



Fall 2018 Governance Meetings
Q&A Summary Document

Finance

If a troop has a bank account with a bank other than those listed in the GSHPA “approved banks” list, how will GSHPA’s support change? Will the same benefits be provided? How do we get credit card readers? Will troop leaders have continued online access to bank accounts? For reconciliation, to check to make sure deposits/checks clear, etc.?

Federal banking regulations require that GSHPA must change troop banking policies. All of those troops banking with First National Bank, M&T, and Members First will receive a PCI compliant credit card reader. Troops banking with these banks listed will not feel any changes to the way they bank today; they will continue to have online access to bank accounts, have troop debit cards, etc. GSHPA is creating an implementation timeline and procedures for all troop banking processes, as well as considering other banks currently in its footprint. For now, GSHPA is asking all other updates to accounts be put on hold until this is complete.

What is the total amount due for satisfying the pension plan? When will it be paid and when is the funding plan?

Starting on January 1, 2014, participating Girl Scout councils saw a 40 percent increase in their pension expenses for the frozen plan. For many Girl Scout councils, including GSHPA, this means that expenses that normally go toward operating costs such as staff salaries and benefits, camp maintenance, outreach programs for at-risk girls, scholarship support for low-income girls, and general programming will now go toward the pension expense. On average, the pension expense is expected to subsume approximately 20 percent of payroll costs and 7 percent of councils' total budgets.

GSHPA has recently contacted GSUSA to request the total amount due to satisfy our portion of the pension. We are currently waiting for a response from GSUSA.

Governance/Board

Who directly receives the emails sent to board@gshpa.org?

The Board of Directors receives emails sent to board@gshpa.org.

How will the delegate votes be recorded and verified for the Sept 15, 2018 meeting since there are various ways to participate in the meeting?

The online webinar system allows GSHPA to register those attending, who are delegates, as such. Additionally, GSHPA is working with a webinar moderator in order to adequately count votes. Those attending in-person meetings will be given voting paddles. All votes will be counted and recorded as required in GSHPA bylaws.

Why are all property questions being directed to the property webinars? Why are you not allowing us to have at least a Property Town Hall, so our voices can be heard and an open discussion can be had?

The webinar model for the Property Town Hall meetings is designed to use people, time and resources wisely. By enabling attendees to submit questions in advance, GSHPA staff and Property Committee members can address all questions (including many duplicate questions that are sent in) in a timely and accurate manner. All questions are shared in the PowerPoint and the entire Town Hall presentation is available online for people to view and listen to at their convenience.

Marketing/Communications

How will GSUSA/GSHPA approach Scout Campers? (i.e. Scout Master Campers in West Point NY; Scout Beach Jam in Wildwood, NJ) How will GSUSA/GSHPA approach Scout Campers? (i.e. Scout Master Campers in West Point NY; Scout Beach Jam in Wildwood, NJ)

While GSHPA can't answer for any events conducted outside of the 30 counties that we serve, we are proactively asking any program partner who promotes a generic "scouting" event to differentiate the event so that it can be promoted specifically to Girl Scouts. Some program partners will agree to do this; some will not. In alignment with GSUSA and our sister councils, GSHPA will continue to ask all of our program partners to help differentiate and celebrate the girl-only Girl Scout experience.

GSHPA is not asking that any formerly co-branded events discontinue. GSHPA is ONLY asking program partners or any group that previously held a co-branded event to promote and advertise the Girl Scout element of any event as a girl-specific activity. We simply do not want to be lumped into the generic term of "Scouting." We believe that Girl Scouts events and activities provide valuable opportunities for girls to experience girl-focused, girl-centric learning and they should be promoted to differentiate them as such.

How will the "branding" campaign continue to clearly and distinctly emphasize the Gold Award as not equal to the Eagle?

GSHPA currently sends out a localized and customized press release for any and every Girl Scout who earns the Gold Award. The press release clearly identifies the unique aspects of the Gold Award project and why it is distinctive for a Girl Scout to earn this award. We will continue to promote and differentiate the specific benefits and attributes of the Gold Award that are different from any other community project concept.

Is GSHPA going to provide a simple training to volunteers on intellectual property/branding/etc. and how to use the Girl Scout trademark appropriately?

Yes. As part of the Strategic Plan for 2019, a GSHPA Branding/Style guide is in development. The Marketing/Communications team is putting together this guide, and will provide training and specific tools, tactics and techniques on how to use branding resources (talking points, logos, trademarks, etc.) accurately and effectively. The materials will also be available to volunteers online and through a webinar.

PSA for recruitment events?

The GSUSA national PSA campaign is available to be shown at recruitment events or any Girl Scout event. The PSAs can be viewed from the GSHPA website and also from the GSUSA website.

Why isn't there a delegate list available online?

All Girl Scout member information is private and confidential. As such, information such as names and contact information is not permitted to be posted online.

Can all programs be posted to the program web calendar rather than some only sent by email? Many of us leaders are overwhelmed by emails, and having it on the website allows parents/SULs to see them.

Yes, we are working to better showcase events on the website, as well as market these through other means of social media rather than simply sending via email.

Are we able to purchase just a t-shirt or sweatshirt on the *Camp Web Storefront* rather than an entire care package?

We heard a lot of feedback during the camp storefront process this summer and are working on how to create improvements for next year. This was one of the many suggestions we received. Girls attending camp this past summer will have the opportunity to help choose the items sold for next year.

Is there a lawn plucker sign available I can put in my yard to promote membership? Is there a plan to implement an automatic email notification system when something of interest is posted on the Web Storefront? Is there a limit to how many orders I can place in the Web Storefront? Where do we access the editable flyer?

This online storefront gives Service Unit Leads access to many recruitment materials that troops and girls can use locally. Troop leaders can work with their Service Unit Lead to order recruitment yard signs under the "Recruitment Materials – Other" category of the Web Storefront. Items are being updated regularly. For up to date information, we suggest speaking with your Membership Coordinator. Editable flyers can also be accessed by speaking with your Membership Coordinator, Membership Associates, and Regional Directors.

Membership

What is the difference between a Membership Associate, Membership Coordinator, and a Membership Recruiter? What are their responsibilities, and how do they help volunteers?

Membership Coordinators, Associates and Recruiters are all supervised by a Regional Director. Membership Coordinators (MCs) support Service Unit level volunteers, such as Service Unit Leads, Delegates, and Service Unit Product Liaisons. MCs also typically attend Service Unit Meetings to give updates and gather feedback to take back to their Regional Director. These staff also work with local volunteers to partner together to recruit.

Membership Associates (MAs) support troop volunteers, such as Troop Leaders, Troop Activity Chaperones and Troop Product Sales Liaisons. MAs are responsible for a variety of tasks, including on-boarding new troop leaders, providing advice on program materials, helping with conflict resolution and more. If an MC cannot attend a Service Unit Meeting, an MA may attend.

Membership Recruiters (MRs) are responsible for recruiting new volunteers and girls in targeted areas, as well as managing an online database of potential members. When volunteers gather potential member information, these team members also follow up and track responses from those leads.

How many Service Units are there?

GSHPA has 72 Service Units.

What percentage of membership is coming from 1-14 day programs?

Girls choose to participate in Girl Scouts in a variety of ways. 99% of all girls in GSHPA are involved in a troop. 1% of GSHPA members are served in a staff led program that targets geographic areas where girls are socioeconomically disadvantaged and where there are clear barriers to participation. In all of those staff led programs, girls are encouraged and given opportunities to join local troops. Additionally, GSHPA returns to many of the same locations year after year in order to give girls a progression in their experiences.

A volunteer in our SU told us that GSHPA was doing a recruitment event at Camp Mack with the Boy Scouts on the same day. Did this happen?

Yes, in this particular instance, there was separate marketing directed toward potential Girl Scouts than what potential Boy Scouts received.

Why must we bribe girls to join Girl Scouts – Reducing the price to just \$15? Will early bird registrants get a refund of \$10 since there was a \$10 discount during on-time recruitment? Who is covering the \$10 membership discount? If GSHPA, where is that money coming from?

GSHPA runs a variety of incentives for membership renewal. This year, approximately 200 people registered for a reduced membership price. We heard overwhelmingly negative feedback on this. As we look to 2019, we know we must unify incentives so as to not create additional financial burdens on troops and to devalue rewards.

In the “Guiding Our Vision for the Future” document by GSHPA, it predicted membership trends to grow to 17,000 girls from 2013 to 2017. Yet today, in 2018, membership is 17,143. Is that truly growth?

By the conclusion of 2018, GSHPA’s girl membership will be 17,504. This signifies at least a 6% steady growth in membership from 2017 to 2018.

How can young adults register for lifetime memberships?

When registering online, young adults will have the option to register for a lifetime membership. For assistance, please contact MemberServices@gshpa.org

Sept 15th is just the beginning of recruitment, can it be extended?

September 15th marks the end of the Power of One recruitment campaign, the first of several recruitment campaigns. Membership Coordinators will announce the next phase of recruitment, soon.

Can we put cookies at our tables for recruitment?

Absolutely! Please contact your Membership Coordinator.

What steps is GSHPA taking to improve in-person and face-to-face communication with membership? What are some of your ideas to improve communication to lifetime members?

Improvements to communication has been a continued topic of conversation at GSHPA. In the strategic plan there are a variety of workgroups that volunteers can help to address this particular point.

Product

In the past, GSHPA produced a “how the cookie crumbles” graphic, which stated that *all* of the cookie sale profits stayed here and benefited Central PA through things like programing, training, and our campgrounds. What is the updated breakdown of the cookie profits? How much of the cookie sales are being used towards pensions and salaries? What else will the Council’s share of the cookie profits be funding?

The most recent version of the “How the Cookie Crumbles” graphic will be posted on the website shortly.

Why has the Fall Product sale shifted from just friends and family to a public sale? Is this due to the lack of funding from the United Way? How much funding has the United Way cut in recent years? What is the reasoning for them to cut their support?

The Fall Product sale has shifted to a public sale to allow G.I.R.Ls to demonstrate their very best entrepreneurship skills and expand their target market for the sale. The transition to a public sale was not influenced by declining fund development revenue. In fact, through strong partnerships between leadership, volunteers and staff, the philanthropic dollars supporting GSHPA is growing and now donors have the ability to give using Early Income Tax Credits, too. Each United Way in our Council is a standalone 501©3 organization and sets its own priorities

for funding community agencies. For example, the Lancaster County United Way set four bold goals for prioritizing agencies they fund in the community:

- 100% of our children will enter kindergarten ready to learn
- 100% of students and adults will have post-secondary credentials
- Decrease individuals and families living in poverty by 50%
- 100% of individuals, children and families will have a medical home

These new strategic priorities, while important, didn't align with the core work of Girl Scouts and funding was ended in 2015.

When does Fall Product start? New troops won't be able to participate until their accounts are established.

Fall Product begins on October 5th. New troops will be permitted to participate, as ACH information is due at the conclusion of the sale. For more information, please encourage new troop leaders to reach out to their Membership Associate or MemberServices@gshpa.org.

Program

Is STEM going to change programs?

STEM has always and will continue to be a cornerstone of Girl Scout programming. In 2019, GSHPA will begin transitioning from STEM to STEAM (A=Art). As girls participate in events, they will have the opportunity to continue to give feedback on the types and topics of activities that they would like to participate in.

How are events for older girls being advertised and communicated to troop leaders?

Events will be posted on the GSHPA event calendar, as well as showcased in the G.I.R.L. Guide, hitting homes in late September!

Are you creating ways to communicate with leaders/SUs when programs are not being filled? (Ex: Troop Adventure Day had space for 200+girls, but only had 15 girls in attendance.)

Yes! GSHPA is working to create more dynamic ways of communicating all events, including a variety of social media efforts.

What is the council's turnaround time for necessary paperwork?

This depends on the type of paperwork. Most items should not take more than two weeks. Should you be waiting on or have a paperwork issue, please contact our Members Services team at MemberServices@gshpa.org.

Will you be sending out a program partner guide and calendar like last year?

Yes, the G.I.R.L. Guide will be hitting homes in late September, as well as posted on the website.

What are the plans for the ropes course at CSV? Is there a high ropes course being planned, as was mentioned by a staff member? What is the status of future trainings for ropes course instructors? Is staff being trained on the ropes course? Will staff be able to provide that training to Camporees and Troops, since GSHPA is not providing training for the Volunteers?

There are currently a variety of ropes facilities on Camp Archbald and Camp Small Valley. Training requirements and risk management for these are currently being reviewed by GSHPA insurance.

Gold Award is *still* not understood or even known by the community. Why not allow girls or multiple girls across the country to use their skills and make that part of a Gold Award project?

This is a great idea. Girls choose their own projects based on their passions and interests. We hope that girls will take this into consideration as a future project.

Our troops meet Monday nights, but the STEM Mobile does not promise programs on Mondays. Why isn't the STEM Mobile more flexible on dates?

Now that GSHPA has three STEM Mobiles, dates are becoming much more flexible. STEM Mobile availability can be seen online. If you have a particular date that you have in mind or if you need help booking, please contact MemberServices@gshpa.org.

So in the case of Program partners, like Lake Tobias, should we expect not to have programming on the same day?

GSHPA covers a wide geography of 30 counties. It is very possible that multiple events and activities will take place at the same time. We do our best to help partners schedule accordingly.

At the STEM Expo, there were only 1,600 spots for a council of 17,000 girls. Can the council deliver programs that all troops are able to participate in?

GSHPA is working with those partners from the STEM Expos in 2017 and 2018. Through these relationships and the increase in the number of STEM Mobiles, GSHPA is able to ensure that every girl that is interested can have a STEM experience in 2019.

If we are already registered for STEM in Oct., can we switch topics to a new one offered?

Yes! Please contact MemberServices@gshpa.org if you are interested in switching topics.

What programming is being offered at Camp Archbald this year?

This year, GSHPA is planning Troop Adventure Camp and Troop Adventure Day at Camp Archbald. A full list of events will be posted on the GSHPA event calendar.

Strategic Plan

What Culture is GSHPA cultivating? How does the council seek to involve girls, leaders, graduated girls and alumni in this? Strategic Plan work Group – Adults and Girls – Kickoff this year?

GSHPA is committed to working with girl members and volunteers through various work groups and projects. If you are interested or know someone that is interested in working collaboratively, please contact MemberServices@gshpa.org and let us know. The full Strategic Plan will be posted on the GSHPA website for members to read and review soon.

Volunteers

Do you have an update on volunteer training? When do you expect to begin providing first aid and CPR training to volunteers?

Training opportunities can be requested and coordinated with your Regional Team. Please reach out to your Membership Coordinator, Associate or Regional Director to find these opportunities locally. Additionally, training is one of the many topics that GSHPA will be addressing in its strategic plan, as well as growing troop support and resources.

Why do Cookie Manager “volunteers” have to pay \$25?

One of the many topics in the strategic plan is decreasing the financial burden to volunteers. This includes the annual membership fee.

Does the council have plans in place to recruit leaders (especially for Daisy troops)?

GSHPA has an active recruitment plan. Our team continues to create and find new ways of recruiting volunteers. If you have a suggestion about how to recruit volunteers or girls, please contact your Regional Director. We would love to hear from you!

Is there an advantage to recruiting new adult members even if it is only to connect them to GSHPA and they likely will not plan to volunteer?

Volunteers can be helpful in a variety of ways. GSHPA is working through its strategic plan to better understand how these efforts can be better marketed to all communities.