



Girl Scouts Heart of New Jersey

Realignment News

Summer 2008



Message from CRC Co-Chairs

Welcome to the Summer Edition of Realignment News. A lot has happened during the past month, and as you'll see in this issue, we are very close to seeing everyone's good work come to fruition. Among the areas we'll touch on are governance, program, communications and more.



As we head down the homestretch, we would like to thank everyone involved in our realignment process from volunteers and council staff members to outside consultants and anyone else we may have missed. We know this has been, at times, a challenging task and we appreciate the spirit and energy everyone gave to the effort. From beginning to end, our many committees worked together with open minds and always with the best interest of the girls at heart.



We hope to see you on September 6 at the Union County Performing Arts Center in Rahway for our merger meeting in what promises to be a jubilant and festive culmination to all the hard work. We hope that everyone is thoroughly enjoying the summer and excited about the opportunities and possibilities that will exist when the Girl Scouts Heart of New Jersey commences operations on October 1.



Yours truly,
Cynthia Barnes

Donna Dolce

Mark Your Calendars

The Communications Sub-Committee is hard at work planning the September 6 Merger Meeting. The meeting will take place on Saturday, September 6 at the Union County Performing Arts Center in



Rahway. The site has ample parking and is accessible to public transportation. The first part of the meeting will take place from 9 a.m.-12 noon with all three existing councils making the merger official. Registration will be at 9 a.m. followed by the start of the proceedings at 9:30 a.m. The second portion of the day will begin at noon and last until 2 p.m. This part will be a celebration of the process successfully coming to a conclusion and give volunteers, staff and friends a chance to mingle and bond with each other.

Check It Out

The Website Sub-Committee in conjunction with Vertical X Internet Solutions is proud to present the interim page for GSHNJ. The page went live on June 17 and can be accessed by pointing your web browser to www.gshnj.org. The interim page has the same look and feel as the permanent site set to launch on or about October 1. Council staff members will work through the summer preparing the components and elements that will appear on the permanent site. The migration to the new site will be ongoing even beyond October 1, with some information still housed on the existing council sites as site development continues. An exciting feature of the permanent site is that the photos at the top of the pages will randomly change each time a page is loaded. The site visitors won't get tired of looking at the same photos every time. Girls from all areas of the council will be represented.



As We Speak

The process to identify the CEO for GSHNJ is nearing its conclusion. During the week of June 24, one candidate paid a visit to all three councils to learn more about the strengths of each existing entity. The scene then shifted to the Kenilworth Inn where the candidate outlined her philosophy and vision for GSHNJ. Volunteers, donors and council staff were all invited to attend the session in an effort to learn more about the future leadership. A final decision and announcement on the CEO will be forthcoming. It is expected that the hiring process for council staff will begin within 30 days of the new CEO arriving on board.

On the National Level

Recently, Girl Scouts USA engaged in collaborations on two fronts to provide further exposure for the Girl Scout brand. During the month of July, Dairy Queen locations throughout all three councils' jurisdictions will offer Thin Mint Blizzards and Thin Mint Blizzard cakes. This marks the first partnership between GSUSA and Dairy Queen. During the week of July 7-13, all three councils are encouraged to hang posters and set up recruitment tables in Dairy Queen stores to recruit and ultimately register new girl and adult members. Each council received 1,000 coupons to be used as an enticement to recruit new members.



The second collaboration is also designed to aid recruitment efforts as GSUSA has joined forces with the Disney Channel to promote its new movie *The Cheetah Girls: One World*. Promotional spots for the movie, featuring an appearance by Girl Scouts, began airing on the Disney Channel in late June. The culmination of the initiative will come on August 23 when councils are encouraged to hold screening parties to show the movie to prospective girl and adult members. More information on the locations of the screening parties is forthcoming.

Changes in the Program

Delegations from all three councils attended GSUSA's 2008 Girl Scout Spring Conference entitled The Girl Scout Leadership Experience—Bold Journey into the Future. During the three-day event, council staff and volunteers

became acquainted with GSUSA's new program model. Workshops were held to discuss the new journey programs for all ages levels. Program participants were afforded a sneak peek at the literature that will be available for troops to use at the start of the 2008-2009 Girl Scout year. More information on the Journeys, as well as the new age levels that take affect in October, can be found on the respective homepages of each council.

Heading to Indianapolis

The 51st renewal of the Girl Scouts National Convention will take place in Indianapolis from October 30-November 2. GSUSA policy assigns delegates based on council sizes one year prior to the convention, in this case September of 2007. Therefore, the three existing councils are selecting delegates to venture to Indiana. More than 14,000 girl and adult members and nearly 200 exhibitors and sponsors will converge for the event, each committed to developing girls' leadership skills.



Stamp of Approval

As reported in the last edition of Realignment News, each council will have two council delegates per service unit. The action, along with the bylaws, was officially approved at the June CRC Meeting. Among other notable items in the bylaws is the composition of the new Board of Directors. The new board will consist of five officers and 18 at-large members. At least six of the members will be new to the Girl Scout movement, and no one council will have more than six returning board members.

Technology Update

Saralux, a Manhattan-based technology consulting company, has been retained with the goal of having a new server and software function by the October 1 start date of GSHNJ. Representatives from Saralux are working closely with staff members from all three councils, as well as members of the Technology Sub-Committee.

Details, Details

At the June Meeting of the CRC, it was decided that the new council name will be Girl Scouts Heart of New Jersey, eliminating the words "of the" from the original version of the name. The name change came about as a result of feedback from volunteers in all three jurisdictions, and it was adopted to improve the clarity of the name.