

MEMO



To: Members of the Board of Directors
From: Donna Ceravolo, Executive Director/CEO
Date: September 6, 2007
Subject: Management Report for the September 19, 2007 Board Meeting

Summer 2007 is a quickly fleeting memory and a new Girl Scout year awaits!

You will see in the attached Management Report, as well as the Report by Integrated Objectives (sent to you in August) that Girl Scouts of Nassau County has accomplished a great deal, and that much remains to be done to insure that all of the girls in our area have more opportunities for the fun, friendship and power of girls together that Girl Scouting provides. Special thanks to Associate Executive Director Fran Monahan who put together the first draft of this report while I was away.

Planning is an on-going effort at Girl Scouts of Nassau County. Staff and volunteers are engaged in planning at some level almost everyday. Whether that is forecasting the budget, ensuring that improvements are made at Blue Bay, managing the electronic information systems, or setting goals and objectives for our future work ... planning is essential.

One of our new efforts in planning is the introduction of our "Dream Team." This will be a group of individuals who will be going out to our Leaders and Troops to teach them how to use planning and goal setting techniques to optimize their Girl Scout experience. We know that those Troops that focus on goals have the highest percentages of satisfaction with the Girl Scout program. Whether they are aspiring to a special activity, a service project or a big trip, those girls who plan, work together to meet a goal and then reach their objective, have the most fun, fulfillment and rewards! We want to share those tools with more girls and adults. For many years we have done a very good job of *talking the talk* – about the values of the Girl Scout program, and especially the Product Programs and the financial literacy and entrepreneurial skills that Cookies, magazines, nut and candy sales offer. This year we intend to do more than just talk – we want more girls to learn the how and why of goal setting so that they can really *walk the walk*! We will keep you posted on the progress of this effort through the fall and winter. – In addition to the Product Programs, the Dream Team will also be key communicators to our membership on Family Campaign, Camping and other Council-wide opportunities.

This fall the Board will undergo our own quadrennial planning process. Sandra will talk about this at the next Board meeting and all of you will have an opportunity to be part of the planning. Based on your votes and availability, Saturday, November 10 was selected for our Board Planning Day. I trust that as many of you as possible will make time to be part of this day. Those who are unable to attend will have other

opportunities to contribute to the final product.

While many of the Board's Committees slowed down and enjoyed a summer hiatus, not everyone did. The Community Relations Committee met and continued their work on spreading the word about our work on Critical Issues for Girls. They will host a breakfast meeting on Monday, September 10 targeted to our elected officials. United States Representative Carolyn McCarthy will be our keynote speaker and staffer Carole Aksak will present the findings on the research completed in year one of our Pilot Project with the Ophelia Project. (In case you misplaced your invitation, the event will begin at 8:00 a.m. at Hillwood Commons on the C.W. Post Campus of Long Island University.)

The Delegate Communications Committee [DCC] has been hard at work all summer with a group of volunteers interested in seeing change to our governance structure. At times it was like herding cats! But thanks to the diligence and passion of Diane White, DCC Chair, and the devoted members of her Committee, progress is being made. Staff members Joyce Wagner, Lori DiMaggio and Sherry McGrath have brought organization and form to the discussions and communications, and Board member Alison Gilbert has introduced a new tool that we hope to use for a big **Delegate Forum on October 16**. Please mark your calendars and plan to be there that evening for an important discussion on the future of governance in our Council.

The attached report includes numbers and descriptions of many of the summer's programs and activities and this report is focused on outcomes. On the staff side, all staff completed their Annual Performance Reviews, which helps each of us to set performance goals for the coming year. Salary increases were given. -- The Chairs of Association Volunteers also receive a performance review each year – but their pay remains the same – *priceless!*

Fifteen staff participated in two half-day sessions on Improving Business Writing Skills, which will assist in their communications with our membership, in the writing of reports and proposals, and in email communication as well. – Sonia Oxford attended the National Product Sales Conference in Savannah. -- Sue Carter and Magalie Delia, Membership Team Managers, were awed at a screening of "Paper Clips," on how one Middle School in a low income, primarily blue-collar community in Tennessee, taught the world a lesson in tolerance, respect and diversity. -- It seems that almost every week staff attend phone conferences and webinars through GSUSA (and other sources) to keep up-to-date on new developments in all areas. – -- Sherry McGrath completed her introductory period as our Adult Education Coordinator and has been busy sitting in on as many trainings as possible both to observe our trainers in action and to absorb the Girl Scout lingo and ways. -- Fran McAllister, who will be leading the "Dream Team," was given the new position of "Team Manager, Program and Promotion." We bid fond farewell to Field Director Jeanee Alcivar, who accepted a full-time teaching position in Elmont. (Fran and Jeanee's moves account for the two openings that we have for Field Directors.)

Summer was great! And now it is time for the exciting work ahead!

Please contact me if you have any questions or comments on the work being done at Girl Scouts of Nassau County! -- 516-741-2550, ext. 200 or ceravolo@gsnc.org

**MANAGEMENT REPORT
FOR THE PERIOD JUNE – AUGUST 2007**

Context: “Outcomes”

As we end one Girl Scout program year and begin another, it is a good time to reflect upon the outcomes of our work with girls. The processes we spoke of in our last report, *girl-driven*, *learning by doing*, and *cooperative learning*, lead us now to the outcomes, specifically, *valuing cultural diversity and individual uniqueness*; *educating and inspiring others*; *making a difference through community service and action*. Our work as a staff is focused upon giving girls, and the adults who work with them, the tools to achieve these results.

Highlights:

Valuing cultural diversity means making a commitment to reach out to all girls in Nassau County in a way that will resonate with each girl and family.

Our **Hispanic Latino Task Force** celebrated its Fifth Year Anniversary on July 31st. Starting with 15 members; today it has over 40 members, who meet to develop strategies for extending Girl Scouting into the Hispanic Latino community. School day and after school programs developed by a subcommittee were delivered, by staff from October 2006 through June 2007.

The ambitious objective to reach 4,500 Latina Girls by September 2008 inspired our members and sponsors to pledge/donate monies to underwrite the annual cost of \$206.64 per girl in Girl Scouting. So far we have received over \$3,500.00.

The Umoja Alliance (Unifying Members of Joint Ancestry) is a new task force, formed at the request of several volunteers, to build more positive outcomes for girls of the African Diaspora. They met over the summer to put together an action plan. Their focus is building pride in Black Heritage, connecting Long Island communities and mobilizing support. Watch for information about the kick-off in late October/early November.

The other side of the diversity coin is to *value individual uniqueness*, which translates into respect and tolerance for all. When a parent of a girl attending Summer Fun Day Camp complained to us about a case of relational aggression, our staff jumped into action, as they delivered a presentation to the girls and staff at camp on how to have healthy friendships.

To *educate and inspire others*, girls need to have those types of experiences for themselves.

FirstLego, the Lego robotics program funded through GSUSA, got into full swing over the summer. Six teams have been formed and registered. A full-day workshop was held in August, led by the uncle of one of our girls. He shared his ten years of experience with the FirstLego program, and to give the coaches hands-on experience with the robots.

June is traditionally a time to celebrate achievements, and is the time when our Council celebrates the **Gold Award**, the highest achievement for a girl in Girl Scouting. This year’s 73 Gold Award girls are the embodiment of the outcomes we strive for. The Gold Award projects designed and executed by these girls illustrate in

a most tangible way all the outcomes of *valuing cultural diversity and individual uniqueness, educating and inspiring others and making a difference through community service and action*. Press releases were written and distributed to the local print media highlighting the accomplishments of all **73 of our Gold Award Recipients**, all who made a difference in our world. -- Twenty three graduating Senior Girl Scouts purchased lifetime memberships. This is a record for us!

The Girl Scouts of Nassau County Chorus performed on the Millennium Stage at the Kennedy Center and before over 200,000 people at the Girl Scout 95th Anniversary Sing-Along in Washington, DC in early June. Participation in the Chorus fosters both a strong sense of self for each girl and builds teamwork.

The Public Service Announcement for **the 2007 "Go for the Green" Golf Classic** was recorded by one of our **Ambassadors-on-Call** members and ran during July on the Long Island Radio Group stations. Again, a new life skill and a better understanding of what it takes to work in the radio industry. Six **Ambassadors-on-Call** lent their voices to Women of Distinction Award ceremonies sponsored by Assemblymen Robert Walker and Tom McKeivitt. Over 36 women heard their names called and their accomplishments recited by future Women of Distinction. **Jessica Merkel**, a 2006 Gold Award Recipient volunteered her time as a photographer this summer. She took hundreds of pictures, practiced and fine-tuned her skills and increased her portfolio while adding great images to our collection of camp and summer events.

The Groovy Doll Collection has been introduced in the Shop and is flying off the shelves. The girls love the dolls and the Leaders and parents recognize the positive values they stress. The dolls account for 3% of the shop sales since their arrival.

Measuring *outcomes* is an ongoing challenge in Girl Scouting, and often requires extrapolating changes by measuring feedback on numbers, events, satisfaction, etc. An event evaluation was done for CelebrASIAN and surveys were done for the Girl Scout Shop, the Governance System and the Web. Each year a pre-survey/post evaluation is done for Resident Camp. After compiling results, a 3 year comparison summary report is forwarded to the Program Department for use in planning for the coming year. *[Please let us know if you would like to see any of our evaluation reports.]*

As a result of outcome measurement from the Association Web survey, our Web administrator will do a presentation at the September CAV meeting highlighting the improvements and additions that have been made to these pages during this quarter.

CampTekakwitha--During the month of June staff and volunteers closed down Camp Tek. All items of value, including the truck and some tents and tables were transferred to Blue Bay. The sale of Tek was completed and proceeds from the sale are invested with the two firms selected by the Board in June.

Blue Bay--The plans to upgrade the wells, as per Board of Health Water Division standards, were finally approved (after resident camp was completed) and actual installation should begin shortly. The camp office was renovated before the camp season and electrical and plumbing repairs were completed in accordance with the

Fire Marshall and Board of Health Inspector. The main roads were paved after the last camp session.

The Fund Development Department is responsible for securing the necessary resources to ensure the development and implementation of programs and services that will help girls achieve outcomes set at each level. The 23rd Annual Go for the Green Golf Classic took place on August 13 at the Mill River Club and honored Chris Giamo, of Commerce Bank. There were 92 golfers. Net income was \$68,000, which is a 3 % increase from 2006.

GSNC won an award from the Long Island Transportation Management for the second year, for our efforts to increase carpooling and reduce emissions. Staff collected almost 300 pounds of food for LI Cares, held a successful blood drive, and participated in the Kids Tools for Schools donation of school supplies.

Numbers and Stats:

Membership:

- Currently at 22,319 girls, already exceeding last year's September 30th year-end total of 22,266.
- Registered adults number 6,773 (48 above last year at this time).

The Spring Registration period is over and we recently did a five year comparison. This year we had 9,448 girls registering in spring, 81 more than last year. Again this year, Troops had a choice of \$15 or an early bird patch for the girls. We are distributing incentives of their choice to 540 troops, 8 fewer than last year.

Family Campaign continues to be on the upswing, coming in at \$104,292 (\$7,004 over last year during the Spring Registration period).

Program:

- 21 girls and 2 adults attended the Girl Power Program in June.
- Brownie-To-Be programs in Uniondale, Hardscrabble, and Island Beach served 47 girls with 7 potential leaders.
- 128 Girls and adults participated in the Council-sponsored trip to Washington DC for the 95th Anniversary event. (Does not include GSNC chorus or Association-sponsored trips)
- 325 Girls and adults attended the Girl Scout Night at the Long Island Ducks in July.
- Troop Camping – 157 girls and 77 adults camped at Blue Bay in June, prior to Summer Camp. 190 girls and 87 adults camped at Tek with their troops.
- Farewell to Tek Weekend - 57 Adults and 70 children attended.
- Summer Camp – Blue Bay hosted 432 campers, who attended 572 sessions (an increase from 2006's 425 campers in 516 sessions)
- Cantiague had 92 campers, who attended 231 sessions (vs. 104 Campers in 214 sessions in 2006) Wantagh had 205 campers, who attended 434 sessions (vs. 185 Campers in 338 sessions in 2006)
- Resource Room had 241 visits and requests for materials, plus 27 requests for Patch Programs.

Adult Education:

- 86 people completed the Welcome to Girl Scouting Orientation – 71 online, 15 on paper
- 98 people completed the Basics portion of Leader Training (59 online & 39 in classroom sessions)
- 307 people completed level training (50 Daisy, 149 Brownie, 108 Junior, and 37 Girls 11-17).
- Other Trainings: CAV (2 sessions with 15 trainees); Troop Organizer (7 people); Troop Consultant (3 people) Summer Camp staff (23 Day Camp and 44 Resident Camp) were trained in June.

Marketing:

Clippings – 283 (YTD July)

Electronic Appearance – 3

Publications completed – *Possibilities, GirlFriends*

Speaking Engagements - 1

60 second PSAs- 20 (Golf)

Shop:

The number of customers served in the Shop is on the upswing, by 18% from last year for this period, but overall revenue for the year is lagging behind. This is due in large part to the loss of bigger ticket sales on uniforms.

Information Management:

Web site - 5301 visitors, an increase of 6% from same period last year.

Duplicating - 91,181 copies representing a 17% decrease from prior year.

Mailings increased 19% over previous year due to increase of Family Campaign “thank yous” and follow-up letters.

Finance:

- Total income is up \$411,483 (13.5%) over last year this period.
 - Combined annual giving is up 8.5%,
 - Fundraising events, a 15% increase,
 - Products revenues are up 16.4%,
 - Program activity fees are up 17.5% due to the Washington D.C. trip.
 - Conversely, corporate giving is down 67% and Shop sales for the quarter continue to decline, an almost 16% decrease in net sales year-to-date
- Total expenses are up \$160,291 (6.5 %.)
 - Significant are the increase in maintenance and capital expenditures which includes the cleanup of Camp Tek and the deposits for the repairs to the roads and wells at Blue Bay.
 - While program income was up because of the DC trip, expenses for the DC trip of \$42,000 for chartered vehicles were also up.

Fund Development:

Here is the *gross* income by strategy for the period from January through August 24th 2007. Alumni - \$2,125.00; Bequest - \$43.10; Board - \$8,283.10; Campership - \$2,343.00; COF - \$9,845.70; Corporations - \$12,461.72 – Family Campaign - \$132,709.24; Financial Assistance - \$150.00; Foundations - \$17,500.00; Friendship Tree - \$500.00; Funds and Chests - \$7,228.00; Golf - \$92,202.50; Luncheon - \$35,075.00; Organizations - \$1,050.00; Parent Dinner - \$11,881.02; Program Grant - \$25,000; Staff - \$9,912.06; Tribute - \$1,518.34; United Way - \$28,086.74; Cookie - \$6,697.10. **TOTAL - \$398,414.52.**

Powerful Stories:

From a letter sent to JoLynn Trip, CAV of West Hempstead/Franklin Square CAV

I just wanted to tell you that my daughter Jessica had her 5th grade graduation today.

She was awarded a PTA scholarship in the amount of a \$250 bond. The reason was because she entered an essay contest that asked “What have I done for my community lately?” I’m sure you know as a Girl Scout how easy it was for her to list all her service projects. We were happily surprised that she received this honor. It was an honor for all of us. I just thought you would like to know. Thank you for being such an important part of Girl Scouts. –from Elizabeth P.

Summer Intern, Malorie Mendoza’s farewell to our staff.

I can’t believe it has been eight weeks already and it is time for me to go. And I won’t really say goodbye because I will always be around and involved in Girl Scouting. Thank you all for everything. While I’m sad to go, I know I will be able to carry this experience with me for the rest of my life. I will remember my first job as being fun and something I love to do. It will be hard to top a job for Girl Scouts. I learned something new every single day. I know that I can use my knowledge and skills in the challenges I will face in the future.

Being on the girl end of Girl Scouts, I encountered the normal activities of Troop meetings, camping, Girl Scout trips ...programs provided by the Council, and being able to participate in programs such as the SPAT team, Ambassadors-On-Call, and Asian Task Force. But being on the girl end, I was unable to see the other end of Girl Scouting- the part which included the staff and volunteers who make these opportunities possible for Girl Scouts like me. This internship allowed me to do just that. I was able to see the “behind the scenes” work of the generous staff and volunteers who really make things happen. And being a part of Girl Scouts, they love what they do and it shows. With my internship, I got a little taste of this end of the Girl Scouts, figuratively (and literally- thank you for the wonderful breakfast!)

There was never a dull moment here with the bustling life in the office, especially sitting in Marketing where everyone seemed to come to us- I barely had to move. One important thing I learned is that although the GSNC office

is a real office (contrary to what some people ignorantly may believe) it feels more like one big family rather than too-formal, business like people that ends up occurring in a typical business office. And I think the cause of that is Girl Scouts, and the fact that I noticed that you all seem to love your job and care about Girl Scouting. Thank you again for everything and I hope you enjoy the rest of your summer.

[Malorie's internship was funded by the Bank of America *Student Leaders* program.]

We have over six typed-pages of notes from the adults who accompanied the Chorus on their big trip to Washington in June. Here is just a sample ...

Hi all,

I just wanted to write and tell everyone what a great weekend I had, and to let all the parents that were not on the trip know how great their daughters were.

Several of the moms and I were talking over the weekend, at how we were amazed by the girls. There was no whining, no complaining, nothing, and considering how hot it was, and how much moving around we did, they were great. Our Fantastic Tours tour guide, Kelly, said the same thing, and she takes many trips with Girl Scouts.

And what impressed me the most was that they were so responsible. If there was a time deadline to be some place they were there. When it came to the hotel, the girls let a chaperone know where they were if they were moving from room to room, and I never saw a girl walking by herself the whole weekend. Truly I was impressed, as I have my own Troop and I am constantly reminding them of these things (especially the buddy thing) and these girls got it, there was no reminding necessary.

But, here is what I was blown over by..... Sunday morning we had to be up earlier than Saturday. We had to be at breakfast by 7:30am and packed and in the lobby by 8:30am. I thought about calling the girls in my group to see if they were up and about at 7am, but I didn't. I can't explain it, but I kind of didn't want them to feel like they were being "mothered," I didn't want to coddle them. Well at 7:30 when I didn't see them at breakfast I thought I should check to see that they were up and moving. When I went to their rooms, they were up and dressed (I was impressed) and they said they were packing. I told them they could eat first if they liked and then pack. Here is what blew me away, they said they had already eaten, they got up at 6:40am, got dressed and went to eat. I was like, wow!!!!

Not to sound goofy, but I really saw how Girl Scouting really builds girls of Courage, Confidence and Character. These girls displayed all of that this weekend. They truly were great. They really are a special group of girls. Please know how proud I am of all of them, and you should be too. -- Colleen

Mega dittos on Colleen's e-mail. All the girls were cheerful, respectful, and responsible. They all watched out for each other. I was proud to be with them. We

received compliments from other guests at the hotel, and the tram guide at Arlington Cemetery said this was one of the most informed, respectful groups he's had in his four years as a guide.

Thank you girls for a wonderful weekend!!!!

I too was a chaperone on the trip to D.C. and I would like to add that not only were the girls well behaved, but they were very kind to each other and very respectful. This was the best trip that I ever went on with a group of girls. There was no drama and I was not stressed because they just got it and carried themselves with such dignity. I enjoyed getting to know all the girls and I compliment you all on what fine daughters you have.

Best regards, Valerie Logreira

P.S. The adults were also very well behaved!

Fun at Camp Blue Bay

To whom it may concern:

I have several reasons for writing to the Nassau Council. My daughter, Ellen Forsyth, attended the July 5-12 session at Camp Blue Bay. She had traveled extensively but had never been away to camp.

First, I want to thank the counselors of Starboard for taking such good care and patience with my child. She can do nothing but rave about her experiences at camp. She came home raving about the counselors, the friends she made and the experience as a whole. In short, you sent me a very different child! She can not wait to return next summer for much more than a single week!

Second, I want to thank, commend and express my gratitude to the nurse (whose name I forget) who called asking for permission to give Ellen OTK pain medication for a sinus headache. I thought that the doctor had filled in the "ok to dispense" form but he hadn't. Your nurse contacted me, I called my pediatrician and the nurse received permission from the doctor to give Ellen the "right stuff." All above and beyond the call, by my estimation. Many thanks.

Finally, my 11½ year old star lost the paper she'd written email addresses and phone numbers on the last day of camp. When I picked her up from the bus (another good experience, thank you for everything: organization, patience, friendliness), she, her friend Caitlin Lenahan (sp????), and the two mothers went off to sit and have a cold drink.

What a joy. The only dark cloud is that we can not find the paper with her campmate's numbers. Is it possible to get contact information for her group?

If so, I would greatly appreciate it. If not, could our contact information be forwarded to the parents of Caitlin Lenahan, please?

Thank you in advance!

Laura Forsyth

P.S. When do we register for Camp Blue Bay for the summer of 2008? Inquiring girls want to know!

Challenges:

This summer finding Lifeguards and nurses for summer camp was a sticking point. We will continue to pay for Lifeguard training, and use all of our creative resources to recruit nurses. -- Finding places to keep all the “stuff” for product programs, golf, etc., while still leaving room for meetings and trainings is an ongoing challenge for using our space to the best advantage. It seems that we are always overflowing with stuff and people! – We start the fall minus two Field Directors, so existing staff will be scrambling to cover all bases while we are recruiting and training to fill those positions.

Looking Forward:

Member Services and Collaborative & Volunteer Services departments will be working together in a joint effort to develop plans for membership extension in targeted areas. Fran McAllister will be getting the “Dream Team” in place and ready to spread the “good news about Girl Scouts.” – We are already beginning plans for a big fall kickoff event for 2008 that we are calling GirlFest!

IMPORTANT 2007 DATES FOR GSNC BOARD MEMBERS

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

September 30th – Honor Tea – Tina Rio’s home – 2pm – 4pm

October 16th – Delegate Forum – Hofstra University - Room SC 0127 East Plaza

October 30th - Annual Luncheon - Garden City Hotel - 11am - 2pm

October 31st – Juliette Low’s Birthday

November 14, 2007 – Board Meeting – Service Center – 7:30pm

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

February 6, 2008 - Board Meeting – Service Center – 7:30pm

April 9, 2008 - Board Meeting – Service Center – 7:30pm