



# Council Connect

September 30, 2020



# Service Unit Spotlight

Marcia Campbell, Recruiter  
Cache Service Unit



# Recruiting 2020-2021 -- Cache Valley Recruiting



## Who Am I? And Why Am I Here?

New to Girl Scouts as a Troop Leader, Cache Service Unit Member, Delegate, GSAC supporter  
--then there was recruiting ~why me?

- Consider the “generations” of “girls” <5-15> <16-24> <25-55> <56-well older>
  - Acknowledge challenges at each phase and see how Girl Scouts can help
- Each girl we support in SOME manner gains something
- Experiences girls get – through all generations
  - Confidence
  - New friends across schools, family, religions, communities
  - More new experiences than any other group activities
  - Civic awareness
  - New skills (camping /outdoors, projects, STEM, entrepreneurship)

# Recruiting 2020-2021 -- Cache Valley Recruiting

## Where do I Start for Recruiting ?

- Consider
  - Focus on **community** responsibilities by providing service to youth
  - Define Girl Scouts as an affiliation with an organization that is developing young ladies into **community** leaders of tomorrow
  - Therefore integrate with the community via G.I.R.L. approach



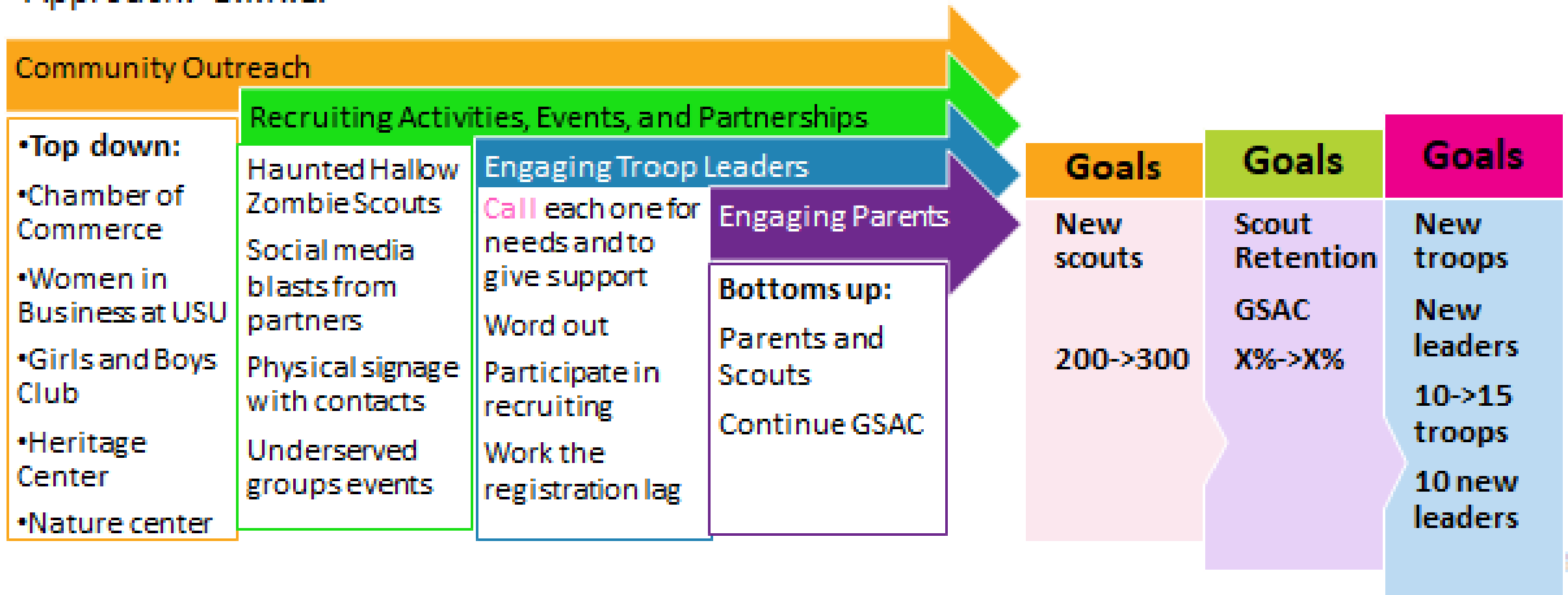
## The Plan

- Start with statistics and goals
- Increments – not overnight
- Connecting statewide events to Cache Valley?
- Top down, bottoms up

# The Plan -- Delivering Fun with a Purpose

## The Plan

- Approach: G.I.R.L.



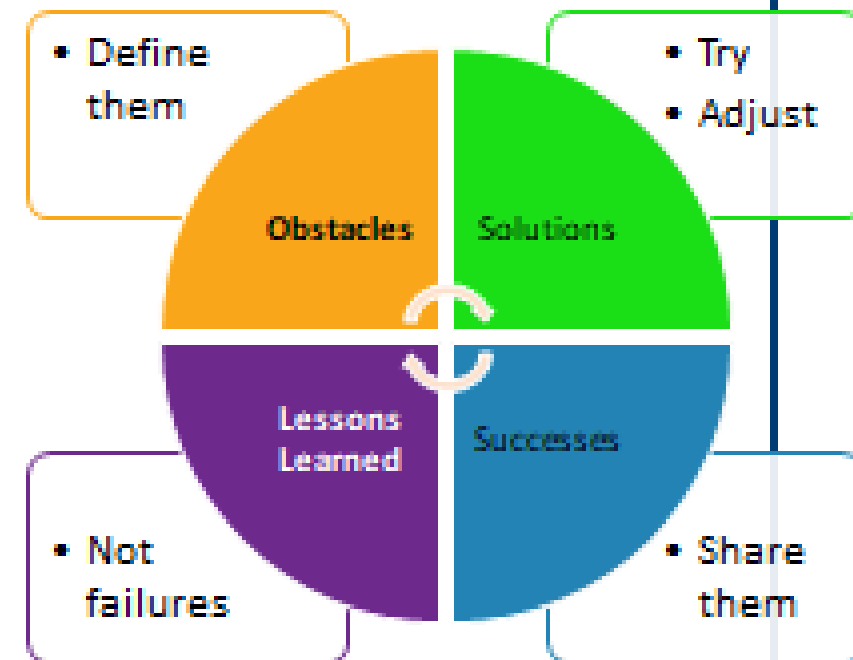
# Obstacles and Solutions, Successes and Lessons Learned

## Obstacles – Potential Solutions

- Too much virtual, caution for in-person → Blend to capture both audiences
- Understand alternative like starter troops for tool box
- Council provided events requires more social media savvy
  - → Social media abilities – ask for help, need MUCH more
- Julia, Amanda, Mary, Danielle Recruiters statewide
  - → New best friends!

## Successes / Lessons Learned

- Making headway – Chamber CEO is excited about GS
  - Introductions, connections, partnerships + volunteers
- Use more Council recruiting team support and collaboration
- Serve underserved groups through outreach



# Facilities and Mentoring -- Just the Beginning



## Facility Challenges

- Poll the troops for current access and issues
- Use community outreach to identify potential spaces
- Use my job to identify potential spaces (working with small businesses)
- Help connect needs to sources

## New Troops, Starter Troops, Virtual Troops

- Learn the ropes
- Using the resources provided to connect to the needs
- Connect new leaders to resources



## What Next?

- Grow our Community Presence
- Radiate the Awareness
- Deliver the goods– Fun with a Purpose
- Be G.I.R.L.s

Thanks!





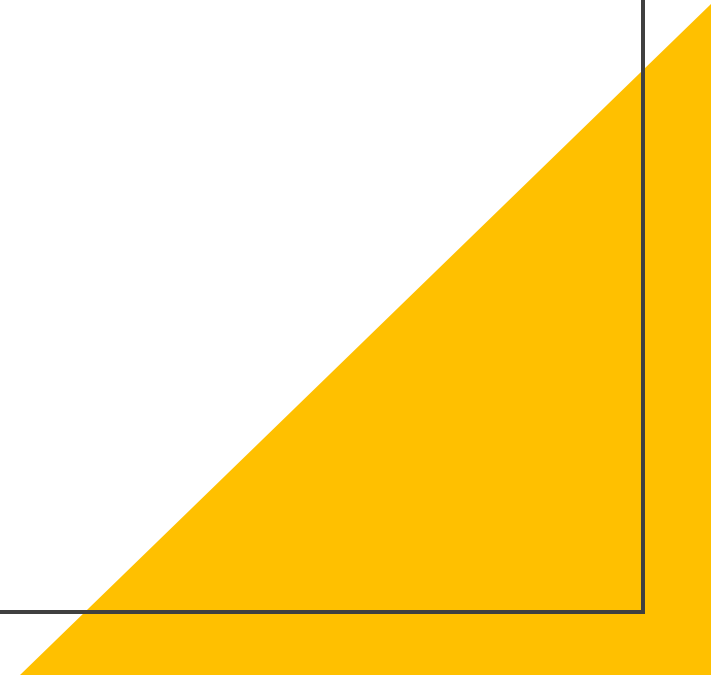
# GSU Volunteer Policy Update

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Effective 10/1/2020

# What has changed?

- Layout – Better Organized
- Introduction
- Reformatted
- Updated Content
- Improved Clarity



# Service Unit Plan for Success





# Meeting in Times of COVID

Official Guidelines from GSU & GSUSA

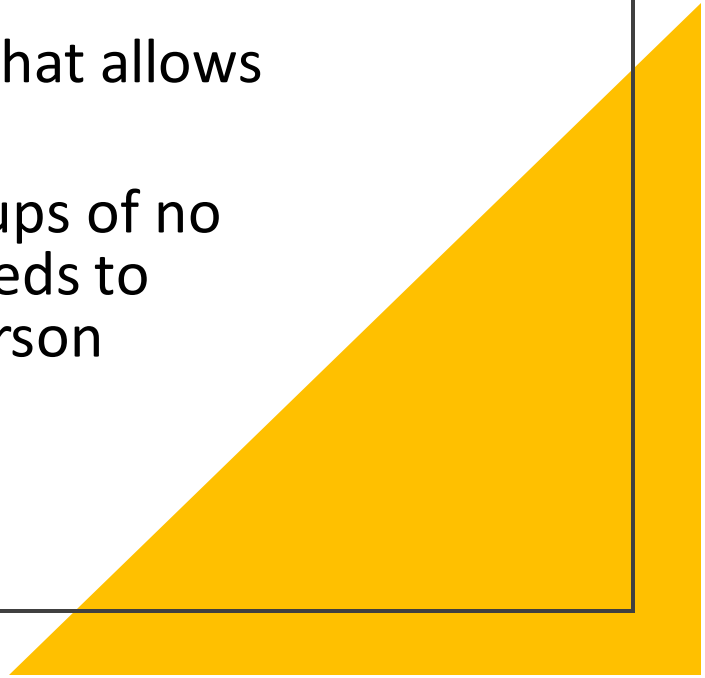
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Ruth Strawser, COO



# When can I start holding in- person meetings?

- Meeting place is within a yellow or green phase area
- Must use social distancing: six feet between individuals, face masks, extra cleaning procedures
- Outdoors or in a space that allows for social distancing
- State says in yellow groups of no more than 50, space needs to allow for six feet per person



My troop  
meets in a  
yellow/green  
phase area,  
but some of  
our girls live  
in an orange  
area.

- You can meet!
- Talk to your parents/guardians about safety measures
- Consider a virtual option along with the troop meetings
- Remind parents/guardians to take extra care when sending girls to the meetings



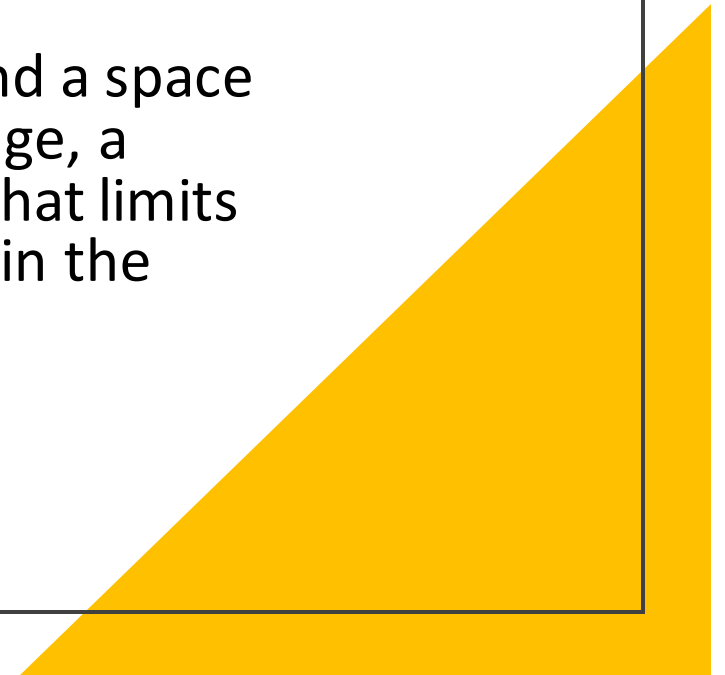
Who is responsible for pre-screening and symptom checks?

- Parents/Guardians should be watching for symptoms before sending girls to meetings
- GSUSA introducing a symptom check, will have this available by early next week



# Why can't we meet in our homes?

- It's not secure for both the girls and the families that live there
- Most homes do not have a space that would allow for six feet per person
- Some leaders have found a space such as a detached garage, a screened in porch, etc that limits contact with the family in the household





Can we  
use the  
service  
centers for  
our  
meetings?

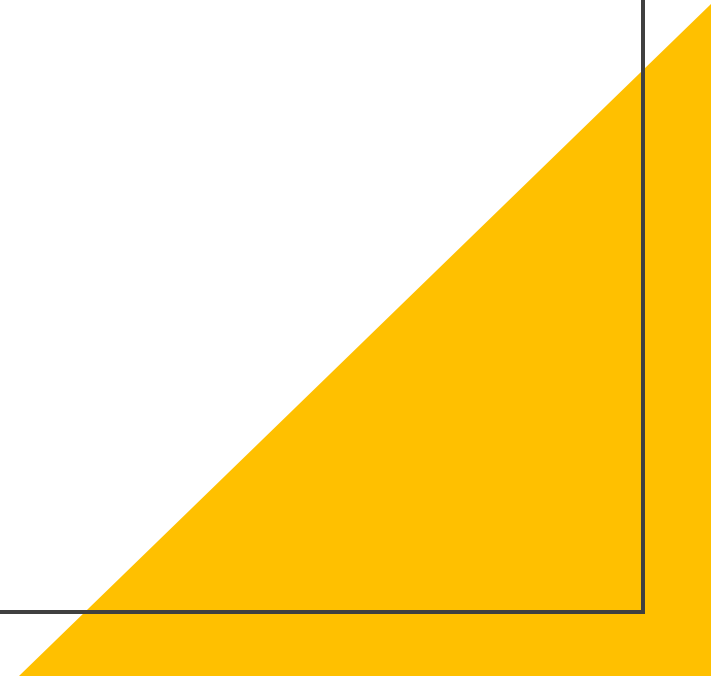
- We will have options at the CRC (Salt Lake City) and the CUSC (America Fork) when the offices reopen for staff
- The outdoor area at the CUSC is currently available
- We are looking for other opportunities and will share as we are able to make accommodations
- Many churches are accepting to sharing space





Other  
questions?

- If we have time...



# Membership Goals



Overall MY21 Goal:  
6011 girls

Retention = 70% Renewed Girls

HOW:

Girl Engagement  
Family Engagement  
Leader Engagement

Recruitment = 3-6%  
increase in NEW Girls

HOW:

Public Awareness  
Community Engagement  
Partnerships

# Refocus on the Girl Scout Leadership Experience

## The Girl Scout Leadership Experience (GSLE) Model



# Girl Scout Traditions

Investiture / Rededication




# 3 Key Pieces

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- 1. Recite the Girl Scout Promise**
- 2. Receive a Girl Scout item for remembrance; membership pin; patch; treat; etc.**
- 3. Be verbally welcomed into your troop and to Girl Scouting.**

Have it girl-led by having the girls add in their flare to the ceremony.



October 20, 2020  
6:30 – 8:00 PM

# Annual Appeal Champion Meeting

Service Unit Managers and Event Representatives

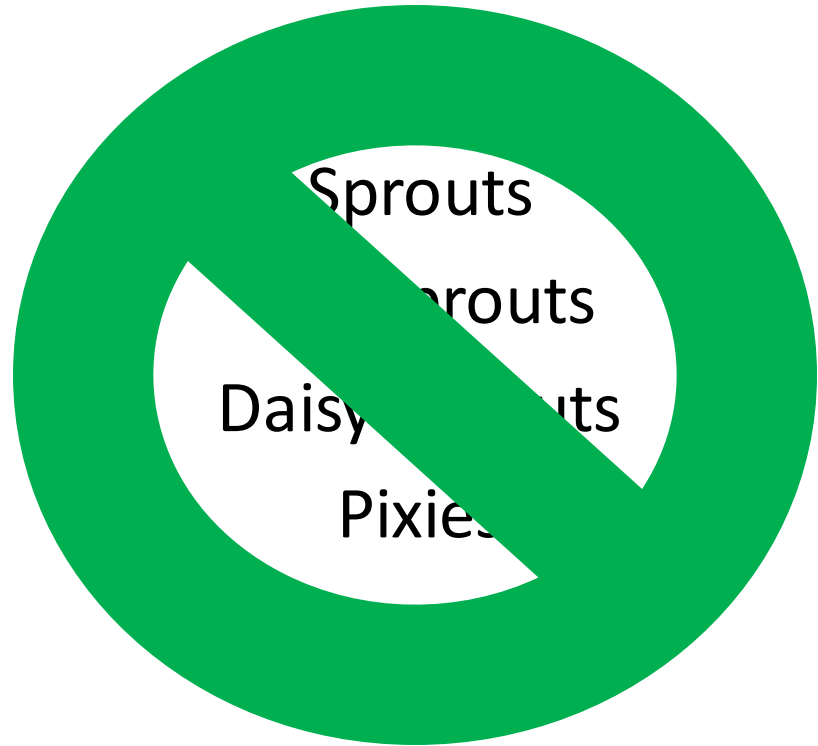


# Girl Scout Daisies

Official GSUSA Guidelines  
for Recruiting Pre-K Girls

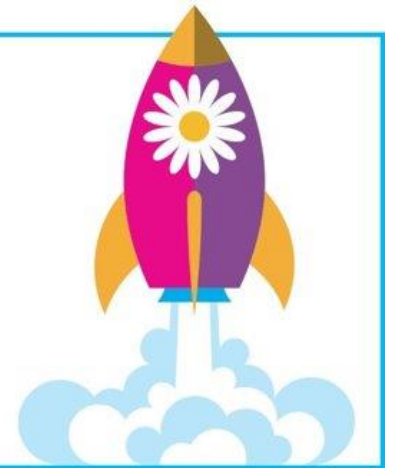


# Clarification on Pre-K Girl Scouts



## Daisy Launch

**Learn.**  
**Grow.**  
**Explore.**  
**Girl Scouts.**



# Announcements

Remember to share with Troop Leaders!!



# Training for ALL Leaders



## Virtual

- Tue. 10/6 - Including Girls of All Abilities
- Tue. 10/13 – Older Girl Leadership Opportunities and Awards
- Wed. 10/21 – New Troop Leader Training LIVE
- Thu. 10/22 – Troop Leader Boost
- Wed. 10/28 – Steps to Multi-Level Troop Success
- Thu. 10/29 - Extended Overnight

## CPR/First Aid In-Person

- Thursday, 10/8
- Saturday, 10/24





L.E.A.P. 2021  
Regional  
Service Unit  
Manager  
Meetings

## All Service Unit Managers

Wednesday, October 28

6:00 – 7:30 PM

- Networking
- Collaboration
- Planning for success
- Training



# Product Program Q&A

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Allison Wickel, Product Program Manager



# Important Reminders

Remember to share with Troop Leaders!!



# Highest Awards Deadline

**GSUSA extended the deadline to December 31, 2020 to accommodate for projects that were impacted by COVID-19.**

## **Action Needed:**

- Complete the [Bronze Award Report](#) by December 31, 2020
- Complete the [Silver Award Report](#) by December 31, 2020
- Gold Award recipients must complete a final interview prior to December 31.
  - Allow the Gold Award Committee time to schedule and complete interviews (accounting for holidays) Gold Award work should be complete by November 30.
  - Interviews: email [programs@gsutah.org](mailto:programs@gsutah.org) by November 30, 2020.



# FINAL RENEWAL REMINDER

Today is the last day of  
Membership Year 2020 (MY20)

After today if a  
member/participant is no longer  
listed on your Service Unit Roster  
or a Troop Roster – their  
membership has expired.

These individuals are no longer  
covered under the Girl Scout  
insurance umbrella.







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