

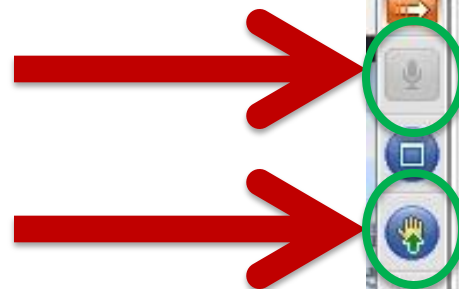
Service Unit Communication Coordinator Quarterly Webinar



July 21, 2015

Melanie Larsen, Communications Manager, mlarsen@girlscoutsla.org

Webinar How To:



File View Help

Attendee List (7 | Max 101)

Attendees (6) Staff (1)

NAMES - ALPHABETICALLY

	Kay Chilson
	Linda harmon
	lynn m-c
	Sandra Hardy
	Tracy Jackson

Search

Audio

☒ Telephone
☐ Mic & Speakers

Dial: +1 (914) 339-0030
Access Code: 995-139-673
Audio PIN: 14

If you're already on the call, press #14# now.

[Problem dialing in?](#)

Talking: Sheila Kennedy

Questions

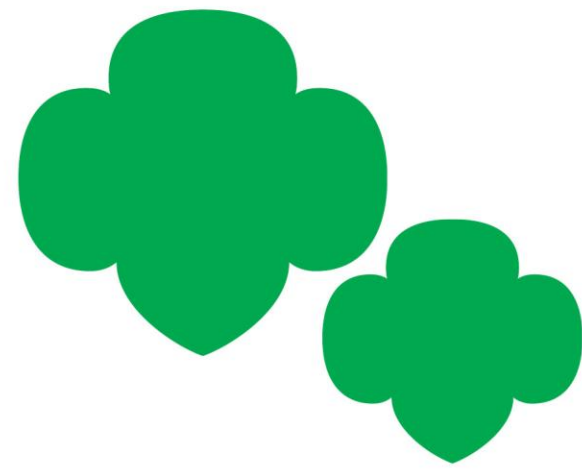
[Enter a question for staff]

EOA Curriculum Review
Webinar ID: 137-537-579

GoToWebinar

You must use the access code and audio pin on your dashboard, in the upper right corner of your screen.

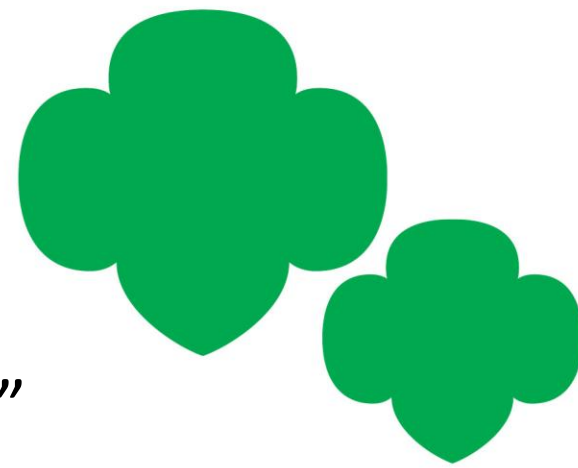
Communication Coordinator Agenda – 7/21



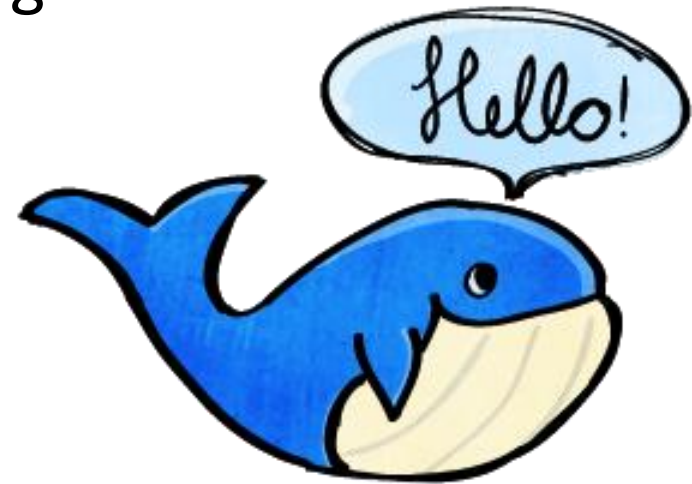
- Hot items to know about as CCs
- SUM communication survey takeaways for CCs
- GSGLA website redesign
- Upcoming dates
- Open discussion/questions



Taking on CC Role...



1. Take the training, AKA “Orientation Webinar”
 - For Volunteers -> I am a Volunteer -> Training & Support
 - Service Unit Position Orientation
2. PR? Take the PR training, too.
3. Report completion to your SUM
4. SUM contacts SU Support Specialist and copies communications@girlscoutsla.org



What's going on?

Hot Items

Family Fit Fair & 5K/2K Run/Walk, Oct. 17
El Dorado East Regional Park, Long Beach

- Kick off the new year
- Tagalongs/family = welcome
- Dress in costume
 - Hashtag = #FFF15
- Medal/patch
- GSGLA Golden Miles Walking Patch Program



What's going on?

Hot Items

things you love are
Made  Code

PROJECTS

CODE CAN BE THE MOST CREATIVE TOOL IN YOUR TOOLBOX.
SUSPEND YOUR DISBELIEF AND LET'S GET CRACKING.

1 / 10



LED DRESS

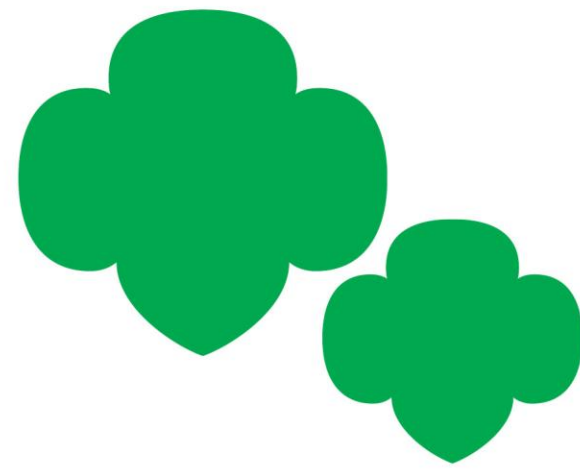
Design a dress that turns heads and lights
up runways.

GET STYLING

INTERMEDIATE

What's going on?

Hot Items



***It's Membership
Renewal Time!***

***Renew your membership
before September 25*** → ***Be ready-to-go for fall!***

A promotional banner for membership renewal. The background is a photograph of four children jumping joyfully in a grassy field with a forested hill in the background. The banner includes a white text box with pink text, a blue text box with white text, and a pink footer with white text and a white arrow pointing from the date to the seasonal message.

SUM Communication Survey Results



Newsletters/Email

- Headers by category at top
- Less is more
- Comment: Fridays not so great
 - Saturdays at 1:30 p.m. for GSGLA

Communication Within the SU

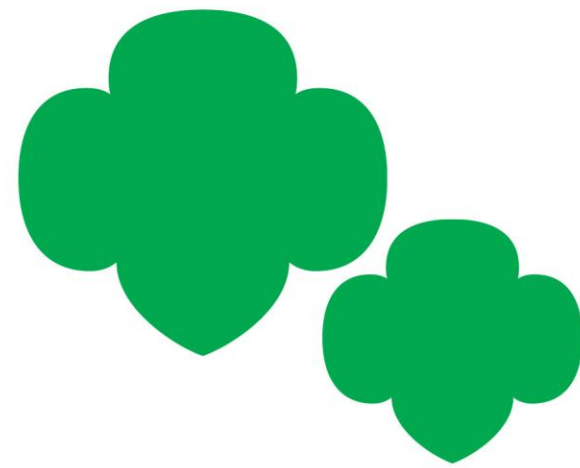
- Troop consultants = key to new troops
- Troop support resources are a mystery

Communication Coordinators

- “Absolutely wonderful!”
- “Amazing!”
- “So lucky, because she is amazing!”

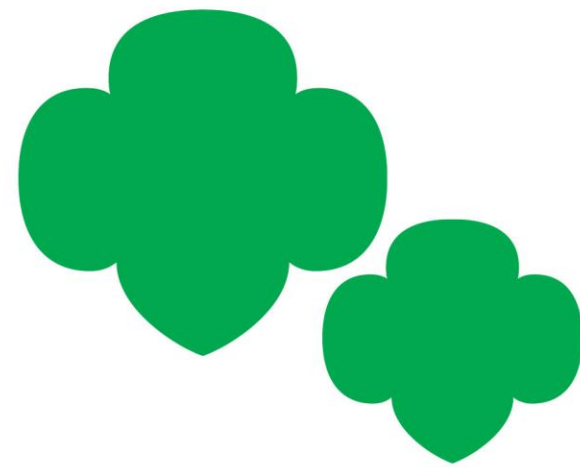
Communication Tools

- In lieu of Facebook:
 - Yahoo Groups
 - Google Groups
 - Shutterfly
- GSGLA website
 - cluttered
 - search bar



GSGLA Website Redesign

- Website redesign: Fall 2015
- Why?
 - Streamlined & intuitive navigation
 - National web platform all councils will use (late fall 2016)
- Some councils already using web platform:
 - Girl Scouts of Northeast Texas (gsnetx.org)
 - Girl Scouts of Southeastern Michigan (gssem.org)
 - Girl Scouts Nation's Capital (gsnc.org)
- Your role
 - Tools to help tour site in SU meetings/leaders meetings
 - Join the Communications Go Team!





New

Girls' Choice Outdoor Badges

Download a free copy of the badge requirements and earn yours today!

JOIN

BE A VOLUNTEER!

☀️ RECAP: MIDDLE SCHOOL COLLEGE JOURNEY

For three days, Girl Scout Cadettes got to experience a little of the college life during our STEM Summer Series Middle School College Journey event. There, girls spent time at Mountain View College and Camp Whispering Cedars for a series of fun, STEM-related activities and a mentor luncheon!

[Continue >](#)





UPCOMING EVENTS



High School College Journey - EVENT FULL

Date: Sun., July 12 - Fri., July 17

Time: 2 P.M. - 6 P.M.

Location: University of Texas at Dallas



STEM Summer Series: Dabbler Days - EVENT FULL

Date: Mon., July 13 - Fri., July 17

Time: 1 P.M. - 5:30 P.M.

Location: JoAnn Fogg Service Center



STEM Summer Series: Arboretum Cedars reMIX

Date: Tue., July 21 - Thu., July 23

Time: 9 A.M. - 5 P.M.

Location: Camp Whispering Cedars



Middle School College Journey - EVENT FULL

Date: Sun., July 26 - Tue., July 28

Time: 4 P.M. - 6:30 P.M.

Location: Camp Whispering Cedars



NEWS



She's No Cookie Cutter

08 Jul 2015

"We call Kit 'Girl Scout royalty,'" said Jennifer Bartkowski, CEO of Girl Scouts of Northeast Texas.



Marcus High Graduate Opens New Chapter for Highland Village

21 Jun 2015

Cassandra Campbell, a Marcus High School senior and Girl Scout ambassador with Service Unit 406, Troop 79 from the Highland Village area, is working toward earning the highest leadership award available to Girl Scouts, the Gold Leadership Award.



21st Century Girl Scouts: Confident, Inspired & Changing the World

02 Jun 2015

The Girl Scouts are committed to the future and to the emerging opportunities offered by science, technology, engineering and math (STEM) careers.



Why Volunteer



FOR VOLUNTEERS > WHY VOLUNTEER

Ways to Volunteer

Online Support for
Volunteers

Volunteer Toolkit

Training

Service Unit Volunteers

Recognitions and Awards

Spanish Website

I can't wait to

Start the fun now!

Volunteer today



Be the role model she'll always remember.

As a volunteer, you'll introduce girls to new experiences that show them they're capable of more than they ever imagined.

You'll be their cheerleader, guide, and mentor, helping them develop skills and confidence that will last a lifetime. Imagine the smiles, the excitement, the memories made—those are the moments you'll share at Girl Scouts.

Start the fun now!

VOLUNTEER TODAY



I can't wait to



**Make every
day the best
day ever**

Join Now>>

I can't wait to



Important Dates

Sept. 25 – Last day to renew membership

Sept-Nov – Recruitment PR efforts

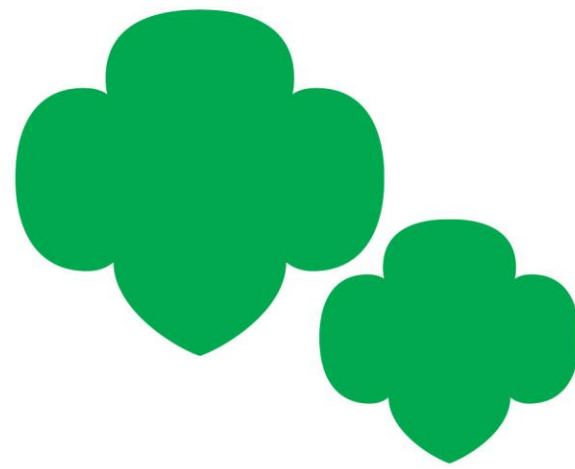
- Tools distributed by Oct. 21

Oct. 2-Nov. 8 – Fall Product
Program

Oct. 17 – Family Fit Fair

Oct. 31 – Juliette Gordon Low
Birthday

**Next Communication
Coordinator Meeting:
Wed., Oct. 21
7:30-8:30 p.m.**

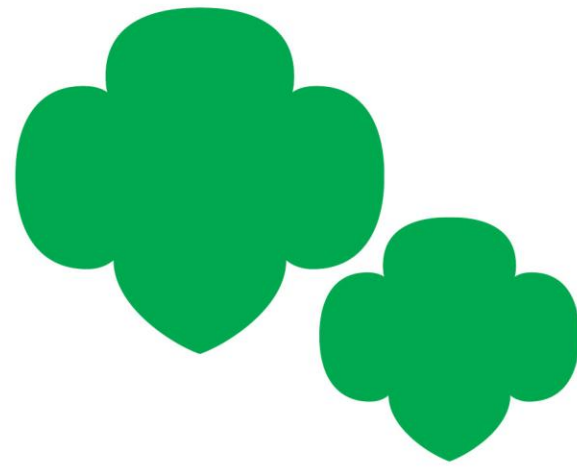


Discussion

What do you need to do this job?

What support can we give you to help you?

**Any ah-ha moments you'd like to share re:
your role as CC?**



Thank you!

Next meeting:

Tuesday, Oct. 21, 2015, 7:30-8:30 p.m.

Melanie Larsen, mlarsen@girlscoutsla.org

