

# The Service Unit Refreshed Structure

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## Welcome!

Welcome to Girl Scouts – North Carolina Coastal Pines’ Service Unit Refreshed Structure. As you know, service units are integral parts to the development, facilitation, and implementation of the Girl Scout Leadership Experience. Service units provide resources for groups and troops at the local level and are accessible to volunteers within their communities. As a Girl Scout volunteer and member of the service unit team, you are a vital part of the pilot program.

In partnership with GS-NCCP Service Units and guidance from GSUSA, we created a refreshed service unit structure that will benefit and support volunteers across our council footprint. The new structure offers a voice to each service unit team member, creates a collaborative relationship within the new structure, and heightens opportunities for increased knowledge and resources through centralized roles with national training support. This structure also allows the service unit team to share responsibilities which results in a smoother role transition and seamless service to volunteers. In addition, by focusing on sharing of service unit tasks, service unit team roles are easier to manage and less overwhelming.

Are you ready for your next adventure? Yes? Great! Let’s get started!

## Your Role in the Service Unit Refreshed Structure

So much happens behind the scenes in Girl Scouts and many members don’t realize what it takes to keep service units running smoothly. As a service unit team member, you play a vital role in helping organize service unit structure which supports our largest group of volunteers—our troop co-leaders – and our girls! You and your team are dedicated to the Movement, you are willing to try something fresh and new, and you are committed to the service unit and service unit growth.

By embarking on this new adventure, you are willing to approach the new service unit structure with an E.P.I.C. outlook.

**E**mpathy

**P**ossibility Thinking

**I**nnovation

**C**ourageous Leadership

As service unit team members and pilot program participants, we are counting on you to model these principles and live by the Girl Scout Promise and Law.

## Service Unit Team Meeting Frequency

As the service unit team transitions to the refreshed structure, we recommend that you maintain your regular admin team meeting pattern but allocate time at the end of the meeting to discuss the refreshed structure and its successes, pain points, and brainstorm strategies for service unit team growth. You will proceed with service unit team meetings as normal where you and your team discuss, organize, and plan the area meetings, events, and programs.

We recommend holding regularly scheduled admin team meetings throughout the year (whether that is in-person or virtual) to keep your team engaged, informed, and aware of how they can help. Your membership manager will work in partnership primarily with the service unit manager team leads and administrative team members to facilitate service unit team meetings. We recommend holding these meetings monthly (or more depending on upcoming events within the area) with various touchpoints of communication in between scheduled meetings.

### **Regularly Scheduled Admin Team Meeting Goals**

- to provide team members time to share their ideas and provide updates related to their position or tasks;
- to evaluate and review current goal statistics to ensure success in meeting year end service unit goals;
- to discuss and plan what needs to be included on upcoming area meeting agendas; and
- to discuss and address any concerns and/or challenges within the service unit; remember confidentiality may be important.

### **Important Administrative Team Meetings**

At a minimum, there are two key team meetings to host in partnership with your membership director each year – the Service Unit Planning Packet Meeting and the Membership Retention and Growth Meeting. These meetings will set the tone for your year and keep you organized.

#### **Service Unit Planning Packet Meeting**

Ideally, this meeting should be held no later than June or July.

#### **Service Unit Planning Packet Meeting Goals**

- to set the dates for the admin team and area/service unit meetings for the upcoming year;
- to begin planning and scheduling area/service unit events, trainings, and activities for the upcoming year (remember to consider all major holidays); and
- to discuss area/service unit goals for the previous year; what progress was made on last year's goals; what changes should be made?

### ***Important Team Meetings***

**Service Unit Planning Packet Meeting**

**Membership Retention & Growth Meeting**

#### **Membership Retention and Growth Meeting**

This meeting can be held in the spring or summer to ensure all members are prepared for Spring Renewal registration and the fall recruitment season.

#### **Membership Retention and Growth Meeting Goals**

- to plan overall growth strategies for the area/service unit;
- to plan individual recruitment activities, set dates, and assign duties for year-round membership growth efforts;
- to review school calendars and school profiles or statistics;
- to share membership statistics for current and past years;
- to share troop status reports and Spring Renewal statistics;

- to review the locations of area/service unit troop and group locations;
- to share membership diversity statistics and discuss ways to increase diversity of participation in your area;
- to review troop status reports and note returning troops, possible new leadership needs, bridging girls, and other leadership needs; and
- to empower volunteers to help at troop organization meetings, parent meetings, and other recruitment events, if needed.

## Currently Available gsLearn Trainings for Service Unit Team Members

As you know, gsLearn offers role specific trainings like Media Coordinator, Area Event Director, Product Program Role trainings, in addition to other role specific trainings. Plus, you can also access thousands of other personal and professional development type trainings within the training platform. In order to better support our service unit teams, GSUSA released four national trainings that are designed to enhance the service unit experience.

### GSUSA National Trainings

- *Developing and Growing the Service Unit Team*
- *Leading Effective Service Unit Meetings*
- *Service Unit Goal Setting and Planning*
- *Leading Effective Digital Meetings*

In preparation for the service unit refreshed structure and to even better support you in your role as an administrative team member, we highly encourage you to view these trainings and direct fellow service unit team members to these trainings. Each training takes less than 15 minutes to complete.

The screenshot displays the gsLearn user interface. On the left is a green navigation sidebar with icons and labels for Home, Content Library, Achievements, Live Sessions, Instructor, myGS, and Collapse Menu. The main content area has a dark background and features a course card for 'GSUSA Service Unit Training - Developing & Growing the SU Team'. The card includes a thumbnail image of four young women sitting on a yellow sofa, the course title, a description: 'This course provides guidance on building a strong Service Unit team of dedicated volunteers who work together to support the success of your Service Unit.', and a large green circular badge with '100%' inside. Below the description is a green button labeled 'Continue this course'. At the bottom of the course card, there are links for 'Modules' and 'Achievements'. The top right corner of the interface shows a user profile picture.

## GSUSA and GS-NCCP's Service Unit Refreshed Structure



**The Service Unit Refreshed Structure consists of a three-tiered Service Unit Management Team with supporting service unit team roles.**

**The service unit team functions as one unit with overlapping areas for additional support.**

- The Service Unit Refreshed Structure offers collaborative relationships among volunteers within the new system.
- The refreshed structure presents more opportunities for volunteer support and a broader access to resources and knowledge.
- The structure creates centralized service unit team roles that will be supported by national trainings in the coming months.
- Service Unit Team Leads share role and task responsibility, allowing for smoother transitions in roles and seamless service to troop co-leaders.
- The Service Unit Refreshed Structure focuses on both tasks and roles to make service unit function streamlined and manageable.

### Meet the Service Unit Manager Refreshed Structure Roles

There are many familiarities to the Service Unit Refreshed Structure that includes administrative team roles and other supporting roles that work together to create the service unit team and an engaged and active service unit. As proposed by GSUSA, there are many benefits to dividing the service unit manager role into three tiers with administrative team roles that are overseen by the service unit manager (or two!) within that tier. In order to provide an understanding of each service unit manager role and the duties associated with each role, we have provided a breakdown of the service unit manager role, the supporting administrative team roles, and suggested responsibilities of the service unit manager. We highly encourage communication among the service unit managers and the administrative team as whole so that roles and responsibilities are clear and there is no feeling of confusion. Please see the Division of Role Responsibilities section of this manual for ideas and steps to make to ensure a smooth transition and a successful service unit refreshed structure.

## Service Unit Program Manager

**Supporting Administrative Team Roles: Area Event Director, Learning Facilitator\* (Area Event Director, First Aid/CPR, Outdoor Skills) and Day Camp Director\***

The Service Unit Program Manager oversees administrative team roles that are related to Girl Scout Programming which includes local girl and family events and activities, council summer camps, and local day camp (where applicable). The Service Unit Program Manager is knowledgeable about badgework and our Highest Awards and reviews important forms like TP103s for the service unit. They may not know the answer to every question (and that is okay!) but they are willing to connect volunteers to resources or council staff members who can provide further assistance.

## Service Unit Operations Manager

**Supporting Administrative Team Roles: Area Cookie Program Coordinator, Area Fall Product Coordinator, Area Treasurer, Media Coordinator, Girl Scouts Give Champion, and Area Delegate\***

The Service Unit Operations Manager oversees administrative team roles that are related to Girl Scout Operations which includes product program sales, area financials, media coordination, fund development, and ensuring the area has secured annual meeting delegate representation. The Service Unit Operations Manager partners with product sales coordinators to ensure troop coordinators are trained and that the area and participating troops has a smooth product program experience. They are connected to the Area Treasurer, and they are up to date on service unit finances. They encourage troops to share troop and girl successes with the Media Coordinator to celebrate achievements and applaud community service. They may consider working with the Service Unit Program Manager to host an area event (like a fall carnival!) that benefits Girl Scouts Give. The Service Unit Operations Manager may be the go-to for reviewing SU104 forms since they are financially related, although this may be to the discretion of the service unit management team. Again, they may not know the answer to every question (and that is okay!) but they are willing to connect volunteers to resources or council staff members who can provide further assistance.

## Service Unit Membership and Volunteer Support Manager

**Supporting Administrative Team Roles: Troop Mentor Coordinator, Troop Mentor, Adult Recognitions Coordinator, and Learning Facilitator\* (New Co-Leader LIVE!)**

The Service Unit Membership and Volunteer Support Manager oversees administrative team roles that are related to supporting and growing Girl Scout adult and girl membership. The Service Unit Membership and Volunteer Support Manager ensures that new troop co-leaders and volunteers are welcomed and supported through the Troop Mentor Program and that they are actively continuing learning and development through our virtual training platform, gsLearn. Another responsibility of this role is to ensure high volunteer morale through volunteer appreciation efforts under the direction of the Adult Recognitions Coordinator. They partner with the membership manager regarding membership growth opportunities like festivals and local events and promote girl membership growth in local schools. Again, they may not know the answer to every question (and that is okay!) but they are willing to connect volunteers to resources or council staff members who can provide further assistance.

It is important to remember that although there are three tiers and roles for the service unit manager, some of the responsibilities may intersect as seen in the circle diagram. The main goal is for the service unit management team to work together with open lines of communication and support each other as needed. We highly encourage the service unit management team to meet, discuss duties within the service unit, and match their personal strengths and preferences to the responsibilities within the three-tiered service unit manager model.

## Tasks and Service Unit Team Roles

Ideally, service units have a robust service unit team where service unit team roles are filled by individual members. Sometimes there are transitions within a service unit and one or several administrative team members roles are vacant.

When this is the case, we highly encourage membership managers and local volunteers to promote service unit team growth. When trying to grow the service unit team and accomplish service unit responsibilities, it may be easier to take a role and break it down by administrative team member task versus encouraging a volunteer to commit to the role.

Let's take a look at the role of Media Coordinator. Below is a list of responsibilities associated with the role based on the Volunteer Position Description.

### Media Coordinator

*The Media Coordinator is responsible for assisting in the promotion of Girl Scouting within their assigned area of service and for ensuring that the media is informed of Girl Scout happenings, events, and news in the local community.*

- Work in partnership with the service unit/area administrative team to remain informed of area happenings, events, and activities to publicize.
- Initiate contact and develop relationship with county newspapers and radio stations for the purpose of promoting council and area events, newsworthy troop program and girl achievements including the Girl Scout Bronze Award, and Girl Scout membership, recruitment, and organization information.
- Share local media coverage with the council's Marketing and Communications team.
- Thank all media contacts whenever council or local Girl Scout topics are covered.
- Remain informed about and comply with all current policies, procedures, and guidelines (*Volunteer Essentials* and *Safety Activity Checkpoints*) of Girl Scouts-North Carolina Coastal Pines and GSUSA.

When thinking about the role of Media Coordinator and the tasks associated with the role, it is possible to take each responsibility and match that task with an interested volunteer. Is there one volunteer that would be willing to initiate contact and develop a relationship with the local

newspapers and radio station for the purpose of promoting council and area events, newsworthy troop program and girl achievements including the Girl Scout Bronze Award, and Girl Scout membership, recruitment, and organization information? Is there another volunteer that would be willing to work in partnership with the service unit/area administrative team to remain informed of area happenings, events, and activities to publicize?

There are numerous benefits of matching tasks with volunteers. First, by sharing role responsibilities, volunteers are less likely to feel overwhelmed, which can lead to volunteer burnout. Second, volunteers have the opportunity to volunteer in ways that tap into their gifts and interests, which yields volunteer satisfaction. Third, breaking a role into tasks provides space for newer members to engage in the service unit experience. Finally, by sharing role responsibilities, it allows for multiple Girl Scout voices to be heard and overall increased service unit engagement and retention.

### **Division of Role Responsibilities**

As the service unit transitions to the refreshed structure and volunteer role tasks are divided among volunteers, we encourage you to create a roster that illustrates which volunteer is doing which task to avoid confusion and frustration. This could be both an internal document for the service unit team and an external document to be shared with service unit members. The Who-to-Contact roster will help members understand who they should connect with when they have specific questions or need assistance regarding a particular Girl Scout topic. Another best practice would be to not only meet as a service unit team but to also meet via Zoom or another conducive way with each service unit “hub”. Following this meeting, share the minutes of the meeting with other administrative team “hubs” so the service unit management team and the administrative team are connected and informed.

### **The How-To Guide of Girl Scout Membership**

Service units are provided membership goals related to new girls and retained girls in the service unit each year. The service unit team works with the service unit support staff to reach these goals. There are healthy habits that you can use to develop the service unit and promote Girl Scout member growth and retainment.

### **Building Strong Service Unit Membership Growth**

Below are some strategies you can use to encourage new girls and volunteers to join Girl Scouts each year.

- ◆ **Positive word of mouth** is one of the most powerful tools in recruitment. Encourage all leaders and volunteers to speak positively about their Girl Scout experience in all spaces. You never know when a future Girl Scout or volunteer is listening.
- ◆ **Develop a membership growth plan** with your membership manager and service unit team. Work together to develop a plan and ensure everyone is always on the same page.



- ◆ **Be a presence in your community.** Girl Scouts go places! Turn the work you already do into tools to aid recruitment by making your service unit visible. March in a parade, encourage girls to wear their uniforms to school, or make banners or signs that troops can display.
- ◆ **Have fun!** Troops can help in membership growth efforts and have fun too. Girls can design tables and booths for recruitment fairs. Your service unit can design creative flyers to encourage attendance at Grow More Girls events. The service unit can offer fun recognitions as incentives for troops and volunteers who participate in membership growth activities.

## Building Strong Service Unit Retention

Below are some strategies you can use to encourage existing girls and volunteers to continue each year.

- ◆ **Ask the troops what they want to do.** Ask troop leaders and/or girls to complete occasional surveys or questionnaires to ensure the service unit supports and develops events aligned with their interests.
- ◆ **Build close ties with volunteers.** Adult volunteers want a community, just like the girls in a troop. Greet volunteers with a warm welcome and create spaces that support volunteer networking. Examples of such events include investiture and rededication ceremonies as well as coffee shop get-togethers or program level planning sessions.
- ◆ **Pay attention to on-boarding!** New troop co-leaders are a source of strength in your service unit. They have new ideas and fresh energy that keeps every service unit feeling new. However, when not supported, new co-leaders can become overwhelmed. Develop service unit procedures and plan activities or events to support new volunteers.
- ◆ **Utilize Troop Mentor and New Leaders on the Block Programs.** Being a troop mentor is easy and rewarding – just be a friend! Resources and guides that shares tips and ways to connect with a new co-leader throughout the year can be found on the council website and in the Troop Mentor Program rally on Rallyhood for our troop mentor coordinators and troop mentors to help make their role even easier.
- ◆ **Utilize in-person and virtual training opportunities!** Stay current with in-person and virtual trainings being offered through council. Registration can be found on the council website in Activities or My GS. Encourage volunteers to log in to gsLearn (located on the council website) to access hundreds of role specific and personal and professional development trainings. Most of our council or gsLearn offered trainings are free.
- ◆ **Be creative!** If possible, occasionally meet outside of the traditional meeting space. Go camping as a service unit. Try a new craft or SWAP. Request a Service Unit Enrichment. Share a Lead 'n Learn. The possibilities are endless!

## Growing Your Service Unit Team

Get to know as many volunteers in your service unit as possible. This is where you are most likely to find someone passionate about Girl Scouts who is willing to step up to a service unit team position.

## **How do you get to know volunteers? How do you identify those who might make great additions to your service unit team?**

- Use your time wisely before, during, and after service unit meetings. Strike up a conversation with a volunteer you don't know — ask her what her troop has been doing. Find out what she does outside of Girl Scouts. Perhaps her job as an accountant could make her the ideal service unit treasurer.
- At service unit events, observe the adults as they interact with one another. Which volunteer seems to be tech savvy? That person may be the perfect media coordinator. Make a point to network with fellow volunteers.
- Talk to current service unit team members. Who is the most organized troop cookie coordinator? Which volunteer is always the first to have her troop registered for a service unit event? Who is always flexible and willing to help the camp staff wherever help is needed? The responses you receive may enable you to fill the gaps in your service unit team, and to have a mental list of successors in place.

## **How do you approach someone about taking on a service unit team position?**

- Gather all the information you have about the person and ensure the skills you have identified in the volunteer are a good match for the position you want to fill.
- Try to determine what motivates and interests the volunteer. Do they like the outdoors? Is crafting one of their favorite hobbies? Does their occupation involve financial management?
- If the volunteer is organized and efficient, tap into these skills and other additional talents and match the volunteer with the role or task that most interests them.
- Make the ask! Everyone likes options, so be sure to offer a variety of ways the volunteer can engage in the service unit. Chances are, one or two will pique their interest!

### *A Few Tips!*

Make a few notes about volunteers you meet so you can keep track of potential service unit team members.

Utilize a service unit roster or special notebook to jot down a few handwritten notes about the information you learn.

Keep track of which volunteers were approached about which roles or tasks so volunteers are not approached multiple times.

Always leave the door open for future opportunities. You never know when a volunteer might change their mind or his/her schedule allows them to accept new responsibilities!



## Girl Scouts – North Carolina Coastal Pines

### Troop, Service Unit, Product Program, and Outdoor Volunteer Roles\* and Descriptions

Troop Volunteer Roles	Description
First Aid/CPR Certified Adult aka “Troop First Aider”	Are you safety conscience, always thinking ahead and making sure you’re prepared for anything? We require at least one First Aid/CPR/AED trained and certified adult to accompany troop trips and outings. Does this sound like you? We offer training programs to get you certified and, on your way, to becoming a troop first aider.
Outdoor Certified Adult	Do you love the outdoors? Share your passion and help girls develop an appreciation and respect for the outdoors. Who knows, you may even spark an outdoor enthusiast like yourself! As an outdoor certified adult, you will bring the Girl Scout camping tradition to life, assist the girls to prepare to go outdoors, accompany your troop on camping trips, and ensure proper Girl Scout camping and outdoor safety procedures are followed.
Troop Co-Leader	Are you looking for the perfect opportunity to be a role model for girls? Do you want to help girls discover the possibilities within them? As a troop co-leader, you will partner with another volunteer to help plan and lead troop meetings and bring the Girl Scout program to life for the girls in your troop!
Troop Cookie Program Coordinator	Can’t say no to a box of Girl Scout Cookies? Get in on the Girl Scout cookie fun while helping girls learn valuable life skills. As the troop cookie program coordinator, you will share information about the program, track and distribute cookies to your troop, and keep up with troop sales. This is a great opportunity for someone who is very organized!
Troop Fall Product Program Coordinator	One of the best ways for troops to raise funds for activities and adventures early in the program year is to participate in the Fall Product Program. As the troop fall product program coordinator, you will help your troop reach its goals with this quick and easy program.
Troop Support Volunteer	Whether driving, acting as a first aider, chaperoning a trip, or leading a stem badge, you can use your skills and talents to support the troop and the girls! The girls need you to ensure their adventures are safe and successful.
Troop Treasurer	Be an integral part of your girl’s troop by managing the troop finances and stewarding the troop’s funds. If you enjoy keeping up with the checks and balances, this is the perfect role for you! Plus, your volunteerism will help free up the troop’s co-leaders time to focus on leading the girls!
Troop Trip Chaperone and Driver	Share the Girl Scout experience with your girl by serving as a troop trip chaperone and driver. You’ll transport girls to/from events and ensure everyone arrives safe and on time.

<b>Service Unit and Product Program Volunteer Roles</b>	<b>Description</b>
Adult Recognitions Coordinator	In this role, you'll help recognize amazing volunteers by coordinating local recognition and appreciation events. You will also work with council staff and area volunteers to promote and nominate individuals for council level awards and recognitions.
Area Cookie Program Coordinator	If you have a love of Girl Scout Cookies and a heart to help others, then the area cookie program coordinator is the perfect role for you! In this role, you can help troops succeed by promoting the Girl Scout Cookie Program, providing support, and managing the details of the program for your area.
Area Delegate Area Alternate Delegate	In this prestigious role, you will have the opportunity to represent your area as a member of the council's governance system and you will serve as your area's voice at the Annual Meeting (held in March).
Area Event Director	Use your organization and planning skills to plan local events like a fall trip to the pumpkin patch or a Daddy & Me Dance for the troops, girls, and volunteers in your community.
Area Fall Product Coordinator	Who doesn't love chocolates, candies, trail mix, nuts, and magazines?! As the area fall product coordinator, you can help troops earn startup funds for the year by promoting this quick and easy program, providing support, and managing the details of the program for your area.
Area Treasurer	Are you a numbers cruncher and organized? Then, the area treasurer is the role for you! Area treasurers are responsible for collecting and depositing funds, monitoring revenue and expenditures, and maintaining proper record keeping of the area bank account.
Cookie Booth Coordinator	Are you in touch with your local community? Help troops reach their cookie sale goals and boost their sales by developing and fostering relationships with local businesses willing to welcome and host Girl Scout Cookie Booths at their locations.
Cookie Cupboard Coordinator	Help make cookies more accessible to the troops in your community by serving as the cookie cupboard coordinator and housing and distributing cookies during the annual Girl Scout Cookie Program.
Cookie Program Rally Coordinator	As the cookie program rally coordinator, you will share your excitement for the Girl Scout Cookie Program by planning an event to promote and kick off the annual Cookie Program. When girls attend a local cookie rally, they learn selling safety tips, boost their sales, and understand the benefits of participating in the sale.
Fall Product Program Rally Coordinator	As the fall product program rally coordinator, you will share your excitement for the Girl Scout Fall Product Program by planning an event to promote the Fall Product Program and help troops earn startup funds for the year.

Girl Scouts Give Champion	Every girl deserves the opportunity to be a Girl Scout! In this role, you will lead your area in a campaign to raise funds for GS-NCCP financial assistance. You will support and encourage troops, recruit potential donors using best practices, and help more girls be Girl Scouts.
Learning Facilitator	We're always looking for volunteers to join our team of adult learning facilitators. Our learning facilitators train volunteers in various areas including First Aid CPR, Outdoors, and New Co-Leader LIVE! We welcome current and past volunteers as well as parents and community members interested in supporting the Girl Scout Mission. Does this sound like the role for you? Volunteer today!
Media Coordinator	Extra! Extra! Read all about it! Do you enjoy the ins and outs of local media and social media? With this role, you can help spread the word about all the amazing things Girl Scouts are doing in your area and keep volunteers and caregivers informed of Girl Scouting in your community.
Service Unit Manager	Our service unit managers are passionate, well-informed, and experienced in all things Girl Scouts! As a service unit manager, you will share your knowledge and passion with the volunteers in your community and organize the area's ongoing efforts to support the coleaders, girls, and troops in your community.
Troop Mentor	Have you successfully led a troop and feel new volunteers would benefit from your knowledge and experience? As a troop mentor, you will have the opportunity to share your Girl Scout experience with at least one new troop by lending your support and experience to new troop co-leaders. And remember, being a troop mentor is easy, just be a friend!
Troop Mentor Coordinator	As a troop mentor coordinator, you will oversee the New Leaders on the Block troop mentor program either locally or regionally. Through your leadership in the NLOTB program, you'll share your experience and knowledge of the Girl Scout Program by supporting fellow mentors and new(er) troop co-leaders in your geographical area. If you lead a regional program, you and your mentor team will make a positive impact on the experience of a new troop co-leader locally, in addition to another area that may not have a local mentor program. Supporting new troop co-leaders is vital to our Movement! And being a troop mentor coordinator is as simple as being a leader and a friend!
<b>Service Unit Refreshed Structure Volunteer Roles</b>	<b>Description</b>
Service Unit Membership and Volunteer Support Manager	The Service Unit Refreshed Structure takes the role of service unit manager and breaks it into a three-tiered model of layered service unit support. As the service unit membership and volunteer support manager, you'll partner with service unit team members – particularly the area's Troop Mentor Coordinator, Troop Mentors, Adult Recognitions Coordinator, and Learning Facilitators* ( <i>New Co-Leader LIVE!</i> ) to help the service unit function productively and efficiently.

Service Unit Operations Manager	The Service Unit Refreshed Structure takes the role of service unit manager and breaks it into a three-tiered model of layered service unit support. As the service unit operations manager, you'll partner with service unit team members – particularly the area's Area Cookie Program Coordinator, Area Fall Product Coordinator, Product Program Related Roles, Area Treasurer, Media Coordinator, Girl Scouts Give Champion, and Area Delegates to help the service unit function productively and efficiently.
Service Unit Program Manager	The Service Unit Refreshed Structure takes the role of service unit manager and breaks it into a three-tiered model of layered service unit support. As the service unit program manager, you'll partner with service unit team members – particularly the area's Area Event Director/s, Learning Facilitators* ( <i>Area Event Director, Outdoor Skills, First Aid/CPR/Babysitting</i> ), and Day Camp Director to help the service unit function productively and efficiently.
<b>Outdoor Related Volunteer Roles</b>	<b>Description</b>
Day Camp Director	As Day Camp Director, you will help plan one of summer's most anticipated events, Girl Scout Day Camp! In this role, you will work with a team of fellow volunteers to plan and coordinate activities for the girls, manage and recruit volunteers to lead, and watch as girls experience new adventures and make new friends!
Day Camp Volunteer	Are you a camper at heart? Spend a week with girls and fellow volunteers this summer at Girl Scout Day Camp! Help the day camp director plan, organize, lead, and deliver new adventures to girls in your local area at Girl Scout Day Camp!
Outdoor Certified Adult	Do you love the outdoors? Share your passion and help girls develop an appreciation and respect for the outdoors. Who knows, you may even spark a girl or fellow volunteer into becoming outdoor enthusiast like yourself! As an outdoor certified adult, you will bring the Girl Scout camping tradition to life, assist the girls to prepare to go outdoors, accompany your troop on camping trips, and ensure proper Girl Scout camping and outdoor safety procedures are followed.

Do you have questions about specific Girl Scout Volunteer roles?

Please reach out to Customer Care at [helpdesk@nccoastalpines.org](mailto:helpdesk@nccoastalpines.org) or Learning and Development at [learning@nccoastalpines.org](mailto:learning@nccoastalpines.org). Thank you for your interest in becoming a Girl Scout Volunteer!

\*All roles require volunteers to be registered members and successfully complete a background check.

Thank you for your interest in the Service Unit Refreshed Structure!

Do you have questions or need further assistance?

Please reach out to:

Carolyn Pridgen, Senior Learning and Development Director

[cpridgen@nccoastalpines.org](mailto:cpridgen@nccoastalpines.org)

919-989-6030



VOLUNTEER POSITION DESCRIPTION
SERVICE UNIT PROGRAM MANAGER

SUMMARY: The Service Unit Program Manager is responsible for providing support and mentorship for unit volunteers. Working with a group of service unit volunteers, the Service Unit Program Manager oversees the organization of events, community service, skill-building opportunities, and trainings to prepare troops and volunteers to conduct activities and events. The Service Unit Program Manager cultivates and maintains relationships with community partners and works collaboratively with other Service Unit Leads and council staff.

TERM OF APPOINTMENT: The Service Unit Program Manager is appointed for a term of one program year but may be eligible for reappointment.

ACCOUNTABILITY: The Service Unit Program Manager is accountable to the Membership Manager.

- RESPONSIBILITIES:
• Work in partnership with the membership manager to develop a plan to achieve the goals that have been set in accordance with the council’s overall strategic objectives and to coordinate and support the overall efforts of the area’s administrative team.
• Provide oversight of trainings to prepare troops and volunteers for leading events and maintaining historical knowledge of units past events.
• Collaborate with council program, strategies and engagement team to create logistics for local Girl Scout programming including events, camporee and/or day camps.
• Identify opportunities for girls to engage in community service in local community.
• Remain informed of the current GSLE program and ensure volunteers receive the necessary support and resources to understand and successfully deliver the GSLE to girls.
• Work in partnership with other service unit leads to plan and help deliver area/service unit and administrative team meetings to ensure the distribution of resources, training and networking needs of the area are met.
• Support, encourage and promote the efforts of other administrative team members to ensure program opportunities, trainings, events, recognitions and other initiatives are successful.
• Remain informed about and comply with all current policies, procedures and guidelines (Volunteer Essentials and Safety Activity Checkpoints) of GS-NCCP and GSUSA.

QUALIFICATIONS AND CORE COMPETENCIES:
Girl-led Focus: Empower, encourage, and guide girls and volunteers to understand Girl Scouts’ girl-led, learn-by-doing and cooperative approach to developing a girl’s leadership skills.
Personal Integrity: Serve as a role model for volunteers guided by the Girl Scout Mission, Promise and Law - modeling reliability, dependability, honesty, credibility, respect for others, respect for self, inclusivity, positivity and a spirit of collaboration.
Adaptability: Adjust, modify own behavior and remain flexible and tolerant in response to changing situations and environments.
Oral Communication: Practice positive communication skills and express ideas clearly and accurately.
Foster Diversity: Understand, respect and embrace individual differences.
Additional Requirements:
• Registered member of GSUSA and a valid background check.
• Completion of any required training assigned and provided by GS-NCCP and GSUSA.
• Email, internet, and texting capabilities for consistent and effective communication, document sharing and research.

I accept the volunteer position responsibilities and will adhere to the qualifications listed above for the term of appointment unless my volunteer service is terminated earlier by the council in its sole discretion. I agree and understand that during my appointment as a volunteer of GS-NCCP that I am volunteering and I am not entitled to any payment or compensation for the services which I render to GS-NCCP or on GS-NCCP’s behalf and I further understand that by serving in this volunteer position I am not an employee or an independent contractor of GS-NCCP.

Service Unit Program Manager Name: \_\_\_\_\_

Date: \_\_\_\_\_ County/Service Unit: \_\_\_\_\_



**VOLUNTEER POSITION DESCRIPTION**  
**SERVICE UNIT OPERATIONS MANAGER**

**SUMMARY:** The Service Unit Operations Manager is responsible for providing support and mentorship for unit volunteers. Working with a group of service unit volunteers, the Service Unit Operations Manager oversees the communication and fiscal responsibilities for the service unit. The Service Unit Operations Manager supports the unit’s efforts in maintaining: Product Sales Programs, Area Treasury, and Media Coordination with troops and the community. The Service Unit Operations Manager cultivates and maintains relationships with community partners and works collaboratively with other Service Unit Leads and council staff.

**TERM OF APPOINTMENT:** The Service Unit Operations Manager is appointed for a term of one program year but may be eligible for reappointment.

**ACCOUNTABILITY:** The Service Unit Operations Manager is accountable to the Membership Manager.

- RESPONSIBILITIES:**
- Work in partnership with the membership manager to develop a plan to achieve the goals that have been set in accordance with the council’s overall strategic objectives and to coordinate and support the overall efforts of the area’s administrative team.
  - Provide oversight of the product program by organizing training on the sales process, including strategies, documentation requirements, collection of money, and the importance of enforcing safety protocols.
  - Motivate and encourage girl and adult Girl Scout members to formulate and achieve their product goals.
  - Leverage communication to resolve conflicts or difficulties in an appropriate manner with guidance from council staff.
  - Collaborate with service unit leads and team members to develop the service unit budget.
  - Review and audit service unit team finances and bank reconciliations on a consistent basis.
  - Plan and help deliver area/service unit and administrative team meetings to ensure the distribution of resources, training and networking needs of the area are met.
  - Remain informed of the current GSLE program and ensure volunteers receive the necessary support and resources to understand and successfully deliver the GSLE to girls.
  - Remain informed about and comply with all current policies, procedures and guidelines (*Volunteer Essentials* and *Safety Activity Checkpoints*) of GS-NCCP and GSUSA.

**QUALIFICATIONS AND CORE COMPETENCIES:**

**Girl-led Focus:** Empower, encourage, and guide girls and volunteers to understand Girl Scouts’ girl-led, learn-by-doing and cooperative approach to developing a girl’s leadership skills.

**Personal Integrity:** Serve as a role model for volunteers guided by the Girl Scout Mission, Promise and Law - modeling reliability, dependability, honesty, credibility, respect for others, respect for self, inclusivity, positivity and a spirit of collaboration.

**Adaptability:** Adjust, modify own behavior and remain flexible and tolerant in response to changing situations and environments.

**Oral Communication:** Practice positive communication skills and express ideas clearly and accurately.

**Foster Diversity:** Understand, respect and embrace individual differences.

**Additional Requirements:**

- Registered member of GSUSA and a valid background check.
- Completion of any required training assigned and provided by GS-NCCP and GSUSA.
- Email, internet, and texting capabilities for consistent and effective communication, document sharing and research.

I accept the volunteer position responsibilities and will adhere to the qualifications listed above for the term of appointment unless my volunteer service is terminated earlier by the council in its sole discretion. I agree and understand that during my appointment as a volunteer of GS-NCCP that I am volunteering and I am not entitled to any payment or compensation for the services which I render to GS-NCCP or on GS-NCCP’s behalf and I further understand that by serving in this volunteer position I am not an employee or an independent contractor of GS-NCCP.

Service Unit Operations Manager Name: \_\_\_\_\_  
Date: \_\_\_\_\_ County/Service Unit: \_\_\_\_\_





**VOLUNTEER POSITION DESCRIPTION**  
**SERVICE UNIT MEMBERSHIP AND VOLUNTEER SUPPORT MANAGER**

<b>SUMMARY:</b>	The Service Unit Membership and Volunteer Support Manager is responsible for providing support and mentorship for unit volunteers. Working with a group of service unit volunteers, the Service Unit Membership and Volunteer Support Manager oversees girl and adult member growth and retention. Additionally, the Service Unit Membership and Volunteer Support Manager cultivates, and maintains relationships with community partners and works collaboratively with other Service Unit Leads and council staff.
<b>TERM OF APPOINTMENT:</b>	The Service Unit Membership and Volunteer Support Manager is appointed for a term of one program year but may be eligible for reappointment.
<b>ACCOUNTABILITY:</b>	The Service Unit Membership and Volunteer Support Manager is accountable to the Membership Manager.
<b>RESPONSIBILITIES:</b>	<ul style="list-style-type: none"> <li>• Work in partnership with the membership manager to develop a plan to achieve the goals that have been set in accordance with the council’s overall strategic objectives and to coordinate and support the overall efforts of the area’s administrative team.</li> <li>• Collaborate with council recruitment team to support logistics of growth and retention.</li> <li>• Establish, cultivate, and maintain contact with community organizations, faith communities, and businesses to promote Girl Scouting, recruit volunteers, and organize collaborative partnerships.</li> <li>• Work in partnership with other service unit leads to plan and help deliver area/service unit and administrative team meetings to ensure the distribution of resources, training and networking needs of the area are met.</li> <li>• Encourage the participation of new volunteers to area/service unit meetings; ensure new volunteers are welcomed, introduced and oriented to available area and council resources for ongoing support.</li> <li>• Support, encourage and promote the efforts of other administrative team members to ensure program opportunities, trainings, events, recognitions and other initiatives are successful.</li> <li>• Remain informed of the current GSLE program and ensure volunteers receive the necessary support and resources to understand and successfully deliver the GSLE to girls.</li> <li>• Remain informed about and comply with all current policies, procedures and guidelines (<i>Volunteer Essentials</i> and <i>Safety Activity Checkpoints</i>) of GS-NCCP and GSUSA.</li> </ul>
<b>QUALIFICATIONS AND CORE COMPETENCIES:</b>	<p><b>Girl-led Focus:</b> Empower, encourage, and guide girls and volunteers to understand Girl Scouts’ girl-led, learn-by-doing and cooperative approach to developing a girl’s leadership skills.</p> <p><b>Personal Integrity:</b> Serve as a role model for volunteers guided by the Girl Scout Mission, Promise and Law - modeling reliability, dependability, honesty, credibility, respect for others, respect for self, inclusivity, positivity and a spirit of collaboration.</p> <p><b>Adaptability:</b> Adjust, modify own behavior and remain flexible and tolerant in response to changing situations and environments.</p> <p><b>Oral Communication:</b> Practice positive communication skills and express ideas clearly and accurately.</p> <p><b>Foster Diversity:</b> Understand, respect and embrace individual differences.</p> <p><b>Additional Requirements:</b></p> <ul style="list-style-type: none"> <li>• Registered member of GSUSA and a valid background check.</li> <li>• Completion of any required training assigned and provided by GS-NCCP and GSUSA.</li> <li>• Email, internet, and texting capabilities for consistent and effective communication, document sharing and research.</li> </ul>

I accept the volunteer position responsibilities and will adhere to the qualifications listed above for the term of appointment unless my volunteer service is terminated earlier by the council in its sole discretion. I agree and understand that during my appointment as a volunteer of GS-NCCP that I am volunteering and I am not entitled to any payment or compensation for the services which I render to GS-NCCP or on GS-NCCP’s behalf and I further understand that by serving in this volunteer position I am not an employee or an independent contractor of GS-NCCP.

Service Unit Membership and Volunteer Support Manager Name: \_\_\_\_\_

Date: \_\_\_\_\_ County/Service Unit: \_\_\_\_\_