



To: Girl Scouts Staff & Delegates

From: Council Realignment Committee (CRC) Communications Sub-Committee

Date: August 2, 2007

Re: Update on the Activities of the CRC

Following meetings of the CRC, we will provide an update on our progress. An official message to all Girl Scout audiences including members, donors, and community partners will be issued in September and thereafter as needed.

The CRC held its second full meeting on Saturday, July 18. At this meeting, we refined our decision-making processes, began the work of crafting a vision for the new council, and reviewed the activities of the subcommittees.

Effective Date

An effective date of July 1, 2008 for the new council was also established. While this is an achievable goal, we know that there are many milestones to cross in the coming year. There will be things beyond our control – winter in Western New York that can hamper travel, for one, and the bureaucratic wheels of New York State (the state must approve the date), for another. However, we are committed to seeing the new council up and running with everything in place to pave the way for a smooth and successful transition.

Subcommittees

As part of our preparation, the CRC subcommittees are compiling data, conducting analysis, and in some cases, making general recommendations in order to provide the most accurate and useful information to our new CEO on day one. The subcommittees will *not* be making decisions about camp properties, staffing, etc. These kinds of operational decisions will be left to the new leadership.

Why Realign?

There has been a great deal of information published by GSUSA about the benefits of council realignment and the future of Girl Scouting. However, council staff surveys and casual conversations reveal that there is a lot of uncertainty, concern, and even fear among council staff. It is true that some things are uncertain. We do not know the identity of our next CEO and what changes he or she will make. We do not know the location of the council headquarters or what changes will be made to staffing structures. But we do know this: the purpose of Realignment is to strengthen Girl Scouts and to increase our capacity to reach and serve more girls.

Increasing our capacity also means reaching out to our underserved populations, recruiting and retaining more volunteers, offering more relevant and engaging programs, making camp experiences a centerpiece of Girl Scouting, encouraging more girls to achieve their Bronze, Silver and Gold Awards, and supporting and empowering our membership to identify critical issues facing our communities and take leadership roles in addressing these issues – and this just scratches the surface.

Realignment also means that we can leverage our human, physical and financial resources, take advantage of economies of scale, raise our visibility as the world's leading organization for girls, strengthen our brand, and offer career development and advancement to staff. The end result of Realignment is a stronger, more agile organization that makes Girl Scouting an indispensable part of every girl's journey from childhood to adulthood.

Next Steps

The CRC will meet again in September. In the meantime the individual subcommittees will be hard at work fulfilling their charges. We encourage you to keep up with the Realignment information posted on your council websites as well as on the GSUSA website and the OCN. We will add resources as they become available. In the meantime, if you have specific questions or concerns, please ask – you're probably not the only who's wondering.

Throughout this process, our hope is that all staff members and volunteers can serve as ambassadors for Realignment as well as for Girl Scouts. Please let us know what we can do to help make this wish a reality,

Yours in Girl Scouting,

The Members of the CRC