

2002 NATIONAL COUNCIL SESSION ACTION ITEMS

Required Action Items

At the first business meeting on Friday, October 18, 2002, the National Council will take action on:

- Adoption of the Credentials report.
- Election of additional members of the National Council as provided for in Article IV, Section 4, of the Constitution. Customarily, these include persons present at the National Council Session who are members of committees of the National Board of Directors and individuals appointed by the National Board of Directors to carry out specific responsibilities for conduct of the meetings.
- Adoption of standing rules for the Session.
- Adoption of the program, which is the proposed schedule of proceedings and the order of business. In addition to business developed by the National Council Agenda Committee and approved by the National Board of Directors, the schedule includes times for events outside of business meetings.
- Authorization for the approval and distribution by the National Board of Directors of the minutes of the 2002 National Council Session.

Standing Rules for the 2002 National Council Session

1. Delegates

- A. The badge of admission and delegate credential must be in evidence at all times.
- B. The delegate credential shall be transferred only when a delegate is permanently leaving the National Council Session.
- C. The delegate credential shall be transferred only to the individual authorized to fill a vacancy and the transfer must follow the procedures outlined in the *Workbook* (see pages 11–12).
- D. Any transfer of the delegate credential shall remain in effect until the end of the current National Council Session (Sunday, October 20, 2002).
- E. A delegate position shall be subject to forfeiture for the remainder of the current National Council Session if unauthorized transfer of delegate status occurs. Forfeiture decisions shall be

made by the Credentials Chair, and this decision is final.

2. Proposals/Amendments

- A. Proposals contained in the *Workbook* shall be the only proposals accepted. All other proposals shall be ruled out of order. [Constitution of Girl Scouts of the USA, Article VI, Proposals to the National Council]
- B. Amendments to the proposals that are within the scope of the proposals as published in the *Workbook* shall be accepted. Amendments not within the scope shall be ruled out of order.
- C. All amendments shall be submitted in writing on the form designated for that use, signed by the maker, and sent to the Chair prior to being placed before the assembly (that is, the National Council).
- D. The motion to amend by substitution shall be handled by the presiding officer as a motion to amend by striking and inserting.

3. Debate

- A. National Council members shall identify themselves before speaking to the question. Girl Scout council delegates shall give name, council, and city/state in which the council office is located. All other National Council members shall give name and position as members of the National Council.
- B. No speaker shall speak longer than two minutes in debate on each question. Timing of the two-minute period allowed the speaker for debate shall begin immediately following the required identification.
- C. No speaker shall speak a second time on a question until National Council members wishing to speak a first time have done so.
- D. No speaker shall speak more than twice on the same question on the same day, without permission of the assembly.
- E. No more than four delegates from the same Girl Scout council shall speak on the same side of the question.

4. *Nominations and Elections*

- A. Any National Council member placing a name in nomination from the floor shall give only the name of the nominee.
- B. Names placed in nomination from the floor or on behalf of the National Nominating Committee are not debatable.
- C. Only printed biographical information for persons to be nominated from the floor may be distributed to National Council members on the floor of the Arena. That printed information:
 - (1) Is the responsibility of the person making the nomination. Two thousand twenty-five copies of the nominee's printed biographical information must be delivered to the Girl Scout Convention Office in the Long Beach Convention Center.
 - (2) May not be distributed during business meetings.
 - (3) Will be placed on the seats in the delegate section by the ushers at a time when the National Council is not in session, and at a time following the opening ceremony.
 - (4) Must be in the same format and length as those printed in the *Workbook*.
- D. The rules governing voting are as follows:
 - (1) Electronic voting shall be permitted except when a ballot is required. [Constitution of Girl Scouts of the USA, Article V.]
 - (2) The presiding officer shall be authorized to expedite business by using methods of voting other than electronic voting as the officer deems appropriate. This shall include a vote by unanimous consent, voice, show of hands, standing, and ballot.
- E. In an election, only the names of nominees receiving more than 100 votes shall be reported in a business meeting to the National Council body. Full election results will be posted at the Girl Scout Credentials-Registration area and shall be reported in the minutes of the National Council Session.
- F. Election ballots shall be destroyed under the supervision of the National Secretary (1999-2002) after adjournment of the 2002 National Council Session.

5. *Comfort Issues*

- A. Comfort and personal needs issues of the attendees are to be addressed to the ushers, not to the presiding officer. If addressed to the presiding officer, the remarks will be ruled out of order. (See page 14.)
- B. While the National Council is in session, obstructing items that may interfere with another individual's comfort or ability to see the stage shall not be worn or displayed in the meeting room.
- C. While the National Council is in session, fragrance products shall not be worn in the meeting room. Individuals who are sensitive to fragrance products (perfumes, colognes, after-shave, hair sprays) fall under a number of disabilities as defined by the Americans with Disabilities Act of 1990. These include chemical sensitivity disorders, multiple chemical sensitivity, breathing and lung disorders, asthma, neurological impairments, etc.
- D. While the National Council is in session, use of electronic devices, with the exception of battery-powered laptop computers with speakers turned off and personal digital assistants with sound turned off, shall be prohibited from use in the meeting room. Examples of prohibited electronic devices are cellular phones, beepers, and pagers. Electronic devices that are auxiliary aids for individuals with disabilities will be permitted.

6. *Procedures*

- A. All persons in attendance shall follow the National Council Session procedures as found on pages 11-19.

Elections

The National Council will elect the officers and members-at-large of the National Board of Directors and the members of the National Nominating Committee. Article V, Section 5, of the Constitution of Girl Scouts of the USA provides that "Elections to office and to the National Board of Directors shall be by ballot and a plurality* of votes cast shall elect."

*The largest number of votes given a nominee

2002 National Council Proposals

Proposal 1

Collection of Racial and Ethnic Statistics

Proposal 2

Membership Dues Increase

Proposal 3

Developing Volunteer and Leadership Opportunities for Young Women Ages 18-25

Proposal 4

Constitutional Amendments: Change in Designation of Girl Scout Lone Troops

Proposal 5

Constitutional Amendments: Change in Officer's Titles to Reflect Contemporary Usage

Proposal 6

Constitutional Amendments: Attendance and Accountability

Note: Article VI of the Constitution of Girl Scouts of the USA makes reference to two kinds of proposals.

1. "Proposals directed toward the fostering and improvement of Girl Scouts..." originated (a) by the National Board of Directors, (b) by local councils. The vote required is a majority vote.
2. "Any proposal involving a constitutional amendment..." The vote required is a two-thirds vote.

Presentation and Discussion Items

On the program, in addition to the action items, are presentations and discussions that will help the members of the National Council meet their responsibilities. Delegates will make thoughtful and informed decisions by "receiving and acting upon reports of its National Board of Directors, and by giving guidance to the National Board upon general lines of direction of the Movement and program" (*Blue Book of Basic Documents*, Constitution of Girl Scouts of the United States of America, Article V, Section 2). The 2002 National Council Session program will include:

- A report of the National Board of Directors. At each National Council Session, the National Board reports on its stewardship during the triennium.

PROPOSAL 1

COLLECTION OF RACIAL AND ETHNIC STATISTICS

Proposal Statement

THAT the National Board of Directors appoint a task group of council and GSUSA representatives to study and recommend universal voluntary self-identification procedures for accurately collecting racial and ethnic statistics on Girl Scout members in order to increase and improve services to underserved populations; and

THAT this task group be appointed by April 1, 2003, and recommendations be implemented in conjunction with the next generation of the new membership registration and management system that is currently in process.

Submitted By

Girl Scouts—Great Blue Heron Council, Inc. (New Berlin, Wisconsin) and the National Board of Directors of Girl Scouts of the USA

Reasons

1. The current procedure of visually assessing racial* and ethnic composition of each member based on external appearance and surname, and then making an assignment to a category, relies on the personal perception of the recording volunteer or council staff member, which may be inaccurate. As a result, when a council's membership statistics are reported to GSUSA and outside funding sources, the data may not reflect the true demographics of the council's membership. Councils, in turn, do not have reliable membership statistics and information to assess and report progress toward the desired results of the *Girl Scouting: For Every Girl, Everywhere* initiative.

2. Establishment of national procedures would ensure consistency in the collection of racial and ethnic identification data, reflect the organization's commitment to pluralism and serving a diverse membership, and help to achieve the goals of the *Girl Scouting: For Every Girl, Everywhere* initiative, which are to promote racial and ethnic parity throughout the membership.
3. Collection of accurate data would position GSUSA to better analyze trends and enhance work with Girl Scout councils in developing strategies for reaching out to diverse population groups.
4. The current visual identification method is uncomfortable for some individuals to use.
5. The United States Census 2000 allowed respondents to list up to five different racial categories as well as "some other race" or "two or more races" to describe themselves. There was also a separate question about Hispanic origin, which allowed for numerous ways of categorizing individuals into racial and ethnic groups. These changes in the U.S. Census have further added to the complexity in assigning individuals to racial and ethnic categories.
6. Racial and ethnic data are often requested or required for grant applications.

Recommendation

The National Board recommends a vote **FOR** this proposal for the reasons given.-

*Racial categories are based on those of the U.S. Census so that comparison with U.S. Census data is possible.

PROPOSAL 2 MEMBERSHIP DUES INCREASE

Proposal Statement

THAT the Girl Scout annual membership dues be raised to \$10, effective with the 2004 membership year, beginning October 1, 2003.

Submitted By

National Board of Directors of Girl Scouts of the USA

Background/Rationale

Throughout the 1999–2002 triennium GSUSA continued to deliver to councils high-quality program and increasingly attractive materials essential to maintaining a strong Girl Scout Movement. Over the last year, GSUSA rededicated itself to one of the main goals of its founder, Juliette Gordon Low—that Girl Scouts be for **all** girls. Through launching the *Girl Scouting: For Every Girl, Everywhere* ini-

tiative, GSUSA hopes to expand accessibility and opportunity for all girls and to make Girl Scouts reflect the true face of the United States.

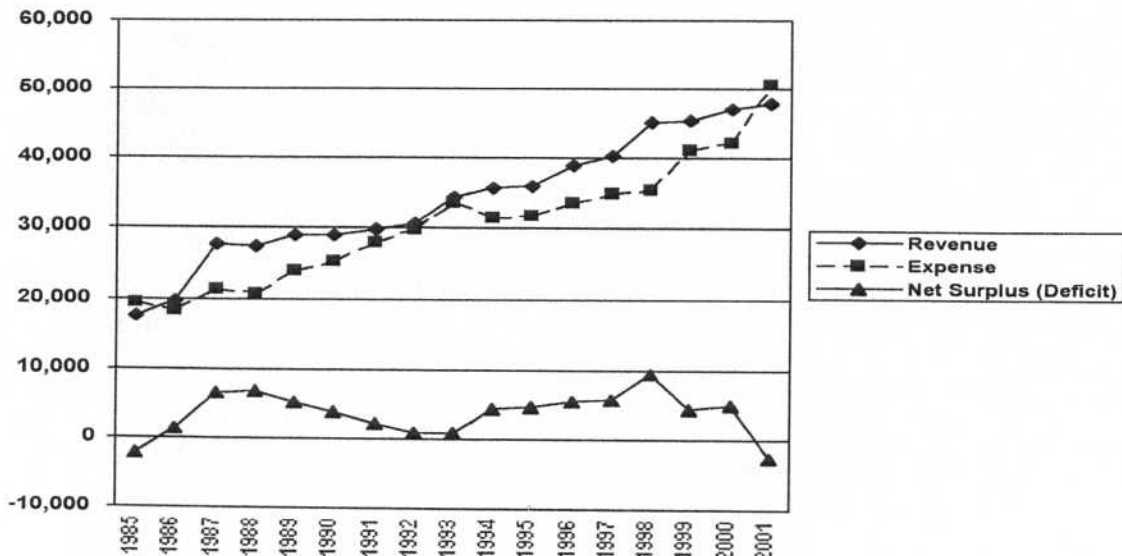
In general, over the years, GSUSA has had excellent financial success. Total revenues have increased, while expenses have remained at a moderate level. In the 15-year period 1985–2000, revenues increased an average of 6.9 percent per year, while expenses increased by an average of 5.3 percent per year. In 2001, GSUSA committed additional resources to carry out the purpose of Girl Scouting by laying the foundation of the *Girl Scouting: For Every Girl, Everywhere* initiative. The 2001 budget for the initiative was \$3.4 million, or 6.5 percent of total expenses. In 2001, GSUSA experienced an operating deficit of \$2.8 million, the first operational deficit experienced since 1985. (See Table I.) As the magnitude of the deficit became known, GSUSA implemented cost avoidance and cost reduction measures. In 2002, GSUSA realigned and restruc-

TABLE I

Summary of General Operating Revenue and Expense

Below is a summary of General Operating Revenue and Expense for GSUSA for fiscal years 1985 through 2001.

\$ in 000s



tured staff units to improve GSUSA's ability to serve councils and achieve cost efficiencies, resulting in a six percent reduction in staffing. The imperative to build membership is undiminished and is driven by our commitment to ensure that all girls have equal access to Girl Scouting. GSUSA's increased commitment and deployment of resources to this imperative provide the forward momentum needed to achieve a sustained effort with Girl Scout councils to reach the goal of ensuring that all girls have the opportunity to benefit from the Girl Scout experience. As a result of the resources devoted to this initiative, GSUSA will incur three years of operational deficits (FY 2001–2003) before the revenue from any increase in membership dues can offset operating deficits. Fully 88 percent of GSUSA's total operating expenses have been expended on program service delivery and only 12 percent on "Management and General" and "Fund-Raising." (See Table IV, page 34.)

Financial Information

The principal sources of revenue for the national organization are membership dues and net income earned from sales through the National Equipment Service. These revenue sources are supplemented by unrestricted gifts and interest and dividends earned by the Capital Fund. GSUSA has intensified its fund development efforts to achieve significant increases in contributed income for the national organization and councils. In FY 2001, \$5.4 million was raised through contributions and grants. This amount is 75 percent more than the amount

recorded for FY 2000, with the major portion of 2001 contributions and grants serving as pass-through grants to councils.

The balance in the Capital Fund at the end of 2001 was \$56.4 million. This fund represents GSUSA's operating reserve and provides an ongoing source of operating income. The current balance equates to 13 months' cost of operations. When combined with a careful program of cost control and stewardship of financial resources, the Capital Fund can absorb planned deficits in the short term. Long-term deficits would significantly erode the Capital Fund beyond the standard set by the National Board of having a balance of at least one year's cost of operations, and jeopardize the financial stability of GSUSA.

Over the past 30 years, the National Council has approved dues increases approximately every six years. The last increase approved by the National Council went into effect in 1997 and raised the dues to the current \$7 level. (See Table II.)

Benefits to Councils

GSUSA views its primary role as partnering with Girl Scout councils, and serving and supporting council efforts to provide Girl Scouting throughout council jurisdictions. While GSUSA also generated grants and contributions for the national organization over the last three years, the contributions discussed below were solely derived for the benefit of Girl Scout councils.

TABLE II

Membership Dues History

Historical timetable of membership dues changes

National Council Meeting Date	Amount	Effective Date	Time from last dues change	% of dues change
1915	\$0.25	Instituted		
1921	\$0.50		6 yrs	100%
1947	\$1.00		26 yrs.	100%
1969	\$2.00	September 1971	22 yrs.	100%
1978	\$3.00	September 1979	8 yrs.	50%
1984	\$4.00	October 1986	7 yrs.	33%
1990	\$6.00	October 1992	6 yrs.	50%
1996	\$7.00	October 1997	5 yrs.	17%

Proposed Dues Increase

2002	\$10.00	October 2003	6 yrs.	43%
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- In the past two years GSUSA has leveraged fund-raising efforts leading to more than \$15 million in grants to the national organization that will be passed through as direct funding to Girl Scout councils to enrich Girl Scout program. Some of the grant awards to GSUSA for the benefit of councils include:
 - PAVE, a three-year federally funded anti-violence initiative, has received \$5 million. Grants to councils fund projects focused on such topics as conflict resolution, valuing diversity, personal safety, positive social skill development, and risk factor awareness.
 - Unilever has awarded \$2.6 million to focus on self-esteem building for girls. The multi-year grant will support outreach efforts by 13 councils. The Unilever family of brands will also provide volunteers from their local companies within the 13 council areas, thus contributing valued human investment in these efforts.
 - The Department of Housing and Urban Development has earmarked \$2 million in its FY 2002 appropriation to support Girl Scouting in public housing communities. This will be turned into direct grants to councils to implement new programs and expand ongoing programs.
 - The Justice Department has earmarked \$2 million for the ongoing Girl Scouting Beyond Bars program initiative for girls whose mothers are in prison and for girls who are in juvenile detention facilities. This will also be distributed as direct grants to councils to continue programs or establish new sites.
 - The U.S. Department of Agriculture's Cooperative State Research Education and Extension Service has earmarked \$2 million to support initiatives designed to enhance and expand Girl Scouting in rural communities. Grants to councils will be used to establish new and strengthen existing collaborations with the community to help achieve long-term success.
 - The Goizueta Foundation has awarded \$750,000 to support Latina outreach strategies and programs in Atlanta, Georgia. The grant has a direct service delivery component and an associated research project component.
 - Numerous donor-restricted programs, such as Intel, MetLife, Lockheed Martin, and Project SewEZ, have provided a total of \$1 million in direct council support to foster varied program activities.
- In addition to donor-designated amounts that it has made available to councils, GSUSA has awarded council grants out of GSUSA operational monies in years when general operations have resulted in an excess of revenue over expense. In the last three years, \$8 million in grants have been made available to councils, or directly to girls, through GSUSA endowment and special-project funds authorized or supported by funds made available from GSUSA operations such as:
 - An allocation by the GSUSA National Board of \$6.6 million out of operating surplus recorded in the last three years to support membership innovation projects, outreach strategies, and sports and fitness programs.
 - An appropriation by the National Board of Directors of \$1.1 million in funds to councils out of special funds for Macy scholarships.
 - An allocation of \$226,000 in grants from the 21st Century Endowment Fund to councils to sponsor large-scale girl events.

Major Achievements

Below are a few of the significant achievements of the national organization over the past triennium:

- The Girl Scout public service announcements garnered phenomenal exposure. The "Power of Girls Together" PSA campaign was launched in both English and Spanish and geared toward older-girl recruitment. The television version resulted in nearly 800 million viewer impressions at a total dollar value of \$3.5 million in free advertising. The radio spots resulted in over 20 million viewer impressions with a total dollar value of \$425,000. The "Become a Mentor Today" PSA campaign resulted in over one billion viewer impressions at a projected dollar value of \$6 million. In 2000 and 2001, contributed airtime totaled \$10.5 million and \$5 million, respectively. Substantial marketing resources were created to assist GSUSA and councils in managing the brand image.
- New Daisy, Brownie, and Junior Girl Scout resources, including handbooks, leaders' guides, and council guides, were developed after extensive research with the membership, and sold through NES. These resources have met with enthusiastic sales.

- The impact of the Girl Scout Research Institute (GSRI), launched in September 2000, continues to grow. Research staff are often contacted by representatives of universities and others who are interested in the research and outcomes measurement tools the GSRI has produced. In the past three years, the GSRI has released original research studies and publications reviewing others' work including *The Community Connection: Volunteer Trends in a Changing World*, *The Net Effect: Girls and New Media (2001)*, *Snapshots of Young Lives Today (2001)*, *The Girl Difference: Short Circuiting the Myth of the Technophobic Girl (2001)*, *Toolkit for Measuring Outcomes of Girl Scout Resident Camp (2000)*, and *Teens Before Their Time (2000)*.
- Throughout the triennium, councils received a significant amount of face-to-face consultative services from national operational volunteers and GSUSA staff, which contributed to the increased effectiveness of councils. In 1997, 1998, and 2001, GSUSA administered a survey of GSUSA services to councils. Survey ratings indicate an increase in satisfaction with GSUSA services. In 2001, 56 percent of council executive directors rated GSUSA performance as excellent to very good, as compared with 49 percent and 45 percent in 1998 and 1997 respectively. All 317 councils received support to assist volunteers and staff in carrying out their responsibilities,

and a new service team focused on working with councils to turn around deficiencies in membership and/or finances was established.

Membership Projections

The most recent data from the U.S. Census Bureau revealed even more challenging trends that will impact the national organization's ability to accurately project membership growth. National girl population data show significant growth in regions where councils currently reach a lower percentage of girls, while girl population is declining in the regions where councils currently serve a high percentage of girls. Hispanic and Asian populations are going to increase even more dramatically than originally projected. The U.S. population of girls 6-8, the Brownie Girl Scout membership level, is projected to decrease in the next three to five years. This age group has significant impact on membership. This is the most successful level in terms of the percentage of girls who join Girl Scouting, and accounts for 47 percent of overall girl membership. The population of girls ages 11-18 represents opportunity and challenge. This age level has seen a steady Girl Scout membership increase, but it is one where we continue to reach only a small percentage of the available population. A major research effort was completed to provide direction and guidance on the development of new resources for girls. The report, *New Directions for Girls 11-17*, will be released at the National Council Session in October 2002.

TABLE III

GSUSA Financial Projection 2002 - 2007

	ACTUAL	PROJECTED					
	2001	2002	2003	2004	2005	2006	2007
REVENUE							
Membership dues @\$7.00	\$ 25,862	\$ 26,327	\$ 26,722	\$ 27,123	\$ 27,530	\$ 27,943	\$ 28,362
National Equipment Service	16,102	17,619	18,533	18,718	18,905	19,094	19,285
Capital Fund	3,660	3,700	3,700	3,504	3,373	3,557	3,857
Other	2,176	1,500	1,484	1,558	1,636	1,718	1,804
TOTAL REVENUE	47,800	49,146	50,439	50,903	51,444	52,312	53,308
TOTAL EXPENSE	50,644	51,113	51,850	54,443	57,165	60,023	63,024
OPERATING SURPLUS (DEFICIT)	\$ (2,844)	\$ (1,967)	\$ (1,411)	\$ (3,540)	\$ (5,721)	\$ (7,711)	\$ (9,716)
ADDITIONAL REVENUE FROM DUES INCREASE				\$ 11,651	\$ 11,828	\$ 12,007	\$ 12,190
CUMULATIVE SURPLUS(DEFICIT)	\$ (2,844)	\$ (4,811)	\$ (6,222)	\$ 1,889	\$ 7,996	\$ 12,292	\$ 14,766
MEMBERSHIP PROJECTIONS							
Total Members (including Lifetime members)	3,749,755	3,817,251	3,874,509	3,932,627	3,991,616	4,051,491	4,112,263
Increase for year	39,533	67,496	57,258	58,118	58,989	59,875	60,772
% increase	1.1%	1.8%	1.5%	1.5%	1.5%	1.5%	1.5%

Financial Projection 2002–2007

There is a high degree of uncertainty in the current economic environment. Economic forecasts call for a mild recession, with the possibility that the U.S. economy may move into positive territory in 2002. GSUSA's financial forecast presupposes that there will be no major changes in economic conditions as they currently exist, in the level of services provided by the national organization, or in annual membership dues. It takes into account the reduced level of staffing implemented in 2002. Operating deficits are expected throughout the forecast period. Without a dues increase, the Capital Fund balance at the end of 2007 is projected to be \$27 million, less than five months' cost of operations. (See Table III.)

The general operating budget is developed annually and contains projects and activities designed to move the organization toward attainment of the goals adopted by the National Board of Directors.

GSUSA has developed ideal "stretch goals" for membership growth. In the past two years, since launching the *Girl Scouting: For Every Girl*,

Everywhere initiative, membership has grown and there have been improvements in all racial/ethnic categories. However, the actual growth pattern has been more typical of the organization's long-term growth pattern. For purposes of projecting membership growth for the years 2003–2007, the five-year historical average of 1.5 percent was used.

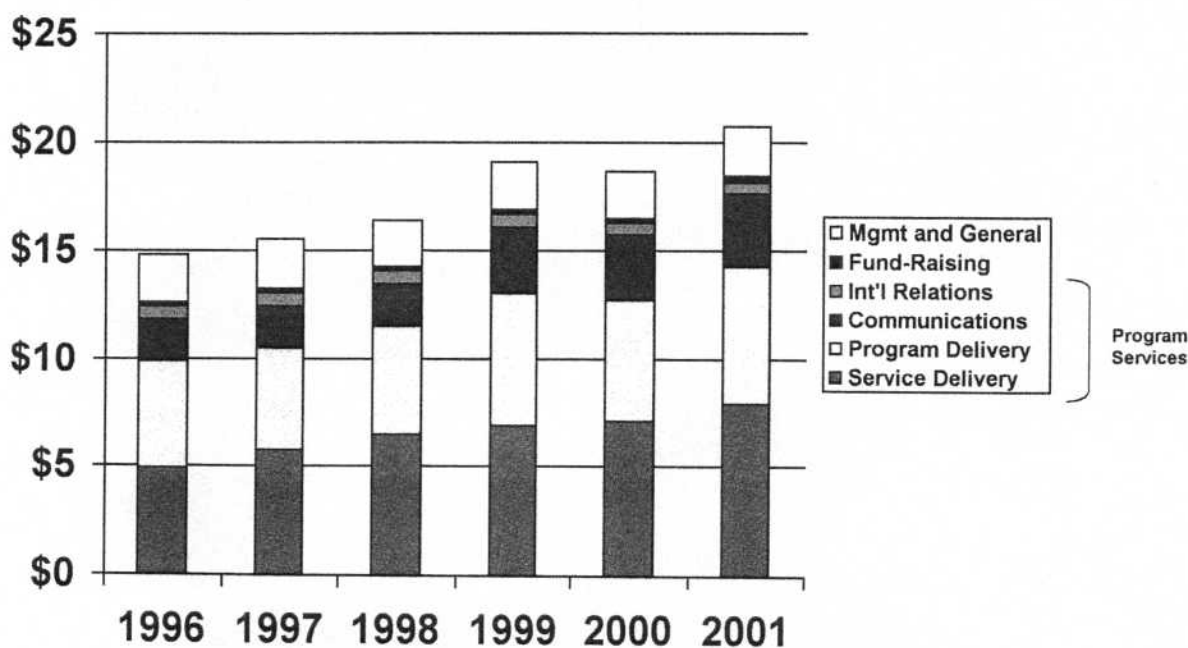
National Equipment Service net income is projected to increase 1 percent per year after rebounding in 2002 and 2003 from the 10 percent decline in NES net revenue that occurred in fiscal 2001.

Other revenue, which includes unrestricted contributions, interest and dividend income, and unrestricted income from endowments, is projected to increase 5 percent per year.

Cost containment measures have continued in 2003 and total expense is projected to increase only 1.4 percent. Many of the items delayed in 2002 and 2003 will need to be implemented in order to maintain the infrastructure of the national organization; therefore, total expense is projected to increase 5 percent per year for 2004–2007.

TABLE IV

Expense per Girl Member



- The expense per girl has increased from \$15 to \$21 since 1996.
- In 1996, Program Services were \$12 or 84% of expenses vs. \$18 or 88% in 2001.

In summary...

The goal of the *Girl Scouting: For Every Girl, Everywhere* initiative is to escalate our growth rapidly in underserved populations. This effort will require GSUSA to maintain and perhaps increase the contemporaneous and competitive quality of program and materials required by today's markets. Our 2003–2008 program and membership goals are to create and deliver a Girl Scout experience that results in a 13 percent membership share of the 5- to 17-year-old population by 2008, while achieving a member population more reflective of the demographics of the U.S.

A \$3 dues increase will ensure that GSUSA has sufficient resources to continue to promote and extend Girl Scouting at the levels required to achieve the goals; to help ensure equal access for all girls, including those in underserved areas and newer population groups; to expand fund-raising opportunities that benefit Girl Scout councils; and to enhance the perceived value of being a Girl Scout member.

Recommendation

The National Board recommends a vote **FOR** this proposal for the reasons given.

PROPOSAL 3

DEVELOPING VOLUNTEER AND LEADERSHIP OPPORTUNITIES FOR YOUNG WOMEN AGES 18–25

Proposal Statement

THAT, as part of an overall strategy to strengthen retention of older girls and attract and retain young women ages 18–25, GSUSA shall collaborate with Girl Scout councils to develop and execute a plan to enhance leadership development and volunteer opportunities for young women ages 18–25; and

THAT the National Board appoint a National Advisory Group that comprises council representatives, National Board members, GSUSA staff, and young adults to develop guidelines for research.

Implementation

2003

Early in FY 2003, the National Board will appoint a National Advisory Group that comprises council representatives, National Board members, GSUSA staff, and young adults to be charged with development of guidelines for research and pilot testing.

- Begin research to explore what young women ages 18–25 are looking for in a leadership development and volunteer experience within Girl Scouting and what systems and resources Girl Scout councils need to mobilize these young adults.
- Begin pilot testing of resources and strategies in Girl Scout councils based on insights gleaned from the research. Particular emphasis would be placed on testing resources and strategies to involve young adults in volunteer roles with preteen and teen girls, who have indicated in the *New Directions for Girls 11–17* research that opportunities to bond with young adults would enhance the appeal of Girl Scouting.

2003–2004

Continue research and pilot testing. Progress updates on the work of the National Advisory Group will be shared with the National Board, as determined by the National President and National Executive Director. Final recommendations of the National Advisory Group will be addressed to the

National Board in a written report, and action taken, as appropriate.

2005

The National Council will be updated on results at the 2005 National Council Session.

Submitted By

Girl Scouts of San Jacinto Council (Houston, Texas) and the National Board of Directors of Girl Scouts of the USA

Reasons

This joint endeavor will provide Girl Scouts with significant key findings about the young adult population, ages 18–25, and present the opportunity for councils and GSUSA to increase the pool of young women in Girl Scouting. By drawing on extensive research of the needs and expectations of this population, Girl Scout councils and GSUSA will be able to develop models, strategies, and resources to recruit, develop, and retain young women in Girl Scouts.

- In recent informal and formal surveys conducted by Girl Scouts of the USA, the majority of girls ages 11–17 in and out of Girl Scouts identified college-age and young professional women as their ideal volunteers.
- According to a 1998 national study by GSUSA, *Profile of Adults in Girl Scouting*, only 21.8 percent of adult volunteers were in the 18 to 35 age range. In comparison, 57 percent, or more than half of the adult volunteers, were between the ages of 35 and 44.
- According to a November 11, 2001, article in *Newsweek* entitled “Generation 9–11,” the current economic downturn and the events of September 11 have resulted in an increased interest among young adults in careers with a public service orientation.
- Young people ages 18–25 tend to engage in episodic volunteering due to time and commitment issues. According to the Independent Sector’s *Giving and Volunteering in the United*

States (1999), volunteering was a sporadic, one-time activity for 41 percent of volunteers. Young adults prefer flexibility—from volunteering one day a week to fitting it in when they can.

It is evident that to effectively reach and serve pre-teen and teen girls in Girl Scouting, councils and GSUSA must address two challenges: to better understand the emotional, intellectual, and social lives of potential young adult volunteers and to strengthen the council infrastructure that will support those volunteers. This jointly sponsored proposal will lead the way.

Recommendation

The National Board recommends a vote **FOR** this proposal for the reasons given.

PROPOSAL 4

CONSTITUTIONAL AMENDMENTS: CHANGE IN DESIGNATION OF GIRL SCOUT LONE TROOPS

Proposal Statement

THAT the Constitution of Girl Scouts of the USA be amended by striking the words "Girl Scout lone troops" and "lone troops" where referenced throughout this document and inserting in their place the words "USA Girl Scouts Overseas."

Constitutional references are as follows:

Article IV, Section 4

Article IV, Section 5

Article IV, Section 7

Article V, Section 3, sentence 4

Note: If the constitutional amendments are adopted, appropriate editorial changes to reflect this change would be made throughout the "Policies" and "Credentials" sections of the *Blue Book of Basic Documents*. Future Girl Scout publications would also reflect this change.

Policies

Administration of Girl Scout Camping, page 23

Health and Safety, page 22

Letter of Introduction for International Travel, page 23

Lone Troop Committee Responsibility, page 27

Pluralism and Diversity in Girl Membership, page 21

Credentials

Certificate of Membership, page 25

Membership Dues and Procedures for Registration, pages 25-26

Submitted By

National Board of Directors of Girl Scouts of the USA

Reasons

The term "lone troops," currently used to collectively identify all members (girls and adults) in overseas locations,* is outdated, and should be replaced by "USA Girl Scouts Overseas."

Volunteers and staff supporting USA Girl Scout troops/groups in overseas locations believe the term "lone troops" implies that these Girl Scouts are solitary, isolated units; support for them is lacking; and they do not "belong" to the Movement on an equal footing with other USA Girl Scouts. These implications are misleading. While separate geographically, USA Girl Scouts living abroad are full members of the Girl Scout Movement, through electronic communications and other means, and are far from being the "isolated" troops suggested by the current term.

USA Girl Scouts Overseas, which provides all administrative and programmatic support for USA Girl Scouts living abroad, was formerly known as "Troops on Foreign Soil." The name was changed in 1984 to "USA Girl Scouts Overseas" because the term "Troops on Foreign Soil" had a military connotation and was offensive to the host countries. The older term was used with the term "lone troops," which is considered to be objectionable as the designation of the staff unit that supports overseas USA Girl Scouts for the same reasons.

This change in terminology would not affect the number of National Council delegates to which USA Girl Scouts living overseas are entitled.

To help meet its goal of serving "every girl, everywhere," GSUSA is seeking to update its image and remove outdated Girl Scout terminology as a way of being more inclusive. For all the reasons noted above, it is strongly recommended to identify all members living outside the jurisdiction of a Girl Scout council as members of "USA Girl Scouts Overseas."

Proposal Recommendation

This proposal was originated at the suggestion of volunteer and staff members of USA Girl Scouts Overseas.

The National Board recommends a vote **FOR** this proposal for the reasons given.

Membership for USAGSO as of 9/30/2001 totaled 21,186.

*"Overseas" is a designation for the Girl Scouts of the USA program delivered outside the jurisdiction of a chartered Girl Scout council.

PROPOSAL 5
CONSTITUTIONAL AMENDMENTS: CHANGE IN OFFICERS' TITLES
TO REFLECT CONTEMPORARY USAGE

Proposal Statement

- A. THAT Article XI, Section 1, of the Constitution of Girl Scouts of the USA be amended by inserting after the word "President" the words ", who shall have the working title Chair* of the National Board of Directors,";
- B. THAT Article XI, Section 1, of the Constitution of Girl Scouts of the USA be amended by inserting after the words "Vice Presidents" the words ", who shall have the working titles of Vice Chairs,";
- C. THAT the Constitution and Bylaws of Girl Scouts of the USA be amended by striking the words "National Executive Director" where referenced throughout these documents and inserting in their place the words "Chief Executive Officer";

Constitutional references to the National Executive Director are as follows:

- Article X, Section 2, sentence 3
Article XI, Section 1 (consists of single sentence)
Article XI, Section 3, sentence 1

Bylaws references to the National Executive Director are as follows:

- Article II, Section 1e (consists of single sentence)
Article IV, Section 2, sentence 3

- D. THAT the Constitution and Bylaws of Girl Scouts of the USA be amended by striking the word "Controller" where referenced throughout these documents and inserting in its place the words "Chief Financial Officer";

Constitutional references to the Controller are as follows:

- Article X, Section 2, sentence 3
Article XI, Section 1 (consists of single sentence)
Article XI, Section 3, sentence 1

Bylaws references to the Controller are as follows:

- Article II, Section 1f, sentences 1 and 2
Article IV, Section 2, sentence 3
Article VI, Section 4a (consists of one sentence)
Article VI, Section 4b (consists of one sentence)
Article VI, Section 4e (consists of one sentence)

Submitted By

National Board of Directors of Girl Scouts of the USA

Reasons

The proposed titles are contemporary and in keeping with standard contemporary usage. The current titles are outdated and confuse external audiences and other organizations and corporations with which GSUSA has affiliations. Girl Scout councils have embraced this trend, and many already use the CEO title, which was first introduced to councils in the monograph *Corporate Planning in Girl Scouting*, published in 1978.

Applicable law compels nonprofit organizations to have titles denominated as President and Secretary. Hence, for legal and contractual purposes, these names will remain.

Proposal Recommendation

The National Board recommends a vote **FOR** this proposal for the reasons given.

*Since the title "Chair" would be a working title for an individual while serving in the office of President, the title "Past President" would still apply once tenure in the office of President has been completed.

Note: In 1990, the National Council adopted a proposal that gender-neutral language be used in all Girl Scout publications.

PROPOSAL 6
CONSTITUTIONAL AMENDMENTS:
ATTENDANCE AND ACCOUNTABILITY

Proposal Statement

- A. **THAT Article X, Section 4, of the Constitution of Girl Scouts of the USA be amended by substituting the following:**

Article X.4.

Any National Board member who is absent from two consecutive National Board meetings in their entirety without good cause, acceptable to the President or designee, shall be removed from the National Board by a majority vote of the National Board members present and voting at any regular meeting of the National Board of Directors.

Further, a National Board member may be removed with or without cause by a three-fourths vote of the total number of the National Board of Directors.

Current wording of Article X, Section 4

Any National Board member who is absent from three consecutive entire National Board meetings without explanatory correspondence to the President shall be considered to have resigned and, upon approval by a majority vote of the members present and voting at any regular meeting of the National Board of Directors, shall be notified to this effect.

- B. **THAT Article XI, Section 7, of the Constitution of Girl Scouts of the USA be amended by striking it in its entirety.**

Current wording of Article XI, Section 7

An elected officer of the corporation may be removed with or without cause by vote of three-fourths of the total number of the National Board of Directors.

- C. **THAT Article XII of the Constitution of Girl Scouts of the USA be amended by adding Section 5, as follows:**

Article XII. 5.

Any National Nominating Committee member who is absent from two consecutive National Nominating Committee meetings in their entirety without good cause, acceptable to the President and the National Nominating Committee Chair, shall be removed from the National Nominating Committee by a majority vote of the National Board members present and voting at any regular meeting of the National Board of Directors. Further, a

National Nominating Committee member may be removed with or without cause by a three-fourths vote of the total number of the National Board of Directors.

[Currently there is no Section 5 of Article XII.]

Submitted By

National Board of Directors of Girl Scouts of the USA

Reasons

Language regarding expectations of attendance at meetings and consequences for nonattendance should be uniformly expressed in the Constitution. Accountabilities for National Board members and National Nominating Committee members are delineated in separate sections; therefore, it is appropriate for each section to be updated accordingly. The purpose of striking Article XI, Section 7, is that it is redundant and appropriately addressed under Article X, Section 4, as proposed.

Proposal Recommendation

The National Board recommends a vote **FOR** this proposal for the reasons given.

GIRL SCOUTING: FOR EVERY GIRL, EVERYWHERE

Dear National Council Member:

The National Nominating Committee, elected by and responsible to the National Council, is pleased to present the slate of nominees for the National Board of Directors and the National Nominating Committee. The slate meets the Constitutional requirements outlined in Articles X, XI, and XII of the Constitution of Girl Scouts of the USA (see *Blue Book of Basic Documents*, pages 12–14).

Representation on the slate is inclusive of a broad range of factors and reflects the selection criteria set forth in the “Policies” section of the *Blue Book* (see “Selection of Adults,” page 21). The nominees possess a wide range of skills and experience and are representative of the diversity of our nation in race, ethnicity, religion, age, geographical location, and other factors. The National Nominating Committee firmly believes that these nominees possess the best talent and commitment necessary to lead and govern the Girl Scout Movement in the next triennium.



According to Article XII, Section 3, of the Constitution, “Nominations may be made from the floor at any regular session of the National Council provided that notice of such nominations and written consent of the nominee(s) are presented to the President at least two days prior to the election.” At this National Council Session, elections will be held on Saturday, October 19, 2002. Therefore, to make a nomination from the floor, you must have so notified the National President, Connie Matsui, of your intentions no later than Thursday, October 17, 2002, at 12:00 noon. Such notice may be sent to the National President at national headquarters for arrival prior to October 11, 2002, or may be delivered to the Office of the National Board of Directors in Long Beach no later than 12:00 noon, Thursday, October 17, 2002.

The National Nominating Committee thanks everyone who participated in the democratic process by identifying prospective talent, sending in referrals, and giving input at focus group meetings. We received and reviewed many referrals from a variety of sources in preparing the slate.

The National Nominating Committee believes that this slate ensures that the Girl Scout Movement is ready to move forward to achieve its objective of reaching every girl, everywhere.

We thank you, the members of the National Council, for the privilege of serving you and the Girl Scout Movement.

For the National Nominating Committee,

H. Ann Jones
Chair

NOMINATIONS FOR THE NATIONAL BOARD OF DIRECTORS

Officers 2002-2005*

President

Cynthia Bramlett Thompson
Holland, Ohio

First Vice President

Patricia Diaz Dennis
San Ramon, California

Second Vice President

Dr. Norma I. Barquet
Lathrup Village, Michigan

Secretary

Linda P. Foreman
Durham, North Carolina

Treasurer

Carol Mayo Cochran
Albuquerque, New Mexico

Members-at-Large 2002-2005

Susan A. Alfano
East Longmeadow, Massachusetts

Susan L. Anderson, Esq.
Philadelphia, Pennsylvania

Eunice J. Azzani
San Francisco, California

Dr. Donna L. Blackwell
Maplewood, New Jersey

Mary P. Borba
Stamford, Connecticut

Carla S. Bryant
West Palm Beach, Florida

Ruth Anderson Coggeshall
Annapolis, Maryland

Tanya Dawkins
Coral Gables, Florida

Dr. Adela de la Torre
Davis, California

Pauline A. Dow
El Paso, Texas

Sandra Espada-Santos, Esq.
Trujillo Alto, Puerto Rico

Judith L. Foritano
Titusville, New Jersey

Olivia N. Graham
Arlington, Virginia

Nancy C. Hillis
Atlanta, Georgia

Jan Hopkins
New York, New York

Lisa L. Johnson-Billy
Purcell, Oklahoma

H. Ann Jones
Jackson, Mississippi

Gloria E. Lara
Bloomfield Hills, Michigan

Martha Lee
College Park, Maryland

*Triennium begins October 1, 2002, and ends September 30, 2005

Sandra E. Madrid
Bothell, Washington

Nancy Marino
Upper Brookville, New York

Ms. Sharon H. Matthews
Charlotte, North Carolina

Dr. Melodie Mayberry-Stewart
San Francisco, California

Joseph L. Mayfield
Stamford, Connecticut

Patsy Brison Meldrum
Asheville, North Carolina

Debra Nakatomi
Los Angeles, California

Gerald H. Parks
Arlington, Virginia

Yvonne Perkins
Indianapolis, Indiana

Patricia Bowe Romines
Bartlesville, Oklahoma

Katherine Sosa
Floresville, Texas

Nicholas H. Stonnington
San Marino, California

Susan Drew Thomas
Washington, D.C.

Patricia Turner
Atlanta, Georgia

Howard C. White
La Habra Heights, California

Gwendolyn J. Wong
Hillsborough, California

PRESIDENT

Cynthia Bramlett Thompson

Holland, Ohio

Cynthia Bramlett Thompson entered Girl Scouting as a board member, vice president of corporate planning, and program committee chair of Girl Scout Council of Greater St. Louis (Mo.). Elected to GSUSA's National Board of Directors in 1996, Cynthia has served in several leadership capacities. She has been Second Vice President; a member of the Executive Committee, Finance Committee, Human Resources Committee, Centennial Commemorative Works Task Group, and Fund Development Committee; chair of the Special Committee on Compensation and Benefits; and a member of the World Conference delegation. Cynthia also chaired the Task Group for the 2001 Presidents and Executive Directors Meeting. A curator emeritus of the University of Missouri System, Cynthia was actively involved as a member of the board of curators, board vice president, executive committee member, and finance committee chair. Previously on the national board of Girls, Inc., she is also a former board member of Girls, Inc., of St. Louis, where she held various positions, including president, member of the executive and personnel committees, and nominating committee chair. Cynthia was active in the Arts and Education Council of Greater St. Louis as a board and executive committee member, secretary, and allocations committee member and chair. A former board and grant-making committee member of the St. Louis Community Foundation, Cynthia is a past member of the board of commissioners of St. Louis Science Center, where she also served as education committee chair. A member of Links, Inc., and Alpha Kappa Alpha Sorority, Cynthia is a former member of the Women's Forum of Missouri. Presently on the board of The GR Group, Inc., she is vice president of human resources for Midwest Stamping, Inc.



FIRST VICE PRESIDENT

Patricia Diaz Dennis

San Ramon, California

A highly regarded professional and community leader, Patricia Diaz Dennis has served GSUSA as its National Secretary since 1999. Patricia has been chair of the Human Resources Committee and a member of the National Council Agenda Committee, the Technology Advisory Group, the World Conference delegation, and the Executive Committee. Today this former girl member is senior vice president, general counsel and secretary, for SBC Pacific Bell/SBC Nevada Bell. Patricia previously served as senior vice president for public affairs and special projects for SBC Communications Inc. She also serves on the board of directors of Massachusetts Mutual Life Insurance Company, Entravision Communications Corporation, and UST Inc. Her dedication to the community includes leadership positions with the Woman's Museum: An Institute for the Future, the Radio and Television News Directors Foundation, and the Tomás Rivera Policy Institute. She is a member of the California, Texas, and District of Columbia bars and is admitted to practice before the U.S. Supreme Court. As a three-time presidential appointee, Patricia has served in the State Department, on the Federal Communications Commission, and on the National Labor Relations Board. Named by former Governor George W. Bush to the Texas State University System Board of Regents, Patricia was subsequently appointed by Governor Bush's successor, Rick Perry, to his transition team for Texas–Mexico relations. Among numerous other honors and awards, Patricia earned the Belva Lockwood Outstanding Lawyer Award from the Bexar County Women's Bar Association in 2000, the 2001 Public Endeavor Award from the San Antonio Association for Women in Communications, and the San Antonio Women's Hall of Fame Award–Law in 2002.



SECOND VICE PRESIDENT

Dr. Norma I. Barquet

Lathrup Village, Michigan

Norma I. Barquet is a seasoned educator with particular expertise in strategic planning, program and personnel management, curriculum and instruction, communications, and community relations. She has received numerous awards for her work in education, including the Educational Achievement Award—Delta Tau Lambda Sorority, University of Michigan; Adelita Award, Mana of Michigan; Eastern Michigan University Outstanding Achievement Award; and Michigan Hispanic Educator Honorable Mention Award. Norma has served in the education field as a teacher of Spanish and French in private and public schools, as department head of bilingual education in the Detroit Public Schools, and more recently as associate director of the University of Michigan's Programs for Educational Opportunity. In 2001 she became executive director of Programs and Innovations for Detroit Public Schools. An author as well as an experienced consultant and workshop facilitator to educational agencies, organizations and institutions, Norma also has been a conference keynote speaker. A founder and current vice president of the Hispanic Coalition for Equal Educational Opportunity, she has participated in numerous local, state, and national committees and task forces that deal with the education of students from underrepresented groups. Currently chair of Leadership Detroit's Education Committee, Norma is a former board member of the International Institute of Metropolitan Detroit, Holy Redeemer Art and Cultural Center, and Inner City Voices and Visions. Since joining GSUSA's National Board of Directors in 1999, she has been a member of the Nominating Committee, the Membership Development Committee, the Western Hemisphere delegation, and is the Credentials Chair for the 2002 National Council/49th convention.



SECRETARY

Linda P. Foreman

Durham, North Carolina

Throughout her life, Linda P. Foreman has never been far from Girl Scouting. A girl member for 10 years, she is a former national operational volunteer and a recipient of the Thanks Badge and Thanks Badge II. Following her election to GSUSA's National Board of Directors in 1996, Linda served on the Councils Committee, was a National Board Liaison, and joined the Steering Committee of the National



Convention and the Pluralism Task Group. Re-elected to the National Board in 1999, she became vice chair of the Councils Committee and chaired the Birthplace Advisory Group. Linda has been a member of the World Conference delegation and vice chair of the Cadette and Senior Girl Scout Program Advisory Group. She has also held memberships on the Asset and Property Utilization Subcommittee, the Steering Group of the Presidents and Executive Directors Meeting, the Governance Task Group, and the Ways of Work Task Group. Previously in Girl Scouting, Linda was a program director, field director, volunteer trainer, and board committee member in Girl Scouts of Freedom Valley (Valley Forge, Pa.). In the Commonwealth Girl Scout Council of Virginia (Mechanicsville), she served as a board member and president; and for Pines of Carolina Girl Scout Council (Raleigh, N.C.), as a board member and fund development committee chair. Linda is a past president of the Transplant Foundation. In current community affairs, she is secretary of Durham County Women's Commission and also serves Triangle United Way in several capacities, including as chair of the Youth Issues Team. Professionally, she is director of a Professional Development Schools Program for Durham Public Schools. Linda received Phi Delta Kappa's Award for Outstanding Service in 2001. She has a 14-year-old daughter who is a Senior Girl Scout.

TREASURER

Carol Mayo Cochran

Albuquerque, New Mexico

A member of the National Board of Directors since 1993, Carol Mayo is GSUSA's National Treasurer. A former National Board Liaison and Finance Committee Chair, she has served on the Executive Committee as well as the Audit, Councils, Human Resources, and Investment Committees. A former girl member and senior planning board president for Chapparal Girl Scout Council (Albuquerque, N.Mex.), she served Zia Girl Scout Council (Artesia, N.Mex.) as first vice president and finance committee chair. Awarded the New Mexico Small Business Administration's 2002 Accounting Advocate of the Year Award, Carol was named one of New Mexico's top 40 business leaders under age 40 by the *New Mexico Business Journal* in 2001. A noted professional speaker, she was recently appointed to the Small Business Investment Corporation by Governor Gary E. Johnson of New Mexico. Former board chair of ACCION New Mexico, a small-business lending agency, Carol is a principal at REDW LLC, New Mexico's largest privately owned CPA and business consulting firm.



MEMBERS-AT-LARGE 2002-2005

Susan A. Alfano

East Longmeadow, Massachusetts

Susan ("Sue") A. Alfano began her professional career as a compensation assistant/analyst at MassMutual. She advanced through director and senior management positions before becoming executive vice president and chief human resources officer at MassMutual Financial Group, in 2001. Current chair of the board of directors of MassMutual Benefits Management Inc., Sue also is a board member of MassMutual Investment Services, Inc., and the Antares Leveraged Capital Corporation. She has served on the boards of Goodwill Industries of the Springfield/Hartford Area, Inc., the Regional Employment Board of Hampden County, the Springfield YMCA, and the MacDuffie School in Springfield, Mass.



Susan L. Anderson

Philadelphia, Pennsylvania

Marking her 47th year as a registered Girl Scout, Susan L. Anderson is the immediate past president of Girl Scouts of Southeastern Pennsylvania (Philadelphia). She assisted three councils in forming the Juliette Low Society, which promotes planned giving to the councils. A member of the year 2000 GSUSA task force on Strategic Planning and Governance, Susan currently serves on the GSUSA task force for Jurisdictional Review. She holds volunteer leadership positions that support the Medical College of Pennsylvania Hospital, Center for Sexuality and Religion, Dorothy A. D'Agostino Memorial Children's Fund, and Pennsylvania Bar Association Committee on Law Specialization. A principal in GRECOventures Ltd., Susan is also a partner in the law firm Anderson Greenfield & Dougherty Ltd.



Eunice J. Azzani

San Francisco, California

A former Brownie girl member and an active community volunteer, Eunice J. Azzani is a senior client partner at Korn/Ferry International and a lead member of the firm's diversity program. She has chaired San Francisco's Chamber of Commerce and is current vice chair of the Women's Foundation. Eunice continues as a board member of Planned Parenthood Golden Gate, San Francisco AIDS Foundation's Needle Exchange Board, United Way of the Bay Area, Women's Forum West, and the YMCA. The Association for Executive Search Consultants honored her in 1997, as did the San Francisco Commission on the Status of Women in 1995, for her distinguished contributions and volunteerism.

