilot Program to girls Daisy through Senior Girl Scouts;
- 125 troops (1450 girls) have signed up for the Relational Aggression pilot;
- A new recruitment effort is being done by some of the Field Directors to connect our program to the parents as well as the girls. Special activities are done as a way to introduce the parents to Girl Scouts. Brownie-to-Be and Daisy-to-Be meetings yielded 2 new Brownie troops and one Daisy troop in Island Beach, 3 Brownie troops in Floral Park, 2 Brownie and possibly one Daisy troop in Roosevelt. At the "Daisy-to-Be" in Mineola, 4 new Daisy troops with leadership at the Willis Avenue School will be

starting. Local volunteers are helping to do the mini program for some of these recruitments;

- Mindy had 5 Brownie and Daisy to Be recruitments yielding leadership from four;
- We ended the membership year with an increase of 54 girls over last year.....22,264 and an adult membership of 6,756, a decrease from last year;
- Currently we are ahead of last year in girls, adults and Family Campaign. We have 15,563 girls (an increase of 206 or 1.3% over last year), 5,306 adults (an increase of 229 or 4.5%) and \$150,991 in Family Campaign (an increase of \$12,975.50 or 9.4%) as of 10/23/06;
- 512 girls and 92 adults attended Girl Scout Night at the Long Island Ducks game in September;
- 37 girls and 13 adults got a "Taste of Camp" in September.
- Resource Room recorded 177 requests for service in this period, with 11 requests for Patch Programs;
- 235 Be A Reader patches, 77 Small Bees, 91 Address Adventure patches, 8 Small Globes were distributed this period;
- More than 160 adult volunteers connected with each other and with a variety of program materials as they mixed and mingled their way through 52 workshops during the Oktoberfest weekend at Camp Blue Bay (October 20-22, 2006). Of the 79 participants who turned in evaluations, 27.8% were first-time attendees, 38% attended 2-4 Oktoberfests, and about a third had attended five or more of the events;
- Marketing –Clippings 798 (YTD), Electronic Appearance – 6, Marketing Requests 30*Speaking Engagements – 9, Publications completed – (*GirlFriends and Possibilities*), PSA - 60 YTD;

*This includes a 62-page Journal and a new brochure promoting the sale of our Holiday Baskets which includes a shipping "Map/Chart."

- Fund Development tracked income for the period of August 18 through October 18, 2006 by our various appeal categories;

Bequest \$17,900.51
Board - \$3,832.50
Circle of Friends – \$300.32
Corporate - \$250
Fund and Chests - \$745
Golf - \$8,150
Luncheon - \$36,825
Staff - \$2,103.43
Tribute \$2,205
United Way - \$3,580.98
Family Campaign - \$154,921.23
Total This Period: \$230,813.97

- Website -- 13,451 hits - increase of 46% from this period 2005;
- 28,436 online registrations for program events and trainings;
- In – house duplicating of materials decreased 46%; outsourced duplicating decreased 69% and mail processed decreased by 6% over same time period in 2005;
- Shop -- Year to date gross sales \$367,862 compared to \$386,360 in 2005 – a 4.8% decrease. However customers served increased by 344 or .02%;

Financials as of 9/30/06: [See enclosed Financial Statement]

- 24% (\$40,000) increase in Annual Giving over 2005;

- The golf outing netted \$30,000 more than 2005 (84% increase) and our first special fundraising event (Night on Broadway) brought in more than \$9,600;
- Total income from all other adult generated sources decreased \$39,700 or 31%;
- Combined product sales, Summer Camp, program fees and Shop are down 5.3% or \$160,000;
- Total expenses are at 64% of budget and down 4.4 % from 2005 (does not include Latina Conference expenses).

Challenges:

- To get our Troops to commit to events, programs, trainings before the last minute;
- Obtaining funding so that Way to Art Program can continue;
- Marketing continues to face serious staffing shortages in graphic design and clerical support. There is some light at the end of the tunnel in the graphic design area, as we have taken on an Intern from SUNY Farmingdale. She will be joining us Fridays starting on October 27th for 7 hours a day. The added pressures of the Girl Messenger Units;
- Two staff members have been out on extended medical leave, one of which required a Workers' Comp claim, and both are disability/FMLA cases. The extra paperwork for Human Resources is minimal compared to the extra work placed on business support staff and is felt by all of the staff.

Powerful Stories:

⊗ A Troop leader came into the Service Center to pick up the pre-survey for the Relational Aggression Pilot. After thanking her profusely for her support and willingness to take on the extra work Troop leaders in the Pilot Project would be asked to do, she said *"I am thrilled to be a part of this! This project was the reason our 13 girls, my Co-leader and I came back. We all wanted to be part of this Pilot. The things we're learning are so important. It's something they're all dealing with."*

⊗ *"Thank you for helping my daughter to define herself."* These were the words of Lauren Lev, about her daughter Amanda. Amanda's Silver Project helped younger Girl Scouts of the Jewish Faith earn their religious recognitions. After earning her Silver Award, Amanda wanted to continue offering her workshop so she asked if we could get the word out to more people about her workshop. With the help of a few fliers in the resource room and CAV boxes. Her Junior workshop is full and she has a strong attendance for the Brownie level as well.

⊗ Mildred Martinez, a junior at C.W. Post Campus of Long Island University, majoring in public relations, has been a Girl Scout since high school. Now an active volunteer with GSNC and a member of our Hispanic/Latino Task Force, Mildred was selected by Girl Scouts of the USA to appear in an upcoming video commercial that will be used as a recruitment tool to attract other Latinas to volunteer with Girl Scouts. The interview, recording studio, radio spot and photography took place in Miami. Mildred connected with a Production Coordinator and Producer from Public Interest, Santa Monica California.

The ads will debut this fall. During 45-60 second radio spots, the bi-lingual campaign will highlight the strong dedication and unique experiences of several Latina volunteers from around the country to:

- Highlight diversity in Girl Scouting
- Reach out to the Hispanic population

- Give Latinas a compelling reason to make a volunteer commitment to Girl Scouting and their communities

Once again, Mildred was so generous with her time, and in the end will be influencing so many other women to volunteer... Here is part of what Mildred wrote of her experience:

I would like to thank GSNC for always thinking of me when it comes to helping Girl Scouts in making a change and a difference. It makes me a better person helping to recruit more Girls. Being part of this campaign took my mind off the stress of work and school. I was excited to travel and represent NY; it helped me network with important corporations and develop good relations with other girls or women like myself.

This was the first time I traveled alone. When I received the phone interview for casting I was really nervous. I was interviewed by a wonderful lady named Cindy Estrada, a casting Director in L.A. I was required to speak Spanish in order to be selected. I received a call from Cindy indicating that I was selected to do the commercial. My parents were so proud of me. In Miami I realized I wasn't the only one selected. Four women were also selected, from Chicago, IL, Seattle, WA, San Diego, CA and Puerto Rico. It was so much fun in Miami and the city itself is very beautiful. The best part was the photo shoot where we felt like celebrities, got our makeup done and took nice pictures. I felt that interacting with all of the women in the campaign brought different insights on how to recruit Girls.

I had a lot of fun as well as an experience that taught me more about networking and will keep me striving to make a difference in someone's life.

Looking Forward:

- October 31, 2006 GSNC Annual Luncheon at the Garden City Hotel
- November 13, 2006 Board of Directors Meeting. 7:30 p.m.
- December 1, 2006 GSNC NomCom Deadline for Officer Referrals
- January 7, 2007 Cookie Kickoff at Roosevelt AND Sunrise Malls, simultaneously!
- January 12, 2007 GSNC NomCom Deadline for Board Member and NomCom referrals
- March 11, 2007 GSNC's 95th Anniversary Alumni Celebration, 2:00 to 4:00 p.m., at Westbury Manor
- March ???, 2007 GSNC Adult Recognitions Dinner
- May 19, 2007 CelebAsian 2: Connecting Girls and Cultures, at C.W. Post Campus

Activities in the works:

A 95th Anniversary Patch Program will be introduced for 2007.

In addition to the 95th Anniversary Patch, there will be a Council-wide celebration event at Hofstra plus a Council trip to Washington DC for the “Still Singing” event on the National Mall.

The Associates are connecting with new members and reconnecting with each other. They are making plans for a trip to the South Street Seaport for the Bodies Exhibit, a Car Care Academy with Firestone and a six hour training trip at sea with Cadets from the Kings Point Merchant Marine Academy. This trip will target girls in the 11th and 12th grade, with the goal of connecting these older girls with the Associates, so that they will want to be part of that group in the future.