



# Girl Scouts Western Pennsylvania Town Hall Meeting Report—Fall 2022

## Board of Directors Recent Activity

### **Board Meeting, June 2022**

- There were no business actions proposed during the June 2022 Board Meeting.

### **Annual Meeting, April 2022**

- The motion to approve the Board Slate was passed.
- The motion to approve the Board Development Committee Slate was passed.
- The motion to approve the 2023 National Delegates Slate was passed.

### **Referrals for Board and Girl Advisory Committee**

We are open to referrals and applications for our Board of Directors, Board Development Committee, and Girl Advisory Committee positions. We will have two Girl Advisory Committee positions open in April 2023. The Board Development Committee is looking for nominations and applications now, especially focusing on regions 1 and 2. Please encourage girls to apply who you believe would be interested and would benefit from this leadership experience focused on governance.

## National Delegates

2023 National Delegates and Alternates were selected and approved during the Annual Meeting on April 2, 2022. Proposals are yet to be released by Girl Scouts of the USA (GSUSA) but will be presented by the delegates at the 2023 Annual Meeting on April 15.

## Annual Meeting

Our 2023 Annual Meeting will be on April 15 at McLane Church in Edinboro. The option to attend via Zoom will be available for those who cannot attend in person.

## COVID 19-Related Updates

Girl Scouts Western Pennsylvania continues to follow CDC recommendations regarding COVID-19. Offices remain on a hybrid work schedule.

## Property Updates

### **Camp Skymeadow**

- Improvements to road drainage systems are in progress.
- A camper was purchased to house the Camp Director at camp over the summer.
- The riding arena changed to grass to provide better care for horses and improved usage.

### Camp Conshatawba

- Construction on a new pool began in August 2022 with the demolition of the existing pool. A new pool and updates to the current shower house are scheduled to be completed at the end of May 2023 for the 2023 summer season.
- Improvements to the hairpin turn at Conestoga Cabins were completed, improving winter and large-vehicle access.
- Replacement of the aging vehicle bridge is currently scheduled for the spring of 2023.

### Camp Redwing

- New splash pad surface was installed with great success!
- Improvements to the septic system are to be completed in the fall of 2023.
- The replacement of aged tent platforms is currently in progress.

### Camp Hawthorne Ridge

- Electrical service to Athodanac Cabins, Tanglewood Tents, and Beechwood Tents is underway and will be ready for summer 2023.

### Kittanning Office

The Kittanning office remains on the market for sale.

## Membership Structure Change

The chief membership officer was hired on November 8, 2021. The following membership restructuring was put into place on June 1, 2022:

- 16 membership engagement specialist (MES) positions with reduced service unit assignments to provide better support and align recruitment and retention responsibilities.
- 4 membership engagement lead (MEL) positions with 4 MESs reporting to each MEL to promote enhanced communication, cross-functional work, and cross-council collaboration.
- 1 manager, membership engagement with 4 MELs reporting to this individual with the responsibility to direct campaigns, manage team goals, and enhance membership team operational efficiencies.
- 1 director, membership engagement with 1 manager, membership engagement, 1 manager, volunteer support, 1 manager, volunteer screening, and 1 manager, community outreach reporting to this individual. Responsibilities include the development and direction of successful membership campaigns, strategic vision and development for the membership department to efficiently reach section goals, promoting Girl Scouts in communities with organizations for partnership, and volunteer recruitment.

The chief operations officer has oversight of program and property, fund development, marketing, and product program.

## Membership 2021-2022 Numbers and 2022-2023 Goal

MY22

Type	As of 7/25/22	As of 7/20/22	MY22 Overall Goals	Difference of MY22 Goals
New	3,874	3,858	4,250	-376
Renewed	10,805	10,803	12,991	-2,186
Outreach (new & renewed)	164 (100 new/ 64 renewed)	164 (100 new/ 64 renewed)	325	-161
Overall	14,843	14,825	17,566	-2,723

MY23

Type	As of 7/25/22	As of 7/20/22	Goal for MY23
New	67	65	4,800
Renewed	3,857	3,720	13,700
Outreach (new & renewed)	63 renewed	63 renewed	450
Overall	3,987	3,848	18,950

## Volunteer Membership

Total Adult and Lifetime Membership as of 8/4/2022: 8,521

Total Adult and Lifetime Membership MY21: 8,108

Total Volunteer Adult Membership as of 8/4/2022: 4,982

## Volunteer Engagement

gsLearn continues to be a training resource for volunteers to provide both fully online and blended learning (online and hands-on) options. As of early August, there were over 2,800 active users in gsLearn. The most completed courses are ones that are in the New Leader Learning Path.

Other courses added this year to gsLearn include courses on the new 2022 badges, the Resilient. Ready. Strong. patch, refreshed *Managing Girl Scouts Finances*, *Let's Go! Travel* training, and *Day Camp Director* training. In early August, the new blended-learning Girl Scouts Western Pennsylvania archery training was released.

The 2022 Leadership Summit returned to a full weekend format at Camp Redwing on Sept. 9-11 and included the option to choose all sessions.

## 2022/2023 Annual Finance Report

2022: We are working diligently to process all incoming Annual Finance Reports. Staff is working with our membership engagement team and service unit managers and finance managers to collect any outstanding reports. This year, the reports were due June 15, they requested bank statements that showed activity in the past 12 months, and a new form was used that managed all the calculations. This form is still available on our website for those who have not completed this report.

2023: Working with a team of volunteers, we updated the 2023 Annual Finance Report. It is available right now on our website. The report includes a check registry version in addition to the category option that has been available for the past several years. Volunteers who wish to use the form can access it anytime, save information, save bank statements, update their records throughout the year, and come back to it whenever they want. The information will not be submitted to the council until they hit the submit button.

## The Service Unit Planner

In years past, our membership staff met with volunteers to complete an end-of-year report. This year, we are doing things a little differently.

Membership engagement staff will meet with the service unit team to complete a Service Unit Planner. This document is the perfect place to record ideas and establish goals for the coming year. In addition to the planner, there is a resource document that provides essential tools to aid in planning. The membership engagement specialist will conduct mid-year and end-of-year assessments. These check-ins are important touchpoints to keep service units on track and make tactical decisions so that they can achieve their goals.

## The Service Unit Refresh Project

Girl Scouts of the USA is encouraging councils to revisit the current service unit structure and establish a new path for community leadership. In this refreshed service unit structure, there are three team leads: a logistics lead, a program lead, and a member support lead. This team works together as subject matter experts so that the obligations of service unit leadership do not fall on one person. This will help to avoid burnout and make the responsibilities of each position more manageable. If your service unit is interested in learning more about this new structure, please contact customer care. They will get you in touch with the membership engagement staff who are overseeing the pilot project.

## Summer Camp

Returning to in-person events at all our camp properties, the outdoor program team planned and ran eight weeks of summer camp. The team worked diligently to run safe and fun events for the girls and was able to recruit staff both domestically and internationally.

- 10 weekend/troop programs were run this summer.
- We ran eight weeks of resident camp at Camp Conshatawba, Camp Skymeadow, and Camp Hawthorne Ridge.
- We ran four weeks of day camp at Camp Redwing.
- We successfully ran 80 resident camp sessions serving approximately 1,400 girls and their families/caregivers.
- Program highlights included:
  - Kayak, Canoe, and You: We took a group of Seniors and Ambassadors to all four camps and experienced water activities at each location.
  - Culinary Cadettes: Girls learned various strategies and tips for cooking. They were given the task of creating and implementing a dessert from scratch. They were then judged on their teamwork, taste, and final product by camp staff. Not only did they create amazing items to eat, but their enthusiasm, creativity, and teamwork were also amazing to watch.
  - Brownie Adventure: We saw many girls away from home for the first time and watched them break out of their comfort zones, try new things, and really start to believe in themselves.
  - Infinity and Beyond (Space Camp): We incorporated STEM, science, and astrology into activities while seeing the campers get excited about new opportunities.
  - Cavernous Adventures: Many of the campers were away from home for the first time and the session traveled to Kentucky. Many girls overcame their fear of heights while ziplining and their fear of darkness. It was amazing to see their confidence after the trip.
  - Horse Programs: We held various programs where girls learned about horses while gaining skills in riding, grooming, and caring for the horses.
  - Travel Programs: Travel included trips to Mammoth Caves National Park, Cedar Point, Niagara Falls, and rock climbing in Ohio.

## Girl Program

We were excited to hold an in-person ceremony for our 2022 Gold Award Girl Scouts. We honored 64 girls who completed their Gold Award at the Chadwick in May. We hosted our second Silver Award recognition at the Carnegie Science Center. We even had a special demonstration of making s'mores from sound waves. Landis Crawford was chosen by a committee to receive the GSUSA Gold Award scholarship of \$2,000 for her project: Community Recycling Education and Collection Event. The girl program team has offered programs across the council to include virtual and in-person programming including a trip to Hersheypark. The team also created a Global Action Committee for girls to express what they would like to do as well as create activities across the global movement.

## Product Program

### Fall Product Program (MagNut)

MagNut, Girl Scout Western Pennsylvania's fall product program, began Friday, Oct. 1. Over the summer, Girl Scouts participated in an online contest to name the MagNut mascot, a Hawaiian monk seal. We received 115 suggestions from girls, and five names were chosen by staff for girls to vote on. The winning name was Mohala, which means "to unfold as flower petals; blossoming and opening up." Brownie Girl Scout Ryleigh Thrasher submitted the winning name.

In addition to traditional order card sales, customers can purchase magazines and order nuts and candies through girls' secure websites for shipping or girl delivery. This season's new tins include a Girl Scout Memory Box with Mint Treasures inside.

Online training was offered again this year for service unit MagNut managers and troop leaders, with one dedicated session just for new troop leaders. Training materials were made available through gsLearn.

### Girl Scout Cookie Program

The Girl Scout Cookie Program kicks off on Tuesday, Jan. 10, 2023. We are starting the program on a Tuesday to better support our volunteers and families through our customer care team. For the second year in a row, there's a new cookie to share! Raspberry Rally is a thin, crispy cookie infused with raspberry flavor and dipped in a delicious chocolaty coating. This must-have new cookie will be the first in the Girl Scout Cookie lineup to be exclusively offered for online sale and direct shipment only, enhancing girls' e-commerce sales and entrepreneurial skills.

Adventurefuls are returning, too, and all cookies remain the same price—\$5 per box. We are making several other changes to help improve the Girl Scout Cookie Program experience, including working with our baker and our delivery partners to minimize supply chain disruptions by scheduling deliveries to warehouses earlier. We're also happy to announce there are two program experiences as rewards on this year's order card!