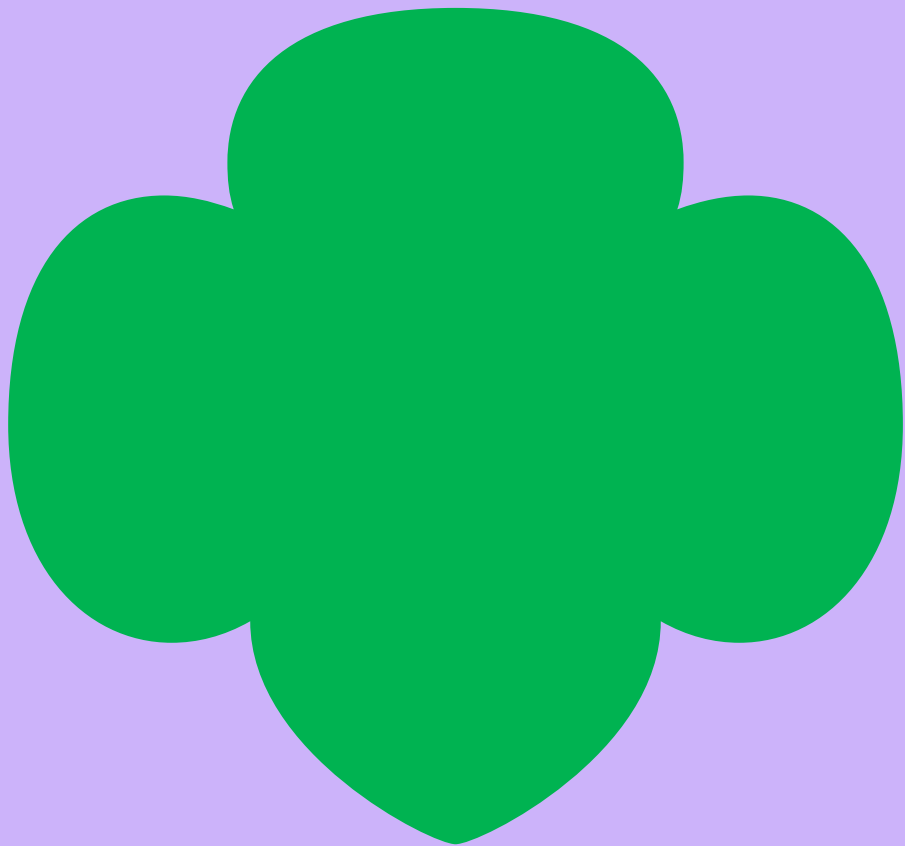




# Virtual Leader Meeting

May 23, 2024





Nafeesah Williams  
Director, Member Support

# Agenda

1. Welcome/Girl Scout Promise & Law
2. Member Support
  - MY23 Numbers
  - Member Support Team & Roles
  - Early Renewal Incentive
  - Troop Update Form
  - Annual Finance Report
  - Volunteer Opportunities
3. Retail Operations
4. Program Update
5. Recruitment
6. Product Program
7. Survey



## Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.



## Girl Scout Law

I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong, and  
responsible for what I say and do,  
and to  
respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place, and  
be a sister to every Girl Scout.

# Membership Progress

2024 Membership Year as of 5/23/24		
Girls	14482	( +1.92%)
Adults	5147	(+4.30%)
Lifetime	2356	(+3.15%)
Total	21985	(+2.59%)

2025 Membership Year as of 5/23/24		
Girls	3690	(+3.42)
Adults	934	(+4.83%)
Lifetime	2377	(+3.30%)
Total	7001	(+3.57%)

Spring Renewal is off to a strong start this year! Help us meet our goals by ensuring all Girl Scouts and troop volunteers are registered for Membership Year 2025! Register your troop via the MyGS Member Profile.



## **Your Member Support Team**



Gale Dembinski  
Service Unit Support Specialist  
Communities 1-6  
[gdembinski@gssem.org](mailto:gdembinski@gssem.org)



Matthew Pruitt  
Service Unit Support Specialist  
Communities 7-12  
[mpruitt@gssem.org](mailto:mpruitt@gssem.org)

## Service Unit Support Specialist (SUSS)

- Recruits and Supports Administrative Volunteers including Service Unit Managers, Welcome Champions, Resource Champions, and Communications Liaisons.
- SUSS provide resources and support to administrative volunteers so that they can in turn support troop-level volunteers.
- The SUSS position also supports Juliettes or Individually Registered Members.
- They also support specialty troops such as high adventure, travel troops, and Mackinac Island Honor Guard.





Lana Jaeger-Barstad  
Communities 9-12  
[ljaeger@gssem.org](mailto:ljaeger@gssem.org)



Mary Basile  
Communities 2, 4, 7, & 8  
[mbasile@gssem.org](mailto:mbasile@gssem.org)

## First Year Troop Support Specialist (FYTSS)

- Provides support to New Troops and Leaders during their first Girl Scout year.
- Attends troop meetings to support new leaders
- Facilitates virtual meetings with Troop leaders to prepare for their first troop meetings
- Hosts New Leader Roundtables to provide resources and networking opportunities.



Nora Ashoo  
Communities 1, 3, 5, & 6  
[nashoo@gssem.org](mailto:nashoo@gssem.org)



Sabrina Baron  
sbaron@gssem.org  
Communities 1-6

## Member Support Specialist (MSS)

Provides support and resources to returning leaders. This includes:

- Updates and information from GSSEM
- Support with troop planning including Rallyhood
- Interpretation and updates of GSSEM/ GSUSA policies and procedures
- Assists with problem-solving and first-level conflict mediation.



Shajotta Peoples  
speoples@gssem.org  
Communities 7-12

# Reminder!

## Spring Renewal Incentive

Special Incentives to Renew by June 15

If 85% of troop girl members **and two adult members renew**, your troop will earn an additional \$0.10 per package on initial orders\* for the 2025 Cookie Program.

\*Does NOT include donated cookies or orders shipped by Digital Cookie

\*There is no Spring Renewal Patch this year.



## Troop Update Form

Update your troop meeting information, program level, desired number of girls and adults, and more!

This can be updated at any time of the year at

[www.gssem.org/troopupdate](http://www.gssem.org/troopupdate)

## 12 Girl Minimum- Daisies, Brownies, & Juniors

Daisy, Brownie, & Junior troops are required to stay open until they reach 12 girls. To ensure that all new girls can find a troop to join, troops with fewer than 12 girls will be listed as available in GSSEM's Opportunity Catalog, allowing parents of potential members to sign their girls up for these troops, on a first come, first served basis. Once a troop reaches the 12-member threshold, it will be automatically removed from the Participation Catalog. The troop may also request to stay within the Participation Catalog up until their safety ratio is reached to continue welcoming new members.

# Annual Troop Finance Report

**Due June 21<sup>st</sup>**

Leaders can submit finance reports to GSSEM's Finance Department.

Please email your completed finance report & May bank statement to [annualfinancereport@gssem.org](mailto:annualfinancereport@gssem.org).

Please include your service unit and troop number in the subject.

\*VTK is not an option for finance report submission\*

You can find your service unit number here: [www.gssem.org/mysu](http://www.gssem.org/mysu)





## Service Unit Managers Wanted!

GSSEM is looking for Service Unit Managers (SUM's)! SUM's maintain close relationships with staff and volunteers within an assigned area. SUM's act as a leadership resource for all Troop Leaders and volunteers providing support through meetings, trainings, registration and more.

For more information about this position please email Nafeesah Williams at [nwilliams@gssem.org](mailto:nwilliams@gssem.org)



# Become an Administrative Volunteer!

Service Unit Manager (SUM): Conduct outreach to Troop Leaders in your Service Unit. Connect volunteers to resources. Facilitate Service Unit meetings.

First Year Mentor: Provide support to new Troop Leaders/Co-Leaders during their first year of service.

Communication Liaison: Provide communication to volunteers in your Service Unit through email and social media.

Resource Champion: Provide guidance to troop leaders about Rallyhood and other resources.

Troop Organizer: Work with a Recruitment Specialist to support girls and adults in joining GSSEM within a school, organization, or community.

Interested in learning more? Contact your SU Specialist:

Communities 1-6: Gale Dembinski;  
[gdembinski@gssem.org](mailto:gdembinski@gssem.org).

Communities 7-12: Matthew Pruitt;  
[mpruitt@gssem.org](mailto:mpruitt@gssem.org)





Liz Bogner  
Volunteer Experience Manager

# Volunteer Experience Update

The Volunteer Experience team manages volunteer training, compliance (training completion, background checks, travel/activity approval) and volunteer appreciation.

[volunteerexp@gssem.org](mailto:volunteerexp@gssem.org)



## Grade Level Essentials—Essential for Bridging Troops!



**Take your troop to the next level with confidence by taking a Grade Level Essentials training!**

All bridging troops are encouraged to complete a Grade Level Essentials training for all program levels present in the next membership year to prepare to lead Girl Scouts in an age-appropriate way.

Trainings may be found in the gsLearn content library by searching “grade level”.

Need help accessing or using gsLearn? Contact [volunteerexp@gssem.org](mailto:volunteerexp@gssem.org).

## Join the GSSEM Facilitator Corps!



### **Returning leaders, share your knowledge and expertise with new leaders as an Adult Learning Facilitator!**

- Adult learning facilitators deliver 4 one or two-hour live trainings during the membership year.
- Trainings may be delivered in-person or virtually via Zoom.
- New facilitators will be trained in August 2024 for the upcoming membership year.
- Facilitators attend three short check-in meetings throughout the membership year.

Interested? Contact [volunteerexp@gssem.org](mailto:volunteerexp@gssem.org).



## Reminder: Travel & Activity Approval



### Make sure your troop's summer fun is safe with the Safety Activity Checkpoints!

As a reminder, troops planning activities should ALWAYS consult the Safety Activity Checkpoints to ensure the safety of the activity. [gssem.org/safety](https://gssem.org/safety)

Activities requiring council approval must email the details of the activity to [travel@gssem.org](mailto:travel@gssem.org) for approval.

International trips **require** council approval and Mutual of Omaha Plan 3P1 insurance. Review the Safety Activity Checkpoints for travel/trips for all requirements.

**New:** Girl Scouts' basic accident insurance covers all in attendance at (secondary coverage). Need additional coverage? Check out Plan 3P for sickness and accident coverage.

## Training Spotlight: Flag Ceremonies



**Never done a flag ceremony before? Learn in this short training!**

Learn the basics of holding a flag ceremony, both indoors and outdoors including:

- Roles
- Commands
- Planning tips
- Do's and Don'ts

**Run time:** 13 minutes

Questions?



# Retail Update

Llaren Wynn  
Director of Retail Operations



# CLINTON TOWNSHIP SUMMER SHOP HOURS

**Sunday: Closed**

**Monday: 10am-6pm\***

**Tuesday: Closed**

**Wednesday: Closed**

**Thursday: 10am-6pm\***

**Friday: 10am-6pm\***

*\*CLOSED: 3:00pm-3:30pm for meal break*

**Saturday: 10am-2pm**

*Saturday hours unavailable*

*May 25 – August 31*

# SOUTHGATE SUMMER SHOP HOURS

Thursday: 12:00 PM-7:00 PM★

Friday: 12:00 PM-7:00 PM★

*★CLOSED: 3:00 PM - 3:30 PM for meal break*

Saturday: 10:00 AM-2:00 PM

*Saturday hours unavailable*

*May 25 – August 31*

**Our Council Shop  
will be closed  
June 29 - August 4.**

**We will reopen  
Monday, August 5.**

# **PICKUP SERVICE**

**Last Day to place an order:**

**Saturday, June 22**

**Resumes Monday, August 5**

**Last Day to pickup an order:**

**Thursday, June 27**

**Resumes Thursday, August 15**



Questions? Comments?



# Programs Update

Kevin Fite, Vice President of STEAM,  
Financial Literacy, & Entrepreneurship

## Sign up for Summer Camp!

Week 1: SuperSHEROES, June 23<sup>rd</sup> – June 28<sup>th</sup>

Week 2: Master Chef, July 7<sup>th</sup> – July 12<sup>th</sup> (sold out!)

Week 3: Enchanted Forest, July 14<sup>th</sup> – July 19<sup>th</sup>  
(sold out!)

Week 4: Lights, Camera, Action!, July 21<sup>st</sup> – July  
26<sup>th</sup>

Contact Mary Pierpoint [mpierpoint@gsssem.org](mailto:mpierpoint@gsssem.org)  
with any questions.



## Upcoming Outdoor Education Events

Outdoor Adventure: Bees in the D Active Hive Visit – Monroe: Tuesday, June 11, 6:00pm

Outdoor Adventure: Walking Stick Nature Journal & Eco Hike – Detroit: Sunday, June 16, 2:00pm

Outdoor Adventure: Brownie Bugs Badge Day (Brownies) – Rochester Hills: Friday, July 12, 2:00pm

Outdoor Adventure: Horseback Riding (Juniors) – Davisburg: Saturday, July 13, 4:00pm

These are just a few upcoming outdoor events! Please check the calendar for more. Reach out to [pwigren@gssem.org](mailto:pwigren@gssem.org) with any questions.



# KALEIDOSCOPE OF SCIENCE FUN

## October 13

Girl Scouts and their families are invited to an exclusive Girl Scout event at Michigan Science Center with fun-filled, hands-on activities, IMAX and Planetarium shows, SWAPS and more!

Early Bird Pricing (\$10/person) from NOW to 7/13  
Regular Pricing (\$12/person) from 7/13 to 9/23

Register today - Event may be cancelled if not enough registrants, so sign up today!

If interested in volunteering, contact Emily Cottick at [ecottick@gssem.org](mailto:ecottick@gssem.org).



## Upcoming Partnerships & CCR Events

June 23: Honors Awards Ceremony

July 20: GS Night at Jimmy John's Field – girls will be able to sleep on the field!

August 4: GS Day with the Detroit Tigers

September 28: Kick off MY25 at Fallin' into Girl Scouts at Blake's Orchard

October 1: Girls Advisory Board restarts for MY25 – register your girls for this amazing experience!



## Upcoming Life Skills Events

Michigan Women's Commission:  
Virtual Friday Night Live with a  
Commissioner

Via Zoom, 5:30-7pm

June 28 (Speaker TBD)

July 26 (Senator Sarah Anthony)

August 23 (Sumiaya Ahmed Sheikh, Head of  
Engagement & Appointments for Governor  
Whitmer)

September 27 (Commissioner Karin Hopman  
with MWC)

## Upcoming STEAM Events

- June 8 - Operation Comet (Daisies, Brownies, and Juniors) – Port Huron
- June 8 - Lunar Quest (Cadettes, Seniors and Ambassadors) – Port Huron
- July 25 - Physics at iFLY (Juniors, Cadettes, Seniors, and Ambassadors) – Novi
- We are now accepting registrations for new First Lego League robotics teams for the 2024-2025 season. If interested, please contact Kevin Fite at [kfite@gssem.org](mailto:kfite@gssem.org).
  - The Girl Scouts Chess Team will have the opportunity to play against Jessica Hyatt, a top-rated high school chess player on June 7 at 5:30pm at the Detroit Institute of Arts!

## Upcoming Financial Literacy and Entrepreneurship Events

### Financial Literacy:

- June 22nd - My Money Era with a Financial Advisor and Math Teacher. This event focuses on philanthropy by exploring how Taylor Swift gives back to the communities she visits and budgeting for a non-profit group project of their own.
- July 13th - Badge Workshop: Stuff & Stitch Money Adventures. Girls will learn about wants vs needs, budgeting and the value of money all through adoption of a friend at our build-an-animal, Stuff & Stitch workshop where girls will learn financial literacy and walk away with their very own stuffed friend.
- In August we are planning for a Fifth 3rd Bank's interactive Financial Literacy Bus in Hazel Park. We will need a minimum of 50 girls for this to go forward.

### Entrepreneurship:

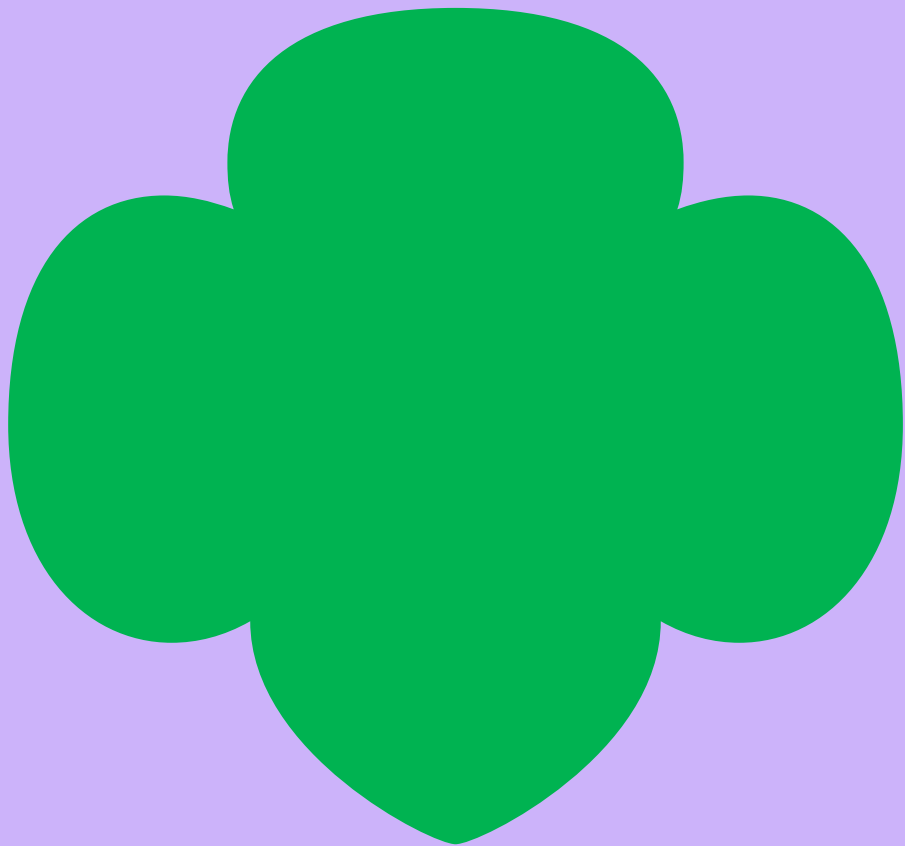
- July 11 - Badge Workshop: Jewelry Making (Juniors, Cadettes) – Novi
- July 19 - Badge Workshop: Fun Bracelets (Juniors, Cadettes) – Farmington Hills



Results of the MY24 GSSEM Impact  
and Growth Evaluation are now  
LIVE!

Please visit  
[www.gssem.org/research](http://www.gssem.org/research)  
to see the Report.





# Recruitment Update

Rebecca Daniels, Director of Recruitment

## Recruitment Staff Contacts:

Communities 1 and 3:

Keyocia Murphy

[kkmurphy@gssem.org](mailto:kkmurphy@gssem.org)

Communities 2 and 4:

Sherri Warner

[swarner@gssem.org](mailto:swarner@gssem.org)

Communities 5 and 6:

Mary Beth Mills

[mmills@gssem.org](mailto:mmills@gssem.org)

Communities 7 and 8:

Vacant- contact Rebecca Daniels

Communities 9 and 10:

Joshua Smith-Bogan

[jsmith-bogan@gssem.org](mailto:jsmith-bogan@gssem.org)

Communities 11 and 12:

Vacant- Contact Rebecca Daniels

Recruitment Coordinator

Ashley N. Davis

[andavis@gssem.org](mailto:andavis@gssem.org)

Director of Recruitment

Rebecca Daniels

[rdaniels@gssem.org](mailto:rdaniels@gssem.org)





## Ways We Can Help!

- Our team formed 140 troops so far this Membership Year
- If you need any recruitment support or know of an area where a Girl Scouts troop could be formed, please email the Recruitment Specialist in your area to best assist.
- The Recruitment Team can assist your troop by creating a flyer promoting your troop or hosting a recruitment meeting to help you get more volunteers or girls within your troop

## Start a New Troop!

The Recruitment Team is working with schools and organizations to start new troops throughout the council! Feel free to check out where we will be holding upcoming recruitment meetings, called Family Information Meetings, at [www.gssem.org/fim](http://www.gssem.org/fim) If you know of a school or organization that would be a good fit to hold a Family Information Meeting at to get a new troop formed, please contact our recruitment team at [join@gssem.org](mailto:join@gssem.org) .

If you would like any recruitment assistance within your troop, please contact [join@gssem.org](mailto:join@gssem.org) and the Recruitment Specialist in your community will be happy to contact you to best assist!





## Extended Year Membership

Starting April 1, Extended Year Membership begins. All NEW members can register for the \$35 Extended Year Membership, which allows them to become an active member through September 30, 2025.

Also starting April 1, any Pre-K girl who will be entering Kindergarten in the Fall can now join Girl Scouts.

# Product Program Update

Malea Borucki  
Product Program Specialist

- Cookie rewards were picked up at last week
  - Please be sure to distribute the rewards to the girls in your Troop
- Looking forward to our upcoming cookie celebration events this summer!
- Fall Sale Program information will be available in late August
- Top seller rewards pick-ups will take place June 17<sup>th</sup>-19<sup>th</sup>

# Questions?

# girl scouts<sup>+</sup> of southeastern michigan

Thank You!!!

Survey:

[https://girlscoutsusa.ca1.qualtrics.com/jfe/form/SV\\_cIIAo20jb04E5Fk](https://girlscoutsusa.ca1.qualtrics.com/jfe/form/SV_cIIAo20jb04E5Fk)

