Customer Engagement Initiative
Frequently Asked Questions

1. **What is the Customer Engagement Initiative?**
   Girl Scouts of the Colonial Coast is joining 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 ground-breaking Volunteer Toolkit.

2. **Why is GSCCC 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 time 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?**
   When our website is refreshed later in 2016, it will bring a fresh new look, consistent with the Girl Scout brand and aligned with other councils across the county. 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 will provide easy-to-access services, and will be the place that you manage your personal profile and membership status. It will be available later in 2016 or early 2017.

6. **Do I also register for events, training and camp through the Girl Scout Member Community?**
   No, for the time being you will continue to maintain your eBiz account for event, training and camp program registration.

7. **I’m a troop volunteer. How does the Customer Engagement Initiative affect me?**
   Girl Scout volunteers will receive an email 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.

8. **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!

9. **When will the new system and tools be available?**
   Our refreshed website will be available later this year. Our new registration system is also expected to be operational by the end of 2016 or early 2017. A firm launch date for the Volunteer Toolkit has not been determined, but as new information becomes available, we will share it with volunteers.

10. **How can I stay informed about the Customer Engagement Initiative?**
    A CEI group will be formed comprised of volunteers to share key information about CEI. Be on the lookout for information from the council and your service unit.

    In addition, you will periodically receive email updates from GSCCC, so be sure your email is up-to-date in your member record. You can also subscribe to Volunteer Connection, the GSCCC volunteer newsletter, by going to [http://volunteergsccc.blogspot.com/](http://volunteergsccc.blogspot.com/). Submit your email address to receive weekly updates.

As new information becomes available, we’ll continue to add to this FAQ document.