



## Girl Scout Terms Glossary

**Adult-to-girl ratio** - Minimum number of adults needed to supervise a specific number of girls. The purpose of these ratios is to ensure safety & health of girls. Ratios must include at least 2, unrelated, approved adults (see more in Volunteer Essentials).

**Annual Meeting** - Governance meeting held annually for a local Girl Scout council. At this meeting the council elects the officers and board of directors and conducts other business decisions essential to Girl Scouting in its geographic area.

**Awards** - A category of achievements earned which include Journey Awards, Lifesaving Awards, Highest Awards, Leadership Awards, Adult Awards and more.

**Bridging** - When girls advance from one program level of Girl Scouting to the next. Typically, bridging is celebrated with a ceremony that occurs during the spring/summer in preparation for the new school year.

**Camp (Resident/Overnight or Day Camp)** - Resident camp typically means an overnight stay (over the course of a week or longer) at a Girl Scout-sponsored camp. Day camp usually means attending a camp during the day (under 12 hour period of time) at a Girl Scout-sponsored camp.

**Community Asset Map** - A visual representation that plots/records the potential assets (individuals, associations, and institutions) already present within a community. This tool is helpful for planning recruitment efforts and identifying potential areas of growth.

**Community partner** - Community members and/or groups who share a common goal and work together to improve the community in specific ways. By having community partners, we can have a greater reach in the community with a more sustainable program.

**Community profile** - A document membership staff complete that identifies current membership trends, demographic information, and market share data in a specific area. This tool helps inform target geographical areas and markets for potential membership growth.

**Council** - One of Girl Scouts of the USA's local affiliates, with authority over Girl Scouting in a specific section of the country. Council membership includes all girls and adults the council has registered and its corporate body, nominating committee, and board members, committees and task groups, as well as its employed staff. Currently, there are 111 Girl Scout councils in the USA.

**Customer Engagement Initiative (CEI)** - This two-part strategy (organizational and technological) provides better customer service and dynamic technology including the use of

Salesforce, a new uniform website platform, Digital Cookie, and the Volunteer Toolkit. This way of work focuses on aligning people, processes, and systems to effectively ensure both recruitment and service/retention functions are providing a quality, customer-centric and consistent experience resulting in girl and volunteer membership growth and satisfaction.

**Delegate** - This volunteer position serves the council for a specified term as an elected representative at the annual meeting and other governance opportunities throughout the year. Older girl members and adult members are both able to represent their local service areas as delegates.

**Disbanding troop** - A troop that has decided to stop meeting. Typically, a troop disbands if the girls age out of Girl Scouts (graduate high school) or if the leader no longer wants to lead and no other leadership is identified. If the troop is not graduating, the goal would always be that, rather than a troop disbanding, they try to find another parent or adult in the troop to take over as the troop leader. When a troop does disband, the council works to place those girls in other troops.

**Fiscal Year (FY)** - A 12-month period that an organization uses to report its finances. The Girl Scout Fiscal year runs from October 1 to September 30.

**Girl Guide to Girl Scouting** - Girl program resource that includes fun activities, an all-in-one badge book, and a handbook. This resource complements the Girl Scout Journeys, and there is a different guide for every Girl Scout program level.

**Girl-led** - Girl Scouts incorporates girl leadership into virtually every component of our program. We encourage girls to take ownership of projects, meetings, and planning opportunities. Girls partner with adults to facilitate meetings and other Girl Scout programs. As girls get older, the level of responsibility and leadership opportunities increase.

**Girl Scout Leadership Experience (GSLE)** - These are the 3 keys to girl leadership: Discover (girls find out who they are, what they care about, and what their talents are), Connect (girls collaborate with others to make the world a better place), and Take Action (girls do something to improve their world). See Volunteer Essentials for more.

**Girl Scout Program Levels** - Different program levels are divided by grade level. The levels are: Daisy (K-1<sup>st</sup> grade), Brownie (2<sup>nd</sup>-3<sup>rd</sup>), Junior (4<sup>th</sup>- 5<sup>th</sup>), Cadette (6<sup>th</sup>-8<sup>th</sup>), Senior (9<sup>th</sup>-10<sup>th</sup>), Ambassador (11<sup>th</sup>-12<sup>th</sup>)

**gsConnect** - is an online resource from GSUSA shared with councils which offers tens of thousands of documents, pages, images, videos and other content items. The great news is you can navigate quickly to almost anything - and when you don't know where to go you can use the handy search bar to find what you need.

**Highest Awards** - The highest honors a Girl Scout can earn in the Girl Scout program (there are three awards: Bronze, Silver, and Gold). The Gold Award is the highest award a girl can earn. These awards give girls a chance to take action in their community and make a difference. There are specific requirements in order to earn each award.

**Inside Sales/Outside Sales/Customer Support** - The terms we use for the support provided to customers in different steps of our membership process. Outside Sales= teams working to recruit new members, Inside Sales=teams working to convert potential members into actual members, Customer Support= teams working to support current members.

**Journeys** - A thematic program opportunity where girls earn recognitions throughout a long-term set of activities. There are several Journey options for each program level.

**Market Share** - Typically expressed as a percentage, the market share is the portion of the available population that are registered Girl Scouts. Example: there are 100 girls in a community and 11 of them are girl members. The market share for that area would be 11%. The lower the market share, the more opportunity there is to recruit in an area. The higher the market share, the higher membership saturation we have in that area.

**Market Type** - This term refers to the population density of an area (ex: urban, second city, suburban, rural).

**Member Change** - This number tracks how member numbers change from one time period to another and indicates if numbers increase, decrease, or remain the same. Ex: we served 100 girls in 2014 and 105 girls in 2015, the member change is +5. Sometimes member change will show as a percent.

**Membership Dues**- This is the annual fee that a member pays to be enrolled as a member in the program. There is also the option for adults and graduating girls to purchase a lifetime membership. Some councils are able to provide financial aid for membership fees for those in financial need.

**Membership Year (MY)** – The Girl Scout membership year runs from October 1 through September 30 of the following year.

**Money-earning Activities** - When a troop needs to supplement its dues and product sales earnings for a special trip or program, the troop may plan a money-earning event to help with the costs. Money earning events should be girl-led and typically require approval by the service unit or council.

**Net Promoter Score** - An index that measures the willingness of customers to recommend a company's products or services to others. It is used for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

**Parent meeting** - Initial meeting every troop should have at the beginning of the school year, or whenever during the year that a new troop might start. At this meeting, the troop leaders meet the parents, collect forms and payments, and decide on ways parents can be involved in the year.

**Recruitment** - These efforts bring in new members (girls and adults) into our program. There are different types of recruitment events, which usually involve the schools, communities, and other organizations/businesses.

**Renewal/Retention-** The number of girls and adults that are re-registering with the Girl Scouts from one year to the next. Example: national retention rate is around 60 percent. This means 60 out of 100 girl members are re-enrolling.

**Service Unit-** Grouping of troops that meet within a specific geographical jurisdiction. Typically lead by a volunteer team, earning and other events. This team supports the troops in that area through support, guidance, programming, and approval for money Service Units partner with the council to make decisions and implement program.

**Troop Committee-** Group of engaged parents/adults in the troop. Each family is able to be involved and participate in specific, impactful ways with clear communication on roles. Some possible positions include: troop leader, troop cookie manager, treasurer, troop first aider, etc.

**Troop Funds-** Each troop has its own bank account. Money belongs to the troop, not to the individual girls. Management of funds must be transparent for the girls, parents, volunteers, and for the council. Certain reporting rules apply (see Volunteer Essentials).

**WAGGGS-** World Association of Girl Guides and Girl Scouts. This is a world network of 145+ girl member organizations focused on developing girls and young women around the world.

**Waitlist-** A list of girls in a particular geographic location who are interested in joining a troop, but for whom there is currently no troop available.

## Girl Scout Tools Glossary

**Blue Book of Basic Documents** - Document that contains bylaws, policies, and standards for councils.

**Brand Center** - A central resource for council staff and select vendors, created to give access to all Girl Scout brand usage guidelines and campaign toolkits. This tool is updated frequently with new resources and campaigns.

**Girlscouts.org** - Girl Scouts of the USA website contains information on: program, registration, and ways to get involved. This website also has a council finder feature that directs people to their local council. Badge Explorer that allows you to search badges at every level and create/print PDFs of the 5 steps required for any of the badges that you select.

**GSRI Publications** - Girl Scout Research Institute (GSRI) conducts various research to deliver customer-centric, data-driven insights across the Girl Scout movement and beyond. These insights inform program, policy, and advocacy for Girl Scouting.

**GsConnect** - is an online site offering authoritative, up-to-date content that GSUSA shares with councils. Examples include core resources such as the Blue Book, Executive Essentials, the Council Briefing Book, webinar recordings and materials, and web content and documents specific to a content area (like Advocacy or Licensing). The great news is you can navigate quickly to almost anything - and when you don't know where to go you can use the handy search bar to find what you need.

**gsLearn** - is Girl Scouts' official online, on-demand learning solution for both volunteer and staff training.

**Looker** - Web-based interface that enables councils to access reports from the GSUSA data warehouse. Service Unit Volunteers also have access to Looker dashboards for information specific to their Service Units.

**Managing Girl Scout Volunteers** - Tool for working with Girl Scout volunteers including information on recruiting, processing, screening, appointing, and supporting volunteers.

**Personify** - Previous transactional system used by some councils to enter, track and update member information. Almost all councils have transitioned from Personify to Salesforce/Volunteer Systems.

**Safety Activity Checkpoints** - Guidelines for how troops can stay safe while participating in various Girl Scout activities. These are issued by GSUSA but sections are customized by local councils. Check with your local council for the guidelines.

**Salesforce** - Central business database supporting the Customer Engagement Initiative (CEI), this tool tracks communications, registrations, and collects other data for our Girl Scout membership. Get login from your council (for CEI councils).

**Volunteer Essentials** - Published document for Girl Scout volunteers and staff. This tool is similar to an encyclopedia to Girl Scout volunteering.

## Important Girl Scout Holidays/Dates

September 30 - **Membership Year Ends** - Final day of the membership year for GSUSA.

October 1 - **New Membership Year Begins** - First day of the new membership year for GSUSA.

October 31 - **Juliette Gordon Low Birthday/Founder's Day** - Marks the birth in 1860 of Girl Scouts of the USA founder Juliette Gordon Low in Savannah, Georgia.

February 22 - **World Thinking Day** - Celebrates the birthdays of Girl Guides/Girl Scouts founder Robert, Lord Baden-Powell (1857–1941) and World Chief Guide, Lady Baden-Powell (1889–1977). Also celebrated as the day in which World Association of Girl Guides and Girl Scouts (WAGGGS) members all over the world think of each other and exchange greetings.

March 12 - **Girl Scout Birthday** - Commemorates the day in 1912 when Juliette Gordon Low officially registered the organization's first 18 girl members in Savannah, Georgia.

Week of March 12 - **Girl Scout Week** - Starting with Girl Scout Sunday and ending with Girl Scout Sabbath on a Saturday, and it always includes Girl Scouts' Birthday, March 12.

April 22 - **Volunteer Appreciation Day/Leader's Day** - Honors all the volunteers who work as leaders and mentors in partnership with girls. On this day, girls, their families, and communities find special ways to thank their volunteers.

May - **National Bridging Week** - Elevates the accomplishments of Girl Scouts throughout the community by consolidating council-wide and service unit bridging events into this national week.