

MISSION DELIVERY REALIGNMENT

Life does not get better by chance, it gets better by change –Jim Rohn

GSGLA is realigning the mission delivery staff structure for the membership, volunteer development, program, retail & product sales, and administration departments. The goal of this realignment is to create an improved volunteer and membership experience.

Any change in an organization is complex, and GSGLA is striving to make this transition seamless. Does that mean no “bumps along the way?” Not necessarily, but we have put in place training and communication for staff and the entire membership to make this transition as smooth as possible.

We thank you in advance for your patience in this process.

REALIGNMENT FAQs

Why is GSGLA staff being realigned?

Because you’ve provided feedback about challenges with GSGLA customer service, communication, and staff collaboration. This feedback spotlighted the need for improvement in processes and communication, and a more inherent structure. This is not a budget-based realignment; it is a response to volunteer feedback. The new structure simply provides more specialized task-focused functions for staff so that questions and concerns can be managed in a more effective way.

This plan aims to improve:

- the volunteer experience
- customer service
- response time
- help availability of staff to volunteer needs
- information availability
- staff synergy

Who made the decision to realign?

While ultimately the decision to realign rested within the GSGLA executive and mission delivery teams, it was volunteer feedback to staff and to colleagues about the volunteer experience that shaped this realignment.

We listened and asked you how we can improve. You worked with membership managers and volunteer development managers to discuss ideas. This is the fruit of your labor.

How will I/my service unit/my troop be affected?

You will have improved service, relationships, and communication. We will all work to make this a smooth transition, so you shouldn’t feel a thing—except better service, improved collaborating, and more knowledgeable staff. This realignment will provide better customer care through more specific troop support, more specific service unit support, and a call center structure! Some working relationships will change as staff will now be reassigned to more specific task-focused positions. However, The Girl Scout Leadership Experience for your troops will not be affected.

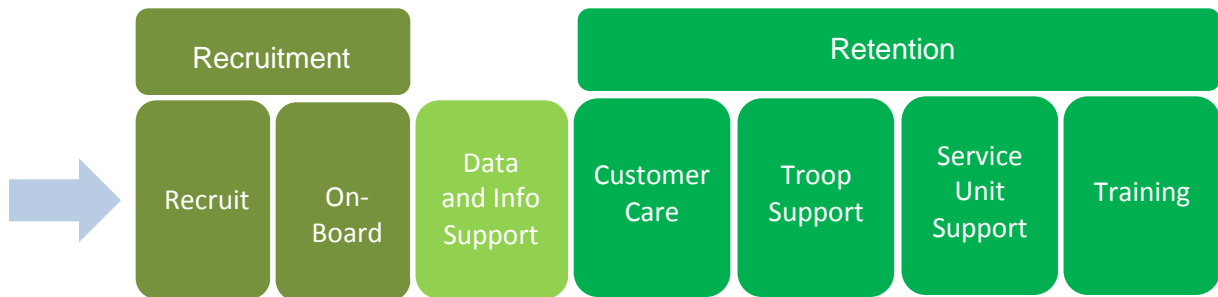
How will the realignment affect my service unit structure?

The realignment is staff realignment and only affects service team members and their duties in improving customer service and communication. While change is constant, this realignment will not involve service units and service unit team responsibilities.

What does the realignment structure look like?

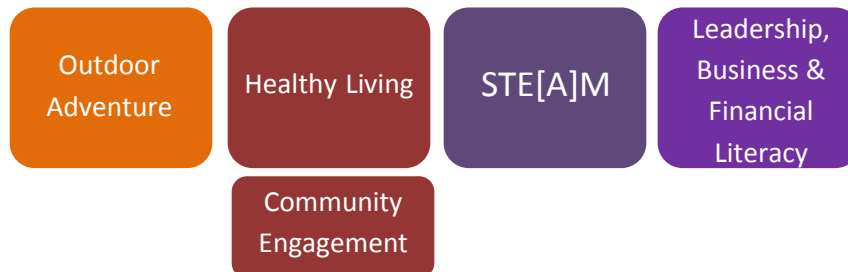
- **Member Services Department**

(formerly membership, volunteer development, and service center administration)



- **Program & Community Engagement Department**

(formerly program department)



- **Retail/Product Sales & Registration**



What other staff changes will be made? (See department structure charts above.)

There will be very minor changes in registration, product sales, and office management staff, but these changes are mostly in staffing, and will not affect customers directly.

Will there be a difference in mission and program delivery?


There will only be slight internal differences in mission and program delivery:

- The series (outreach) pathway will now fall under the program and community engagement department (formerly membership department).
- Program and community engagement (formerly program dept.) will now be categorized within five program areas, instead of six: Leadership, Business and Financial Literacy, Outdoor Adventure, STEAM (science, technology, engineering, art, math), and Healthy Living.

When will the realignment take effect/start?

Over the next few months, staff will be taking on new roles and being trained. Most of this training will take place May 13 through June 13.

| May | | | June | | | July | | | August | | |
|-------------------------|---------------------|--|------|---------------------------|----------------------------------|------|-------------------------|--|-----------------------|--|------------|
| Early Bird Registration | | | | | | | | | Fall Product Training | | |
| | Staff Training | | | | Service Unit Engagement Meetings | | | | | | |
| | SUM Meeting 5/19 | | | All-Staff Meeting 6/12 | | | SU Retreat 7/11-7/13 | | SU Team Trainings | | AE Retreat |

 = Member services staff realignment begins

- **The member services department** (formerly membership, volunteer development, and service center administration departments) will be making changes immediately as we gear up for Early Bird renewal and fall recruitment. In this department, there are teams specifically focused on recruitment, on-boarding, data and info support, customer care, troop support, service unit support, and training.
- **The program and community engagement department** (formerly program department) will realign at the start of the new Girl Scout year (October 2014). There are very minor changes in this department, the biggest change being that series (outreach) will now fall under this department.
- **The retail/product sales and registration department** will realign at the start of the new Girl Scout year (October 2014)

Has this staff structure been tested before?

Yes. There are other councils who have structured their mission delivery departments in a similar way and have seen great successes in customer service and satisfaction.

How will my relationship with staff change?

Only slightly, if at all. Making friends is an important part of the Girl Scout experience; making *new* friends is a mantra. We realize that you have developed some wonderful relationships with staff members, and that the

realignment may change some of those working relationships. Trusting the process is important in supporting your favorite staffer in what may be a new role for them.

Will staff titles reflect their new job function?

Absolutely! Staff titles will directly identify their job function and be much more intuitive. Titles will be finalized and implemented in the coming weeks.

How can I help with the realignment?

Be patient and supportive. Change can be hard, but without it, we can't make progress. Trust the process, and if there are any bumps along the way, let us know. Contact Sheila Kennedy at 626-677-3605 or via email at skennedy@girlscoutsla.org. Be sure to check the website as these FAQs will be updated.

How can I provide feedback about realignment or who can I talk to?

You can always share your feedback with GSGLA; we cherish it. This entire process has been sparked by and has included membership feedback. Contact Sheila Kennedy at 626-677-3605 or via email at skennedy@girlscoutsla.org. Volunteers are also encouraged to join Go Teams that work on a specific topic/activity. For Go Team information, [click here](#) or email goteams@girlscoutsla.org.