

**GIRL SCOUTS OF NASSAU COUNTY**  
**MANAGEMENT REPORT**  
**FIRST QUARTER 2008**

**Context: *Gearing-Up for Change -- Part II***

There is a great little book, entitled *Change is Good. . . You Go First*. This summarizes how many of us feel about change. We know it is inevitable; we may understand the necessity of change; we may even feel it is a *good* thing. But we also feel ambivalent about it and wish it could happen to someone else.

In Girl Scout land change is happening now. We have all known it was coming, starting with the development of the Core Business Strategy, moving on to the structural realignment, and now to the changes in the new Leadership Development Program Model and Pathways that will both define and galvanize our future. Staff has been ‘brought along’ and engaged in the process of change as it has unfolded -- We've been learning the lingo, listening in on the conference calls and webinars, and eagerly awaiting our chance to be trained on the new materials from GSUSA. Now we are about to seriously engage our volunteers and the girls in the changes that are here. It is incumbent upon us to excite and equip our members to embrace the change that is upon us.

In the meantime, we've already begun to change some of our processes in order to better keep up with the new technology and the way girls (and our volunteers) use it. We're in the process of instituting e-newsletters, Finance is gearing up for the change in distributing Cookie Credits\* by GOING PAPERLESS...and issuing gift cards instead. We are slowly but deliberately beginning the data collection requirements for a Single Entry System for volunteer information and connection.

With change comes a myriad of new messages, collateral materials and ways of work. Gearing-Up for Change means the Marketing Department will need to take all these elements and distill them into tools for all our target audiences...Girls, Adult Volunteers and the Public at Large. With these tools, we all become Agents of Change...the ones who makes things happen.

We are also working to advance new language and ideas -- Toward “the culture of philanthropy” and away from an emphasis on ‘fundraising.’” As we learned at the recent Board Training session, *a philanthropic culture is one in which the institution values, treasures and promotes giving as intrinsic to its institutional mission*. To move toward the culture of philanthropy we must discover the needs of the community and girls; we must connect to the community, prospects and donors; and take action to secure engagement and commitment. This will be critical in our efforts to transform the leadership experience for girls. Adequate funding must be available to create and enhance programming that will guide and shape leadership skill development for girls.

And we are optimistic that new, clean, functioning bathrooms at Camp Blue Bay will change the percentage of membership attending camp!

## Highlights:

The **New Leadership Development Program** stresses the importance of advocacy to girls' development as leaders. In January, we partnered with GSUSA's Global Girl Scouting department and the Population Council to present the documentary "Child Brides: Stolen Lives" to a small group of our Senior Girl Scouts. After viewing the stories of young girls from Niger, India, and Guatemala, the girls participated in a teleconference with other Girl Scouts from Massachusetts. Our girls learned a lot and had a lot to say about the topic of child marriage and its effect on young women and their potential.

**Online Trip Applications** have been a resounding success! The form is designed so that Leaders cannot successfully submit the application unless all required fields are completed – resulting in far less staff and/or volunteer time for follow-up. Both our office and the local Service Team member receive the information instantly. Best of all, once submitted, the forms can be searched and information is at our fingertips.

**Recognition Ceremony:** Under the leadership of the Adult Recognitions Committee, a new format was introduced for presenting the Girl Scouts of the USA recognitions. The format, a formal ceremony for the honorees followed by a buffet dinner, was a hit.

**Affection Connection:** Carole Aksak worked with a community team to bring the work on this component of our Critical Issues Initiative to fruition through a grant received from The Long Island Fund for Women and Girls. Margaret Sagarese, a published parenting expert, completed work on the curriculum and Leader's Guide. After review and revision, the program will be piloted with 100 girls at Molloy College on May 31<sup>st</sup>. Rounding out the team in this new way of work is a commitment from Molloy College to evaluate the program through a research study under Melissa Gebbia, Ph. D., Associate Professor of Psychology, following Institutional Review Board (IRB) guidelines.

**Relational Aggression:** Taking Action to build a nationwide team to address Relational Aggression, Carole Aksak and Donna Rivera-Downey took key roles as part of the organizing and presenting team for GSUSA's national workshop on RA. They presented 3 workshops at the Edith Macy Conference Center for Learning and Organizational Excellence.

**The UMOJA Alliance** held a Cultural Event on March where girls had the opportunity to showcase their own talents and creativity. Held theater-style at Faith Baptist Church in Hempstead, the event was attended by nearly 200 girls and their family members. Girls sang, danced, performed skits and read/recited poetry – some of which they wrote themselves.

**Student Interns:** Nine students from SUNY Old Westbury are participating in service learning with GSNC as part of a collaborative semester-long experience for 1<sup>st</sup> year students. The students provide a variety of services, and in turn gain job experience, exposure to careers and the workings of a not-for-profit. Some have had opportunities to work with girls.

**LEGO:** Hicksville's Lego Chicks placed first in Robot performance and also received the Team Spirit Award at the First Lego competition on January 13, 2008. They ran a workshop for other girls at the Service Center during the winter break. All six LEGO teams placed in the top third. The LEGO Chicks also attended the NYC Robotics Competition on April 5th. The Ice Breakers participated in FLL Exhibition at NYC Robotics Competition on April 6<sup>th</sup>.

The **Program Promotion Team** (aka Donna C's Dream Team) was quite busy promoting the Cookie program through Cookie Kick-Off events in 29 Associations. 22 of the events were volunteer run and 7 were run by the Program Promotion Team. Following the theme provided by Little Brownie Bakers, a turn key program was created with the necessary materials to run the event. The program focused in on product education, goal setting and sales skills. The feedback received was all positive. A total of 2,067 girls participated and we will do our best to track their Troop Cookie performance against last year.

GSNC is participating in a "**Twinning Pilot Project**" with Girl Guides from Peru to study issues of hunger and obesity. Mildred Martinez, a member of the **Hispanic/Latino Task Force** has taken the lead to build a team of girls to discuss the issues among themselves and share information with their peers in Peru and develop a plan to continue the dialogue with other girls in their respective communities. -- Mildred was invited to attend the GSUSA Board Meeting in January and spoke about her Girl Scout experience, including this project. (Mildred will graduate from C.W. Post in the spring.)

**GSNC Hispanic/Latino Task Force members** have provided the following programs:

- How Do I Start My Own Business?  
(with The Long Island Hispanic Chamber of Commerce)
- Grandmother, Mother & Daughter Exploring Good Health  
(with Winthrop University Hospital)
- Helping Girls and their families Breathe Easier  
(with Asthma Coalition of LI & Casa Johanna)

Human Resources implemented a new automated time and attendance program (major change anxiety); submitted an application for the Mutual of America community partnership award; coordinated screening and interviews for a new Coordinator of Adult Education; changed health insurance companies; did the planning and made arrangements for April staff conference day; conducted an Affirmative Action assessment with the Human Resources Committee; instituted a new wellness incentive; completed the GSUSA Benchmark survey and semiannual EEO report; and prepared the 2007 HR Annual Report for the Council.

**Property:** As this goes to print all four "latrine-style" bathrooms for the tent units at Blue Bay are in the process of being renovated. A new hot water heater was installed at the Service Center – after the previous one eroded.

**Finance:** Audit was completed, presented and accepted at the April Board meeting.

**Marketing:** Donna Rivera-Downey was asked to join the GSUSA MarComm Network. This group is composed of Communications and Marketing Professionals from Girl Scout Councils across the country. Together they work on developing and implementing Communication and Marketing strategies that can be used by all Girl Scout Councils. Donna has been assigned to the Brand Internalization Work Group.

The Cookie Program has garnered **national and regional media coverage for GSNC this quarter**. Fox Business News and the New York Times did stories that included our Ambassadors-on-Call and Ayazhia Lee and her family. Additional national coverage came when one of our upcoming Gold Award recipients' projects was featured on National Geographic's Dog Whisperer television program. Maureen Lovetro's project came about after receiving help from the Dog Whisperer, Cesar Millan, with her own pet.

Marketing used all its resources to develop, design and produce major projects with multiple components for the Annual Meeting, Dream Team, Cookie Program, Critical Issue Initiatives, Volunteer Celebration, Family Campaign and "Go for the Green" Golf Classic.

**Shop:** Cookies and Troop Groovy Dolls made a real impact on shop sales for the first quarter. The Troop Groovy Dolls were the driving force behind the increase in sales for this quarter; in 2007 Cookies sold through the Shop were the lead item. -- Lydia and Nora attended the Regional Shop Managers Conference given by GSUSA and received high praise for their merchandising in *GirlFriends*. They also were given a preview of the new program pieces and adult merchandise, which are anticipated to advance sales for the second and third quarters.

**Fund Development:** Rori Lindo-Britton, from GSUSA's Fund Development Department, presented a training session to the Board of Directors on the culture of philanthropy on April 9. Family Campaign is one area that has the potential for significant growth. Fund Development, Membership and Program Promotions hosted an information gathering dinner for Family Campaign Chairs, Chairs of Adult Volunteers and Service Teams. As a result of the meeting, a new brochure was developed that clearly explains the significance of the revenue from the Family Campaign, which will be given to each leader and Service Team Member. Additionally, talking points were created to assist leaders in soliciting families.

**GSNC's Go for the Green Golf Classic** Committee has met several times this quarter. The event will take place on Monday, August 11, 2008 from 10:00 am to 9:30 pm, at the North Hempstead Country Club in Port Washington. Lisa DiFillippi, Vice President of Alure Home Improvement is the honoree. To date the following sponsorships have been pledged – Event at \$10,000 – Alure Home Improvement; Dinner at \$5,000 – Amerisc. Save the date cards have already been sent and invitations will go out in May.

The **Annual Luncheon** will take place on Tuesday, October 28, 2008 from 11:30 am to 2:00 pm at the Garden City Hotel. Dr. Adrienne O'Brien will be the recipient of the *Juliette Low Award of Distinction* and DHL will receive the *Making A Difference for Youth of Long Island Award*. The Kick-off will take place on Monday, June 2 from 5:30 to 7:30 pm at the Garden City Hotel. There are many sponsorship opportunities available.

**New Folks:** Justine Gabbard, Anna Lenz and Joan Bompane joined the staff this quarter. Justine is working part-time writing content for the web; Anna is also part-time, doing graphics and design in Marketing. Joan is our new Coordinator for Adult Education. Each of these women come with significant experience and credentials in their fields. *(For more info, or introductions, please call Donna C.)* Following Barbara Minutello’s retirement at the end of the year, Sherry McGrath moved from Adult Education Coordinator to Fund Development Coordinator.

**Numbers and Stats:**

**Membership:** 20,463 girls (136 girls down from last year’s 1<sup>st</sup> quarter report). Adult membership is at 6,687 (16 less than last year). – [ *N.B. By mid-April membership numbers for girls were up almost 130. While we continue to focus on recruiting and training as many girls as possible, the pool of available girls in Nassau County is slowly shrinking. Realistically speaking, it takes all of our existing resources to maintain our existing market share (GSNC’s 20% vs. a national average of 10%). Based on what I know it takes on the staff side to recruit and place girls and adults for classic troops and the number of staff hours it takes to provide services in school-day programs and community based organizations, it would take a disproportional exponential increase in our budget to significantly increase our membership number to 25K girls. Nowhere in the Girl Scout Mission does it say that we are the largest organization ...Think of it as all the extra effort it takes to lose the last 10 pounds ...]*

<b>Name of Program</b>	<b>Girls Served</b>	<b>Adults Attending</b>
High School Musical Dance Class	148	51
PF Chang's China Bistro	52	22
Troop Tours of Service Center (no tours in Feb & Mar)	41	10
Child Brides: Stolen Lives Workshop	6	6
Troop Camping (Winter) Buildings only	413	140
Trip Training		41
Camp Update Training		11
Blue Bay Summer Camp Reunion	61	
Resource Room Usage (visits and requests for equipment)		619
WTA-Acrylic Dessert Painting Workshop	20	
WTA- Figure Drawing Workshop	17	
WTA – Pulp and Print Workshop	7	
WTA – Russian-American Kids Circus Performance	11	6

**Training:**

<b>Type of Sessions</b>	<b>#Participants</b>
Online Welcome & Basics	68
Live Basics	1
GS Level Training (all)	33
New Leader Reception	15
Governance	5
Behavior Management	32
Presentation Skills	4
TOTAL	156

The **Adult Recognitions Committee** identified 57 Volunteers to receive recognition at the Recognitions event on April 2: 48 Appreciation Pins, 7 Honor Pins and 2 Thanks Badges were presented.

**Critical Issues** Page of the GSNC website: for the 3 weeks we were tracking, we had 514 visitors to the pages. There were 3 trainings/presentations on March 13th for 6 volunteers, on the 14th for 22 staff and in Floral Park Bellerose ES on March 18th for 22 parents/educators.

**Relational Aggression:** 18 Presentations, including 6 RA Training for Leaders  
 Created 2 new workshop presentations: RA 101, Covert Aggression in Youth and Turning People into Power, Grassroots Organizing for Transformational Change  
 Updated 2 existing workshop presentations: “Mothers and Others, Courage and Confidence in the Face of Social Bullying” and “Make the Case, Peering into the World of Covert Aggression”

**Fall Program:**

230 “Be A Reader” patches  
 80 Small Bees  
 68 Address Adventure patches  
 5 Globes

**Cookies:** 250 cases of Cookies (whose outer cases were damaged) have been donated to Long Island Cares. Approximately 29,473 boxes of cookies will be shipped to the military through the courtesy of our shipping partner, DHL. -- Preliminary number of boxes of cookies sold as of March 21, 2008 are 1,174,066 as compared to the end of sale total of 1,180,707 in 2007.

**Add a Member Patch Program:** We were able to place 194 new girls (49 more than last year) in 143 troops from January 1, 2008 - March 1, 2008. 1,953 girls (551 more than last year) will be wearing the “Add a Member Patch” proudly this year with the new members of their troop.

**Finance:**

- Overall income is down \$91,000 (3.6%) 1st quarter 2008 compared to 1<sup>st</sup> quarter 2007.
- Cookies represents \$45,000 of this decrease, however it is still too early to conclude that the 2008 sale will not reach last year's figure.
- Another \$6500 is loss of interest income due to declining rates and the low response for the dinner portion of the adult recognitions event accounts for \$6,000 of the shortfall; however the costs associated with the event were significantly lower than anticipated.
- Expenses are down, 2.9 % or \$31,600

**Marketing:**

- Publications produced: 3-*GirlFriends*, *Possibilities* and Camp Brochure
- Electronic Media placements: 17
- 60 second PSA's- 40 - Cookies and Girl Scout Birthday
- Marketing Requests completed: 60 requests
- Speaking Engagements: 3
- Press Clippings: 118
- **Girl Messenger Unit Appearances:**
  - Chorus - 3
  - Ceremonial Unit – 2
  - Ambassadors-on-Call – 3

**Shop:**

- Gross Shop Sales: \$98,913-down 8.2% over 2007
- Customers served: 4312-down 11% over 2007

**Challenges:**

- People resources were the biggest challenge in the Collaborative & Volunteer Services area, especially, during the interview process to fill the Adult Education Coordinator position. --Securing Program Activity Leaders for our ongoing (school-day) programs has also been challenging.
- Rolling out changes from GSUSA as it evolves – and getting the information to all volunteers as has been and will continue to be a challenge.
- This was a very tough period personally for the Program department; however our team rose to the occasion and filled in where needed. (Note: Both Laura Bissett-Carr and Marie Rauch lost their mothers during this period.)
- As always, communication to our cookie volunteers is an ongoing challenge. The website and email have become a useful tool, but we still have a way to go before everyone is on the same page.
- GIRLFEST...getting it off the ground and having volunteers commit.
- Over the next several months we will challenge our Board to use their contacts to help us raise funds.

## **Powerful Stories:**

When engaging girls with “special needs” in Troop activities there’s a need for constant attention and interaction. Three girls were removed from a troop and asked to think about their actions. Two of the three girls removed requested to join again. They now understand and practice self-control and discipline strategies. “I’m not going to let others make me do something wrong.” (Was quoted by one of the girls).