

## GSWCF CEO Award of Excellence 2021-22

The GSWCF CEO Award of Excellence recognizes the efforts of a Service Unit, geographic area team, or program delivery team in moving its assigned area toward achievement of the strategic council priorities during the current membership year.

**Award Criteria:** Please complete all award criteria. Each event/experience must be different. For example, a Thinking Day Event at the park does not qualify for both the “take it outdoors” and “diversity” criteria but could be considered either one of those.

1. **Membership:** All team members are registered members of Girl Scouts of the USA and are trained for their positions.
2. **Girl Scout Promise and Law:** Create a culture that supports the ethical code of conduct for Girl Scouts in all Girl Scout activities, including Service Unit meetings, support to Girl Scout troops and girls, interaction with Girl Scout staff, volunteers and community members.
3. **Program Delivery:** Delivery of the **Girl Scout Leadership Experience (GSLE)** to the Girl Scout service unit, resulting in achievement of meeting or exceeding the retention goal set for girls during the membership year.

**Action steps to achieve retention goal:**

- a. Reach out to Troop Leaders of troops that haven’t renewed to determine their status. If a troop is disbanding note the reason why.
  - b. Contact parents of disbanding troops and offer them other options (join an existing troop, start a new troop, or Juliette program.)
  - c. Identify troops with openings.
  - d. Continue to host a monthly leaders’ meeting virtually or in-person, and follow up with troops who don’t attend.
  - e. Encourage troops submit the Troop Information Update Form by October 31<sup>st</sup>.
  - f. If possible, host at least one virtual event while Covid-19 restrictions are in place.
4. **Recruitment:** Meet or exceed the recruitment goal by working in partnership with the council recruitment team to offer Girl Scout recruitment information, recruitment events, and or opportunities in every K-5 public school and additional opportunities (other schools or community events) in their service unit.

**Action steps to achieve recruitment goal:**

- a. Appoint an active SU Recruiter(s) or dynamic team of volunteers doing the work.
  - b. A minimum of 3 volunteer facilitated recruitment sign up nights or girl experience events (robot party or other girl participation opportunity). Virtual or in-person must cover fall and winter.
  - c. SU participates in a minimum of 1 pre-k/daisy launch efforts in the spring (host or assist with one of these events).
  - d. SU uses recruitment media tools to promote GS in a minimum of 2 ways. – yard signs, social media graphics, Next Door, church bulletin, school website/social media channels.
  - e. SU and recruitment manager has an established recruitment plan written and in place.
  - f. SU has girl participation in at least one recruitment event.
5. **Family Partnership Campaign Goal:** Meet or exceed their Family Partnership Campaign Goal.
  6. **Diversity:** Facilitate a Service Unit event, virtual or in-person, promoting diversity and multiculturalism for the girls. Furthermore, the Service Unit has prepared a succession plan

for their service unit team members to promote the evolution of the Girl Scout experience and provide an opportunity for another adult volunteer to hone additional skills and responsibilities while bringing forth a new perspective.

7. **Community Engagement:** Demonstrate a commitment to building girls who embrace community problem solving by creating opportunities for their girl members to be engaged within their community through a virtual community service project and/or facilitate the Council Wide Cause in the service unit.
8. **Troop Finance Compliance:** Submission of a minimum of 90% of all troop (council-required) finance reports to the service unit at the conclusion of troop activities for the current membership year on or before the second Monday in June. Note that troops that have not completed their troop activities as of the second Monday are still required to submit their financial reports as of this date with proper written notification of excess funds. Service unit accounting coordinators may submit documentation showing assets being moved to the service unit accounts for failure to comply. However, troop funds should be returned to the troop after the report is received, verified to be accurate and documentation that finances have been handled appropriately per *Volunteer Essentials*.
9. **Communication:** Utilize communication skills to build a strong foundation and sense of sisterhood with all members (including Juliette's), and maintain ongoing communication with leaders to serve the needs of area girls, adults and volunteers. (Some means of communication include: virtual or in-person meetings, e-mail, mail, social media, and telephone.)
10. **Welcoming Environment:** Establish support for all Girl Scout Service Unit members and promote collaboration between the Service Unit and Girl Scouts of West Central Florida to better serve all Girl Scouts in our jurisdiction. Promote meetings, training opportunities that members can attend to support their Girl Scout roles, such as Committee/Planning Meetings, service unit leader meetings, Election of Delegates, Area Association Meetings and the Annual Meeting to result in the service unit meeting or exceeding the set adult retention goal for the membership year.

#### **Nomination Packet Preparation:**

Preparation of the nomination packets is a collaborative effort between council staff (Community Membership Manager, External Recruitment Manager, Adult Learning Manager, Development Manager, and the Outdoor Program Manager) and the Service Unit Volunteers. Packets should be submitted to the Community Membership Manager for review and approval by the third Monday of June.

#### **Awards:**

Each Service Unit that is awarded the CEO Award of Excellence will receive the following incentives:

- Recipients will be honored at the 2022 Membership Kick-off event
- Commemorative VIP pin and certificate for SU team members (registered and trained in the role serving Oct. 1 2021 – May 1, 2022)
- 50% off of their Service Unit Encampment Rental Fee (only one 50% discount per Service Unit)
- 15% off entire purchase at the Girl Scout Store: schedule a day for the store to be open late for your Service Unit or select a day for members of your Service Unit to come shopping during regular store hours and identify themselves as being from an award winning Service Unit. NEW for this year receive a special discount code if you choose to have an online shopping event via the online Girl Scout shop. Your event can be a hybrid of both- in store and online as well! Discount day is for EVERYONE in your service unit including volunteers, girls and parents and must be

scheduled and redeemed by April 15th, 2023. Contact Shari Money at [smoney@gswcf.org](mailto:smoney@gswcf.org) to schedule your shopping event

<b>Service Team Nominated:</b>	
Service Team contact:	
Position:	
Email:	
Phone:	
Nominated By:	
Position:	
Date:	

**Award Criteria**

- 1. Membership:** Please list all team members who are registered and trained for their positions, including the required delegates and alternate delegates per service unit. Add additional lines as needed.

Service Unit Team Member	Registered Member?	Position Trained?

- 2. Girl Scout Promise and Law:** Create a culture that supports the ethical code of conduct for Girl Scouts in all Girl Scout activities, including Service Unit meetings, support to Girl Scout troops and girls, interaction with Girl Scout staff, volunteers and community members.

List three ways you supported the Girl Scout Promise and Law as a Service Unit:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- 3. Program Delivery:** Delivery of the **Girl Scout Leadership Experience (GSLE)** to the Girl Scout service unit, resulting in achievement of meeting or exceeding of the girl retention goal.

	Retention Goal #	# Retained	Date

Girls			
Verified by:		Position:	

4. **Recruitment:** Meet or exceed SU recruitment goal, offering Girl Scout recruitment information, recruitment events and/or opportunities in every K-5 public school.

	Recruitment Goal	# Recruited	Date
Girls			
Verified by:		Position:	

5. **Family Partnership Campaign Goal:** Meet or exceed their Family Partnership Campaign Goal. Explain how the team encourages adult participation in the Family Partnership Campaign and has reached or surpassed the Family Partnership goal.

Goal:		Actual:	
Verified by:		Position:	

6. **Diversity:** Facilitate a Service Unit event promoting diversity and multiculturalism. Identify and briefly describe the cultural diversity event held by your Service Unit:

Verified by:		Position:	

7. **Inclusion:** Identify a way in which community engagement existed within the Service Unit:


8. **Troop Finance Compliance:** Submission of a minimum of 90% of all troop (council-required) finance reports to the service unit at the conclusion of troop activities for the current membership year on or before the second Monday in June. Note that troops who have not completed their troop activities as of the second Monday are still required to submit their financial reports as of this date with proper written notification of excess funds. Service unit accounting coordinators may submit documentation showing assets being moved to the service unit accounts for failure to comply. However troop funds should be

returned to the troop after the report is received, verified to be accurate and documentation that finances have been handled appropriately per *Volunteer Essentials*.

% Verified on time:			
Verified by:		Position:	

9. **Communication:** Utilize communication skills to build a strong foundation and sense of sisterhood with members (including Juliettes), and maintain ongoing communication with leaders and groups to serve needs of area girls, adults and volunteers. (Some means of communication include: meetings, e-mail, mail, social media, and telephone.) List the best practices your Service Unit utilized this year to build strong communication with your members:


10. **Welcoming Environment:** Establish support for all Girl Scout Service Unit members and promote collaboration between the Service Unit and Girl Scouts of West Central Florida to better serve all Girl Scouts in our jurisdiction. Promote meetings, training opportunities that members can attend to support their Girl Scout roles, such as Committee/Planning Meetings, service unit leader meetings, Election of Delegates, Area Association Meetings and the Annual Meeting which result in the service unit meeting or exceeding the adult retention goal.

	Retention Goal #	# Retained	Date
Adults			
Verified by:		Position:	

**Signatures**

**Service Team Representative**

Name:

Title:

Signature:

**Community Membership Manager**

Name:

Signature:

**GSWCF CEO, Mary Pat King, recommends this nominee for the CEO Award of Excellence**

Yes \_\_\_\_\_ No \_\_\_\_\_

**Council Approval Process:**

1. Packets should be submitted to the Community Membership Manager for review and approval by the third Monday of June.
2. Service unit team and Community Membership Manager will work to prepare application and present to Director of Membership on or before 5:00 pm the fourth Monday in June.
3. Applications must be completed using the fillable Jotform: <https://form.jotform.com/212834449338159>, fillable PDF or typed in the Word document provided.
4. Applications may be submitted electronically, via email, council staff delivery, or US mail. If the application is sent by US postal service, it will need to be postmarked by the third Monday in June.
5. Applications will be submitted to CEO by 5:00 pm June 30.