

Business Plan Improvements Continue

March 31, 2010

Implementation of the Girl Scouts in the Heart of Pennsylvania's business plan recommendations continues and we are pleased to share the following updates with you:

Task Force Work Begins

On March 20, 2010, the work of the six task forces began with an all-day workshop. The Task Forces will continue to meet over the course of the next few months and will focus on the following areas:

- Customer Service
- Finance and Information Systems
- New Way of Work
- Outdoor Experience
- Retail
- Signature Programming

The task forces consist of both volunteer and staff representatives. Their work will include an analysis of our current efforts and recommendations on areas of improvement.

New Way of Work Pilot Underway

In late April 2010, our staff in the North Region will begin to pilot a New Way of Work. The goal of the pilot project is to deploy staff where they are needed most and be less tied to the office. Often staff members are most needed for Girl Scout events on nights and weekends. Our Montoursville staff will have more flexible schedules and the ability to telecommute using the latest technology. This will empower them to spend more time on the goals that matter most – i.e. establishing and maintaining community connections, increasing girl and adult membership, supporting and retaining existing volunteers and implementing quality programming – rather than worrying about how many hours they spend in the office.

As part of the pilot, our Montoursville office hours will be changing. GSHPA will announce the new office hours to North region volunteers before we begin the project.

This pilot will be carefully monitored over the next few months. Both its successes and challenges will be used to implement a similar model throughout all five regions over the course of the next year.

New Online Store Goes Live April 1, 2010

Finding the essential Girl Scout materials online gets a little easier on Thursday, April 1st when the new online store goes live! After months of entering inventory, uploading images and researching shipping fees, the new online shopping experience gives customers an easier way to find the products they want and need 24/7 without wondering whether or not the item's actually in stock and/or when it will arrive at their doorsteps. The new online store also incorporates the new shipping charges based on the USPS standard shipping rates with only an additional 25 cents for packing materials. The new shipping charges go into effect on all orders placed on April 1, 2010. The new site is only the beginning. Planning for the traveling trunk continues as does the development of a way to seamlessly incorporate purchases using troop and service unit accounts into our online experience.

Your opinion continues to be important to us and we encourage you to share your feedback at

<http://www.gshpa.org/feedback.html>