



Girl Scouts of Northern California



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Girl Scouts of Northern California Realignment News

A Monthly Update for Girl Scouts and the Community

www.GirlScoutsNorCal.org

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Welcome to Girl Scouts of Northern California Realignment News!

As the official communication tool from the Northern California Council Realignment Committee, Realignment News gives timely and accurate facts about the latest realignment information available. It is distributed monthly to all staff, board members, and volunteers affiliated with the five merging councils.

GSNC Operational Integration Transition Teams Formed!

Under the direction and guidance of the CEOs of the five aligning Girl Scout councils, two Operational Integration Transition Teams are working to merge the program and delivery of services for girls and adults in the new Girl Scout Council, as well as to insure that our Information Technology (IT) is up and running on "Day 1!"

Program and Membership Team Co-Chairs

- Beverly Johnson, EVP Community Services/Program, Girl Scouts of San Francisco Bay Area
- Carolyn Stevens, COO, Girl Scouts of Napa Solano

This team will develop a plan to merge the current program and membership delivery systems with identified short and long range goals. The team will review the key operational areas and functions; e.g., membership, volunteer management, program, property, registration, product sales, and identify critical issues and make recommendations for integration. Other team members will be added as needed.

Information Technology Team Leaders

- Jessica Bolger Voytek, Information Technology Manager, Girl Scouts of San Francisco Bay Area
- Peter Norona, Information Technology Manager, Girl Scouts of Santa Clara County

This team will determine IT applications and will work closely with the above Operational Team on technology integration.

The goal of both teams, working closely with the direction of our CEOs in all five Councils, is to ensure smooth operations as Girl Scouts of Northern California on October 1.

Council Realignment Committee Report

The search for the new Chief Executive Officer of GSNC has begun! The CEO search committee met in early February to establish their criteria, timeline and Council Vacancy Announcement information. Mary Onatzevitch and Debra Crist, staff members from GSUSA, and Bob Perodeau of Evergreen Executive Source Search Service are providing specific guidelines and support for the search.

The Communications, Finance, Governance/Corporate Structure and Human Resources Sub-Committees continue to meet as they proceed with their due diligence.

Best Practices Awarded by GSUSA

Girl Scouts of Northern California has earned its first accolade from GSUSA. The national marketing and communications department is using GSNC's Realignment News newsletter and Web site as a case study of best practices. The materials are well-regarded for both content and format which users find to be helpful as well as easy to navigate.

The screenshot shows the website header with the Girl Scouts logo and navigation tabs for Archive, Konociti, Napa/Solano, San Francisco Bay Area, Santa Clara, and Sierra Cascade. Below the header is a search box for "Get Realignment News by Email" with a dropdown menu set to "Girl Scouts of Konociti Council" and a "Go" button. To the right, it says "Issue #2 | February 5, 2007" and "Download this Issue in PDF". The main content area features a "Welcome to Girl Scouts of Northern California Realignment News!" message, followed by a "Council Realignment Committee Report" section. The report text discusses the meeting of sub-committees and the approval of the Human Resources Philosophy for GSNC. A map of Northern California is visible on the right side of the report section.

Regional Spotlight

When five Girl Scout councils merge, the circles of opportunity and resources for all girls expand. Each month we will highlight one of the five merging organizations to learn more about our sister councils.

Girl Scouts of Napa-Solano

The vision of Girl Scouts of Napa-Solano is to serve more girls with greater flexibility, be visible experts on girl issues, and be sustained by our community. At one time this council was the smallest in California, but in 2006 the council shined with the highest membership in its 53-year history.

Girl Scouts of Napa-Solano serves girls in all of Napa County and most of Solano County with a membership of 5,017 girls and 1,257 adults. Our membership is made up of 5,017 girl members: 14% are 5 year olds, 75% are 6-12 year olds, and 11% are 13-17 year olds. This year the council had a record breaking number of girls receive Bronze, Silver, and Gold Awards.

The demographics of our council reflect the rich ethnic diversity of our community. Our members are 21% African American, 39% Caucasian, 3% Asian Pacific Islander, and 36% Latino/Hispanic. A great number of our girls are daughters of first generation Mexican immigrants.

Headquarters for Napa-Solano are centrally located in Fairfield. The council owns three acres along Green Valley Creek in the Cordelia area as well as a 160-acre primitive campground on Mt. Veeder in the Napa Valley. Through a collaboration with the City of Fairfield and Solano County, "A Girls' Place" was dedicated in 2005 to local Girl Scouts. This 1400 square foot facility sits in a natural park setting and has a large patio for outdoor activities.

Our council serves 1200 girls annually through outreach and extension programs and partners with over 75 community-based organizations to bring the benefits of Girl Scouting to girls who otherwise may not have had the opportunity to participate. Girl Scouts are currently being served in juvenile detention centers, women's shelters, alternative high schools, high risk neighborhoods, and low income housing complexes, as well as community centers, churches, and schools.

In 2006, Girl Scout Council of Napa-Solano offered 66 programs and events to our girls. The council's Program Operating Unit, comprised of adult volunteers and girls, focuses on variety and opportunity for all girls.

Volunteers are the heart and soul of Girl Scouting in Napa-Solano. The dedication and commitment of our volunteers energizes the council and inspires our girls to give back to their communities.

Now, as Napa-Solano prepares to merge with four of her sister councils, the once smallest council in California is proud to become Girl Scouts of Northern California, a fabulous new council that will be 60,000 members strong!

Girl Scouts Together!

While we are officially becoming a new council on October 1st, the five merging councils already have a long history of working together. Each month, Realignment News will feature a success story of our past collaborative projects.



Early Collaborative Efforts Led to Thinking Big!

As the annual workflow of the year for Girl Scout councils is similar, it led Girl Scout CEOs to think how they could combine efforts for maximum benefit. Collaboration for the Girl Scout Cookie Sale was one of the first ideas that took off, and has resulted in less duplication and better financial outcomes for all councils.

Girl Scouts in the Northern California region first explored the benefits of collaboration for the Girl Scout Cookie Sale in 1999-2000 as a group of CEOs began looking strategically at the sale, and discussion was begun with three bakers. This resulted in the first negotiated contract for the 2001 sale. The Cookie-Buying group consisted of Konocti, Monterey Bay, Napa-Solano, Sierra Cascade and Tierra Del Oro Girl Scout Councils. In 2002, Girl Scouts of San Francisco Bay joined the group. The motivation for the collaborative effort was to be able to leverage volume for the best price, combining marketing allowance and program ideas. In 2002, a supportive marketing group from the participating councils worked together to create a media campaign to include radio, television, and billboard space. Purchasing of media time was maximized and a consistent message was heard through all of Northern California. The group also purchased incentives as a group, therefore obtaining more competitive prices. This early experiment in collaboration involved all the councils, each sharing the lead on the various components of negotiations, marketing, and purchasing.

The initiative maximized benefits to girls by conserving resources at the council level and using consistent messages to promote the sale. Now that Girl Scouts of Northern California will be one council, you can expect to see many best practices put into place that will streamline the work and make the most of Girl Scouting!

The work of today is the history of tomorrow, and we are its makers."

-- Juliette Gordon Low