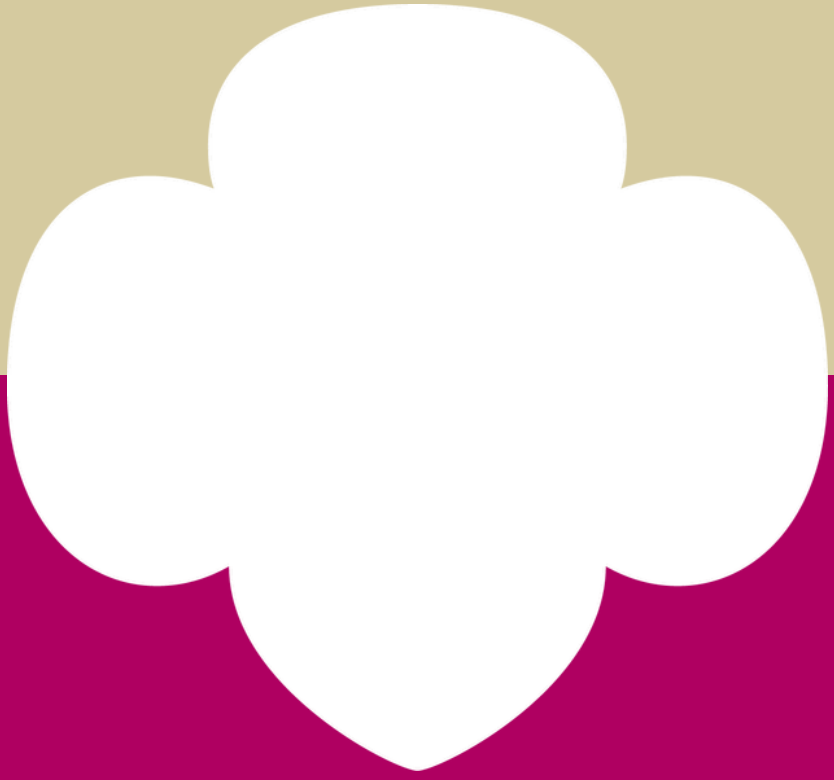
CEO HANDBOOK



COOKIE ENTREPREUNER OFFICER HANDBOOK

girl scouts of northeast texas

2026-2027

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Icon Guide

Look for important notes when you see these images!



Your commitment



Important policies

Welcome

Dear Cookie Entrepreneur Officer,

Congratulations on becoming a Cookie Entrepreneur Officer (CEO)! We are thrilled to welcome you to this exciting journey of leadership and empowerment. As a CEO, you have embarked on a path that will not only enrich your own life by learning fundamental leadership skills, but also create a positive impact in your community.

We believe in your ability to create positive change, and we are confident that your leadership skills will flourish within this supportive and inclusive environment. Our mission is to provide you with the tools and guidance you need to thrive as a young adult leader. From leadership development opportunities to community service initiatives to mentorship opportunities, we are committed to empowering you to reach your full potential.

This handbook outlines the specific requirements, expectations, and Code of Conduct required of you to maintain your membership as a CEO. You will also find that there is a list of dates provided to help assist you with planning your year out ahead. Please take the time to read through everything carefully. If there are any questions comments or concerns always feel free to contact productsales@gsnetx.org.

Once again, congratulations on becoming a part of the Product Programs Cookie Entrepreneur Officer leadership group. We are excited to witness the incredible impact you will make within Girl Scouts of Northeast Texas and beyond!

-GSNETX Product Programs Team

Expectations

Remember, being a part of the Product Programs leadership group is an opportunity to grow as a leader, make a difference, and create lasting memories. By embracing these expectations, you will not only have a fulfilling experience but also inspire others to follow in your footsteps.

Active Participation

We expect members to actively engage in meetings, events, and activities. Your active involvement and contribution will not only benefit you but also inspire and motivate others.

Commitment to Growth

Embrace a growth mindset and be open to learning and developing your leadership skills. Take advantage of the resources and opportunities provided to enhance your abilities and expand your knowledge.

Celebrate Diversity

Embrace and celebrate the diversity within the Girl Scouts of Northeast Texas community. Show respect for different perspectives, cultures, and backgrounds, fostering an inclusive environment where everyone feels valued and included.

Role Model Behavior

As a CEO, you are expected to exemplify the Girl Scout Promise & Law. Be a role model for younger Girl Scouts and demonstrate positive leadership qualities.

Collaboration and Support

Foster a culture of collaboration and support within the group. Encourage and uplift your fellow members and be willing to lend a helping hand when needed. Together, we can accomplish more and create a stronger community.

Accountability

Hold yourself accountable for your commitments and responsibilities and follow through on your commitments to ensure the success of the group's endeavors.

How to Show Up

Be Respect

- You are allowed to disagree. Not allowed to be disrespectful.
- Share opinions respectfully.
- Respect Product Program leadership decisions.

Be Engaged

- Show up on time
- Communicate your attendance regarding CEO events/ workdays
- Phone usage should be an exception- not the norm.
- Stay on task
- Honor your commitments

Be A Good Squad Mate

- Not everyone will be friends, but you are expected to be a good teammate
- No gossip, rumors or talking badly about other members
- Keep CEO group chats and communication respectful
- Leave the drama at the “door”

What To Do When You Have A Problem

Communicate directly with your Product Programs staff advisors so they can help address the situation. Avoid involving other members, spreading rumors, or sharing personal conflicts or one-sided accounts in ways that could create unnecessary tension within the group.

CEO OVERVIEW



2026-2027 Year at a Glance

The CEO program year has many opportunities for you to engage and enhance your leadership skills. The year is broken into two semesters to follow along the school year. Below is a glance of scheduled activities for the year. Updates about events will be posted in GroupMe or through email.

Time Commitment: High activity: ● ● ● Medium activity: ● ● Low activity: ●

August	September	October	November	December	January	February	March	April	May	June	July
● ●	● ● ●	● ●	● ●	●	● ●	● ●	● ●	● ● ●	● ●	●	●

Semester 1
August- December

August

- 29th | CEO Kickoff

September

- 25-27th | CEO Retreat (Camp-Out) at Camp Whispering Cedars

October

- 24th | CEO Workday

November

- Multiple Dates / Times offered | Cookie University

December

- Multiple Dates/ Times offered | Cookie University

Semester 2
January - May

January

- 9th | CEO Workday
- Multiple Dates/Times offered | Cookie Cupboards
- Multiple Dates offered | Booth Sleuth

February

- Multiple Dates/Times offered | Cookie Cupboards
- Multiple Dates offered | Booth Sleuth

March

- 6th | Girl Boss Gala Support TBD
- 27th @ TBA | CEO Workday

April

- 16th- 18th | Top Seller Campout (Invite only)

May

- 15th @ TBA | End of The Year Celebration

Summer
June & July

Limited opportunities available based on Product Program outcomes, invitations dependent on participation in Top Seller Campout, CEO point status, event attendee interest & availability and Squad Rubric.

CEO Communications

GroupMe

GroupMe will be the main source used for communication between Product Programs Staff and CEOs. The GroupMe: Members at Large chat is to only be used for general announcements. Questions pertaining to specific individuals should be asked through the Product Programs email. (EX: specific CEO attendance/ point total, CEO communicating they can not attend a workday).

Members at Large Chat

Announcements, important updates and event sign-ups will be posted here.

Calendar

The calendar will be updated regularly with all meetings, workdays, and enrichments opportunities.

Signups

To participate in any event, you MUST sign up for that event under the event sign-up that is sent in the GroupMe: Members at Large chat.

Highlights

Highlights- This is where the link to CEO documents will live.

We expect ALL CEOs to join the GroupMe to manage their own participation as part of their leadership journey. If a CEO Caregiver does not allow for a CEO to join as an individual the CEO cargiver MUST join and comit to managin the CEO's participation. (signing up for events, making sure they are prepared for workdays, etc)

AirTable- Tracking Records

To keep track of event attendance and point totals CEOs will be required to fill out a Tracking Record Form after each event they attend. CEOs must fill out the tracking record 3 days after an event. Any submissions after the 3-day period will NOT be accepted and the CEO will forfeit the points earned. Any points submitted will be reviewed and approved by the Product Programs staff and CEO Secretary.

QR Code for Tracking Record Form

Journi Blog

Journi Blog is an app (and website) that allows users to capture and organize photos and stories. It can automatically turn photos into timelines, maps, and even photo books, creating a safe and easy-to-use place to preserve CEO memories. Users can also edit and share photos with friends and family. To join the CEO Journal please email productsales@gsnetx.org.

***Disclaimer: Please do not share this link with girls or families outside of CEOs.**

QR Code to join Journi Blog

Participation Requirements

To get the most out of being a CEO and maintain active membership for the year, it is important that you engage in as many meetings and opportunities as possible. Each semester has their own set of participation requirements and CEOs are expected to meet both to maintain active membership.

	Semester 1	Semester 2
Requirements	**Minimum of 8 service points**	**Minimum of 16 service points**

Point Types

Service Points*
Points earned by participating in Product Programs events that are in service to other beyond CEOs.

Enrichment / Leadership Points
Points earned by participating in CEO centered events.

Conflicts

If you have concerns about meeting the requirements or attending meetings as a CEO, please reach out to the team (productsales@gsnetx.org). We are here to support you and find a solution that allows you to fully participate in the program.

Cancellation Policy

We understand that life happens, and things may come up that cause you to have to cancel your CEO plans. Understand that it is your responsibility to notify us as soon as possible when your commitment if your plans have changed. Instances of no call/no show are not acceptable.

Point System

In the Cookie Entrepreneur Officer program, Girl Scouts can earn points for their active participation in program events and activities. Each hour they contribute to these events earns them points, encouraging engagement and a sense of accomplishment.

In-person Work Day - 1 pt per hr*
In person Meeting/ CEO Event- 1 pt per hour
Cookie Sleuth- 1 pt per submitted Sleuth
GSNETX Cookie University Event - 1pt per hour*
Cookie Cupboards- 1pt per hour*

Throughout the program year, invitations to Product Program Experiences (Great Wolf, Hawaiian Waters, Adventures Powered by Cookies) will be based on event outcomes for spots available, number of points a CEO has earned, participation in the Top Seller Campout, CEO interest and Squad Rubrics.

Points for extended events / weekends / travel maxed out at 12 points a day.

Contact Product Programs at any time for an update on your total points.

Probation

In the Cookie Entrepreneur Officer (CEO) Program, Girl Scouts earn points through active participation in program events and activities. CEOs are required to meet a minimum point requirement each semester.

If a CEO does not meet the minimum point requirement and has not received prior approval for an alternative plan, they will be placed on probation for the following semester. A CEO who fails to meet the minimum point requirement for two consecutive semesters will be removed from the CEO program.

Once a CEO successfully meets the minimum point requirement and is removed from probation, they are not eligible for another probationary period during the next two semesters. Any failure to meet the requirement during that time may result in immediate removal from the program

End of The Year Reward Opportunities

Your help and dedication to the group throughout each program year will not go unnoticed! At the end of the year, we will have our End of the Year Awards Ceremony. This will allow us to celebrate all your accomplishments and show our gratitude!

Awards



Completion Certification

This certificate is awarded to girls who have successfully completed the requirements of the CEO program year. It serves as a testament to your dedication, growth, and achievement as a leader within the Girl Scouts of Northeast Texas.

Service to Girl Scouts Bar

CEOs that have at least 20 hours of active service that directly affect Girl Scouts of Northeast Texas through the CEO program.

Superlatives

Each active member will be awarded a unique award that describes their personalities and memorable experiences during the 2026-2027 program year activities.

Girl Scout Lifetime Membership

Once a CEO graduates who has maintained an active membership by meeting all the CEO requirements for at least two years, she will be awarded with a lifetime membership to Girl Scouts.

Squads

The purpose of having squads within the Cookie Entrepreneur Officer group is to help grow and develop our leaders at different levels. Squads offer a sense of belonging and collaboration to create opportunities for girls to share ideas. This allows them to enhance their leadership skills within a supportive community. By organizing participants into squads, we can tailor experiences and resources to meet the unique needs of each group, fostering a sense of camaraderie and enabling girls to thrive as they progress in their leadership journey.



Trefoil Squad

The foundational level of leadership, providing new CEOs with a supportive and empowering environment to develop essential leadership skills. Tailored for those beginning their leadership journey, it fosters an atmosphere of growth and empowerment for emerging leaders.



Samoa Squad

A crucial link between the beginner-level Trefoil Squad and the advanced-level Thin Mint Squad, providing a valuable steppingstone for CEOs who have acquired some experience and are eager to elevate their leadership skills to the next level.



Thin Mint Squad

The highest level of leadership, reserved for experienced and accomplished CEOs. It provides a challenging and empowering environment for CEOs who have shown exceptional leadership skills and a strong commitment to making a significant impact.

Leadership Skills We Observe

Responsiblity	Communication	Confidence	Active Paticpation	Leads By Example
• On time to responsibilities • Shows up to commitments • Stays on task • Sets a good example • Uses good judgement	• Listens actively • Uses clear language • Adapts communication for audience • Seeks clarity	• Maintains eye contact • Stands tall • Makes decisions • Takes initiative	• Is present in the moment • Volunteers for tasks • Maintains communication • Supports peers	• Displays a positive attitude • Is respectful/kind to others • Empowers others • Takes initiative

Rubric

Leadership Skills	Consistently 90% of the time 10 pts	Regularly 60% of the time 8pts	Sometimes 30% of the time 5pts
Responsibility	CEO arrives punctually to meetings/workdays and always fulfills her commitments to CEO. While working she's on task and positively influencing her peers.	CEO usually arrives to meetings/workdays on time and is dependable. She remains on task during most of the time she is working.	CEO hardly arrives on time to meetings/workdays. Commitment to CEO is sometimes unclear. She also struggles to stay on task consistently.
Communication	CEO actively listens to directions, uses clear language when explaining instruction, adapts her communication to help younger Scouts understand, and seeks clarity when unsure.	CEO actively listens to directions, usually uses clear language when explaining instructions, adapts her communication style to suit different activities, and occasionally seeks clarity when instructions are complex.	CEO hardly listens to directions. Slightly uses clear language when explaining instructions. Attempts to adjust her communication at times. Seeks clarity when necessary.
Confidence	CEO maintains strong eye contact during interactions, stands tall and confident when giving directions and uses good judgement when making decisions.	CEO maintains good eye contact during interactions, stands tall when giving directions, and usually makes confident decisions.	CEO often maintains eye contact during interactions, generally stands tall when giving directions and sometimes makes confident decisions.
Active Participation	CEO is always present in the moment when on duty, readily volunteers for various task, consistently trys to support her peers offering encouragement when needed.	CEO remains present while on duty, frequent volunteers for various task, she's happy to help others when needed.	CEO is often present while on duty, she occasionally volunteers for task, and sometimes offer to support her peers.
Leads By Example	CEO consistently maintains a calm and positive demeanor while on duty, she treats everyone with respect and kindness, always willing to offer a helping hand to anyone in need.	CEO typically remains calm and positive while on duty, she consistently treat her peers with respect and kindness, she regularly offers to help those in need.	CEO sometimes struggles to manage her emotions, generally displays respect and kindness to her peers, and extends support when asked.

Squad rubrics will be taken into consideration for invitations to Product Program Experiences and Squad move-ups.

Safety Guidelines

As a Cookie Entrepreneur Officer (CEO), you play a vital role in ensuring the safety and well-being of the Girl Scouts under your supervision. Your leadership and vigilance help create a secure environment where all participants can learn, grow, and have fun. The following safety guidelines are designed to empower you with the knowledge and protocols needed to manage your responsibilities effectively.

1. Always Stay in Your Assigned Area:
   - Never leave the designated Girl Scout area without permission. Your presence is crucial for maintaining a safe and supervised environment.

2. Stay Connected with Your Group:
   - Always remain with your group of Girl Scouts. If the group needs to move, ensure everyone is accounted for and stays together.

3. Respect Privacy During Restroom Visits:
   - When accompanying a Girl Scout to the restroom, ensure her privacy is respected. Stay nearby without intruding, and be available if assistance is needed.

4. First Aid is for Adults:
   - Do not administer any form of first aid. If a situation arises, immediately seek out an adult or designated first aid responder for assistance.

5. Avoid Giving Outside Food:
   - Do not offer any outside food to the Girl Scouts unless it has been pre-approved by the troop leaders and parents. Be mindful of allergies and dietary restrictions.

6. Social Media and Photos:
   - Do not take photos of Girl Scouts and share them on social media or with unauthorized individuals. All photos can be uploaded to Journi.

7. Physical Contact and Carrying:
   - Do not pick up or carry Girl Scouts, even in a playful manner. If a situation arises that requires lifting or carrying, seek assistance from an adult.

8. Report Discomfort Immediately:
   - If you find yourself in an uncomfortable or uncertain situation, notify an adult leader immediately. Your safety and comfort are a priority.

9. Stay Alert to Your Surroundings:
   - Be vigilant about your surroundings and report any unusual or suspicious activity to your partner and an adult leader right away.

Code of Conduct

The goal of this Code of Conduct and Zero Tolerance Policy is to promote a positive Girl Scout experience for our members, employees, volunteers, and parents/spectators. We want to create a fun, girl-led, collaborative and hands-on atmosphere and culture for our girls. We work to do this through reducing and eliminating inappropriate behavior in our organization. This Code of Conduct is intended to establish a positive framework for all activities of the CEOs and their families. Although the Girl Scouts of Northeast Texas and the CEO Program realize that a sense of discipline and respect for rules cannot be instilled in only a few hours each week/month, this Policy has been established and will be enforced with the goal of promoting and fostering a more enjoyable atmosphere for all those involved. Everyone is expected to and will be responsible for conducting themselves in a manner that reflects the Girl Scout Promise and Law. Therefore, we have established a set of rules and regulations that must be strictly adhered to by all parties while participating in the Cookie Entrepreneur Program.

1. CEOs will not use abusive, foul, or profane language directed at other girls, employees, or adult volunteers. They will not be disrespectful to their fellow CEOs or adults at any time.

2. According to Texas state law, teenage drivers may transport no more than one person under the age of 21 who is not a family member. For liability purposes, in order for any teenage driver to have a passenger of another underage individual, the Cookie Entrepreneur Officer Program will require written permission from the parent(s) of the driver and parent(s) of the ONE underage passenger. Multiple underage passengers with an underage driver will not be permitted at any time, even with parental consent.

3. Cookie Entrepreneur Officers will respect the rights, dignity and worth of fellow CEOs, employees, volunteers and spectators. They will respect the talent, potential, and development of fellow CEOs, and they will be expected to encourage and support each other at all times

4. Physical Abuse is not tolerated. This includes any action that causes harm or injury, such as hitting, hazing, kicking, and other inappropriate behavior.

5. Harassment and bullying are not tolerated. All members must be treated with dignity, respect, kindness, and fairness. Bullying includes a pattern of excluding, embarrassing, intimidating, isolating, or purposefully targeting others, in person or online. Unlawful or unwelcome harassment, including implied or expressed forms of sexual harassment, is prohibited.

6. Taking, sharing, or posting photos or videos of others without their knowledge and consent is prohibited. Social media, photos, and videos may never be used to bully, belittle, threaten, intimidate, embarrass, or otherwise target others.

7. Use of cell phones during any events that require CEOs to be attentive and aware of their surroundings is prohibited. Cell phones should only be used by girls to contact parents when needed and in case of emergency.

Disciplinary Procedure and Process Guidelines

4 Steps

01. Verbal Warning

02. First Written Warning

03. Final Written Warning

04. Dismissal or Termination

Note that these steps are typically progressive and begin with Stage 1. However, the Product Programs team has the authority to take disciplinary steps as they deem appropriate, including escalating appropriate situations to our Volunteer Member Relations Manager, even when not in order and even when the initial discipline is termination from the Program.

GIRL SCOUT MISSION

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

GIRL SCOUT PROMISE

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

GIRL SCOUT LAW

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do, and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Questions? Contact the Product Programs team at productsales@gsnetx.org.

Notes