

Board of Directors Meeting

Thursday, November 30, 2023

5 – 7:30 p.m. at Shelly Ridge

Mission Moment

Board Chair Nicole LeVine turned the meeting over to Girl Advisors Layla J. and Emma S., who shared their experiences in Harrisburg earlier this month at Troop PA and the Women in STEM event, hosted by the Governor’s Commission on Women. The girls explained the events and that they were joined by 25 other Girl Delegates and Service Unit Delegates who are girls from Eastern Pennsylvania and 50 additional Girl Scouts from Heart of PA and Western PA. The group helped facilitate a Girl Scout Investiture Ceremony for all the female state senators and state representatives at the Troop PA reception. Some of the girls then met with their respective legislators and others took a tour of the Capitol building. After a visit to the State Museum, they had the opportunity to talk with a dozen women who have high profile STEM jobs in state government.

Management Report

CEO Kim Fraites-Dow first explained that the Senior Management Team is developing a plan to require the staff to work in the office two days a week to promote more productive teamwork. The Board offered advice and guidance on how to communicate this new work expectation and how to make it a positive experience.

Kim then reported on current membership numbers. As of the beginning of this week, GSEP is serving 18,012 girls, which is slightly less than this time last year and 87% of the calendar year-end goal. The Mission Delivery team has 160 recruitment events planned in the next four weeks, with the aim of reaching 90% of the girls-in-troops goal by December 31.

GSEP’s second annual Golf for Girl Scouts tournament was held on October 17. The event surpassed the fundraising goal of \$92,500. The Council hosted 100 golfers, most of whom are new friends of GSEP. Take the Lead 2024 is underway, starting with the three Selection Committees having met and chosen this year’s honorees.

Kim shared news from the CEO Conference hosted by GSUSA in October. She was joined by 99 other Girl Scout Council CEOs for three days of information sharing and learning. GSUSA presented their FY24 Strategic Objectives: attracting new members, retaining existing members, growing revenue, and strengthening technology. GSUSA also presented information on research efforts and the three-year membership growth strategy. The Council CEOs and GSUSA staff also discussed concepts involving different membership dues structures and what national fundraising will look like in the next three years. The large group talked about the current and potential future changes in the cookie program, including the relationship with the two bakers in the country.

GSEP's Fall Product Program finished earlier this month. 2,780 girls participated this year, and gross revenue exceeded the 2023 goal by 18%. Kim reminded the group that Cookie Kick-off is scheduled for January 18, 2024. Early orders of the gluten-free cookies exceeded the goal by almost 7%.

Finally, Kim congratulated Board Chair Nicole LeVine on being recognized by the *Philadelphia Business Journal* as a Woman of Influence.

Board Committee Report and Board Engagement

Kim shared an update and project plan for the new Calling All Girl Bosses initiative. First, she explained that GSEP currently serves just 4% of the available girl population in the City of Philadelphia. This new program is focused on middle and high school girls. GSEP is developing a curriculum to make Take Action projects easier (e.g., creating more accessible and inclusive processes and procedures for Girl Scouts' highest awards). This includes recruiting mentors and support volunteers from corporate partners as well as local Service Units. The goal is to serve approximately 500 new girls. The project has a two-year timeline, which started this past June with the expectation of a culminating event (an expo for 3,000 girls) in May 2025. Kim then reviewed the proposed budget details. The idea is to create and offer this as a pilot in Philadelphia and in Year Three, we plan to have this initiative replicated in other communities and funded by normal operations due to having more girls recruited (while maintaining current staffing). After a robust discussion, the Board voted to approve the Special Project Budget to underwrite this pilot initiative.

Board Chair's Remarks

Nicole LeVine congratulated Anne Baum for being recognized as the Philanthropist of the Year by Women United (a dedicated fundraising group of the United Way of the Greater Lehigh Valley). Nicole also congratulated Ashley Russo on being recognized as a "Trailblazer Honoree" in the media by Innastar as well as for the two Mid-Atlantic Emmys her company received this year. Allison Green Johnson was celebrated as one of the Most Influential African Americans by the *Philadelphia Tribune*. Joanne McFall was recognized by City & State for being one of the "50 Over 50," which honors people across the state who make a positive impact in Pennsylvania.

Nicole also thanked the eight Board members and all three Girl Advisors who attended the Fall Delegate Council Meeting last month. She expressed her appreciation to Joann Gonzalez-Generals and Girl Advisor Emma S. for attending the Volunteer Awards Celebration earlier this month.

Adjournment

The meeting was adjourned at 7:30 p.m.