

# 2011 National Council Proposal 3

## ANNUAL MEMBERSHIP

### Statement of Proposal:

To amend the *Blue Book of Basic Documents 2009 Edition* policy entitled "Membership Dues and Procedures for Registration," second paragraph, by striking and inserting as follows:

Strike out the words "October 1 through September 30" and insert the words "commences on the date of registration of the member."

Current Wording	Proposed Amendments to Policy	If Adopted, Will Read
The Girl Scout membership year is October 1 through September 30.	The Girl Scout membership year <del>is October 1 through September 30</del> <u>commences on the date of registration of the member.</u>	The Girl Scout membership year commences on the date of registration of the member.

[Words in bracket] = words to be struck

Underlined words = words to be inserted

### Submitted by:

Girl Scouts – Western Oklahoma, Inc.

### Rationale of Originating Council:

The Girl Scout Leadership Experience is delivered in a variety of forms, one of which is a troop. Through pathways, girls can enter the Girl Scout program through different means and at different times of the year. Having a structured annual membership year disallows the various times girls participate in Girl Scouting and then they don't get a full year of GS experience. Our business process needs to match up with our programming efforts.

Additionally, a rolling membership year will take advantage of the capacity and function of technology, eliminate the additional labor requirements attendant on a single registration month, as well as distribute income throughout the year.

Troops starting school in mid-August with new girls as members are not covered by the GS liability insurance until October 1. This is a great deal of exposure for the organization.

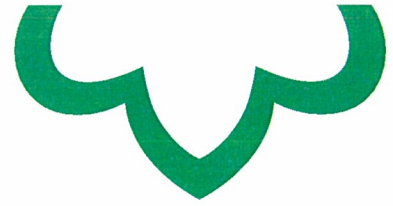
### Financial Impact Statement Provided by the Originating Council:

Membership would increase with the ability to collect membership fees at any time in the year, instead of just at one time. Cost of additional council clerical staff during the Fall would decrease because memberships would be spread out throughout the year. Personify with modifications has the capacity to track membership by anniversary date. (As the national and local YMCA's do now).

### Reference:

*Blue Book of Basic Documents 2009 Edition*, p. 21, updated June 2010.





#### Recommendation of the National Board:

The National Board recommends that the proposal not be adopted.

#### Rationale for Recommendation:

The National Board of Directors does not support this proposal. In making this decision, the National Board considered several factors including results of discussions with insurance carriers, an initial study that included conversations with nine Girl Scout councils and six external organizations, and a review of internal systems at GSUSA. Key decision points included:

#### Need for Insurance Resolved:

One of the drivers for proposal submission was the requirement for girls who begin their school year in August or September to pay dues twice in order to get full school-year coverage for their first year in Girl Scouting. This problem has been resolved through work with our insurance carriers, such that new girls registering in August or September will be covered from time of enrollment to September 30 of the following year without any additional charge.

#### Council Perspective:

Councils agreed that implementation of pathway options for girl engagement raises questions about our “one size fits all” membership registration system. Is there a dues structure or process that is more in tune with where the organization is going? Should we offer multiple-year membership? Partial dues for new members registering halfway into the year? Different dues for families with multiple members? The list goes on. While acknowledging that rolling registration would produce benefits, there is significant interest in fully exploring multiple options before any decision is made.

Councils also expressed concern about the cost of adjusting systems and practices at a time when many are still rolling out elements of Personify. Estimates of the time/financial impact of training staff and volunteers, implementing and documenting new systems, and establishing new business processes could be considerable.

#### GSUSA Perspective:

Given the continued rollout and enhancement of our enterprise system, Personify, and the significant work still underway to establish consistent national pathways for girl participation, GSUSA has reached the conclusion that this proposal is premature.

From a cost perspective, GSUSA estimates that it will cost \$1.2 million to make technology changes required for proposal implementation. Associated costs at a national level for new business process development and providing implementation training/support to councils were not evaluated and have not been estimated.

#### Plan for Moving Forward:

The National Board has taken action to convene a task group to study the current national dues structure and annual membership registration practice. The purpose of the study is to make sure that our membership processes meet the needs of current and future members and align with national program offerings and pathways. Members of the task group, which will include councils, will be appointed by January 2012. Recommendations will be reported to the National Board in early 2014, with placement of a report (with any required action by the National Council) on the 2014 National Council agenda.