

1. What is the Customer Engagement Initiative?

Girl Scouts of Northern Indiana Michiana is joining with Girl Scouts of the USA and councils across the nation in the Customer Engagement Initiative – a new way of engaging and communicating with our amazing volunteers, caregivers and girls. This exciting initiative consists of three online tools: a refreshed website, an all-new membership registration system and Girl Scout Member Community, and a groundbreaking Volunteer Toolkit.

2. Why is GSNIM implementing the Customer Engagement Initiative?

During our National Strategic Learning process, the need to expand our capacity to support girls and families – both new and existing – was evident. Girl Scouts of the USA has invested in new tools and technology for councils, designed to improve the adult and girl experience and keep members at the center of our process. The new tools result in:

- A faster and easier joining (and renewal!) experience for girls and adult volunteers. The process of becoming a volunteer – from signing up to being appointed to a troop – can take as little as one week instead of four to six weeks!
- A simplified volunteer experience, with planning and administrative tasks taking less than half the time as before (from 200 hours per year to fewer than 100) so volunteers can focus on the fun of working with girls!
- More communication from Girl Scouts to ensure families and volunteers are having a great experience and have the support they need.

3. Why is a refreshed website necessary?

Our refreshed website, to be launched in June 2016, will bring a fresh new look, consistent with the Girl Scout brand and aligned with other councils across the country. In addition to the resources you count on, the site will feature an enhanced searchable event list and month-by-month calendar, a searchable form library, and consistent program content supplied by GSUSA. The site will also feature responsive design, which means you'll get a great experience whether you access it from your computer, tablet, or smartphone.

4. What are the benefits of the new membership registration system?

From joining and getting oriented, to managing a troop and girl membership – our online experience will be easier, faster, more manageable and more enjoyable. Parents and caregivers will be regularly informed of their girl's status in the joining process, and staff will regularly communicate with volunteers and parents/caregivers throughout the year. Once a member has joined, she/he will be able to manage her/his membership through the Girl Scout Member Community.

5. What is the Girl Scout Member Community?

The Girl Scout Member Community provides easy-to-access services, and will be the place that you manage your personal profile and membership status.

6. I'm a current member. How do I access the Girl Scout Member Community?

By the end of August, current members will receive an email invitation to claim their account in the Girl Scout Member Community. If you manage accounts for other members of your family, you'll have access to their accounts by creating your own account. We'll send a reminder a few days in advance so you can be on the lookout for the email invitation.

7. Do I also register for events, trainings and camp through the Girl Scout Member Community?

No, for the time being you will continue to maintain your Personify/E-Biz account for event, training and camp program registration. To simplify your login experience, you may use the same username and password for both Personify and the Girl Scout Member Community.

8. I'm a troop volunteer. How does the Customer Engagement Initiative affect me?

Girl Scout volunteers will receive an email closer to our launch date with details regarding troop management and exciting information about the Volunteer Toolkit, a digital resource designed to make it dramatically easier for you to manage your troop, prepare for and lead meetings, and connect with other volunteers.

9. What is the Volunteer Toolkit

The Volunteer Toolkit will make it easier for volunteers to manage their troops, prepare for and lead meetings, and connect with other volunteers. Leaders will have access to important resources to deliver the Girl Scout Leadership Experience. More information about this exciting new resource will be available soon!

10. When will the new system and tools be available?

Our new website will launch in June 2016. Our new registration system and Volunteer Toolkit is expected to be operational by the end of July, 2016.

11. How can I stay informed about the Customer Engagement Initiative?

Make sure you attend the monthly community coordinator and volunteer meetings as the Customer Engagement Initiative will be made a priority at each meeting from now until it launches. Also, if you have questions in the meantime, please do not hesitate to reach out to us at mktggsnim@gsnim.org. In addition, you will periodically receive updates from GSNIM through Connections 2.0, Scout n' About, or emails directly from involved staff members. Also, as new information becomes available, we'll continue to add to this FAQ document.

Have a question that hasn't been answered here?

We're happy to help! Email us at mktggsnim@gsnim.org for more information. Thank you!