

With Highfive, the Girl Scouts of Northern California are Making the World a Better Place

“Highfive worked so well at the corporate level that we wanted to actively explore more ways to introduce the service. Highfive has allowed us to connect young female Camp CEO participants with female professionals to support their growth and encourage them to reach higher.”

— Glenn Rogers, Acting CIO



Industry

Philanthropy

HQ

Alameda, CA

Locations

Chico, Eureka, Redding,
San Jose, Santa Rosa

Employees

175

Use Cases

Video conferencing; Highfive Professional Plus; Dolby Conference Phone; Connecting distributed workforces; Dial Out



PROBLEM

A disjointed workforce with no reliable service to connect them

The corporate arm of the Girl Scouts of Northern California operates in six facilities that span over 300 miles. Getting employees and new hires together for trainings and meetings proved to be not only difficult, but also expensive. Their team needed a reliable and affordable internal communications system that could help make face-to-face meetings easy and enjoyable.



SOLUTION

An integrated system that you don't need to even think about

Using Highfive Professional Plus with dial-out and Dolby Voice, Girl Scouts of Northern California has been able to take a hands-off approach with their office technology. They can now interview, onboard, and train employees via video conferencing, without needing to fuss over cords, dongles, or lag time.



RESULT

A video conferencing solution to write home about

Girls Scouts of Northern California count more productive, enjoyable meetings and cost savings as two major differentiators for Highfive. They've had such a positive experience with Highfive and Dolby Voice that they used the solution at Camp CEO, their three-day summer leadership camp program that connects girls with female executives from across the country.

A Disconnected Workforce in Need of Cohesive Collaboration



The Girl Scouts of Northern California includes 2200 troops and 112 service units, and they're not just selling cookies. Headquartered in Alameda, the corporate arm of the Girl Scouts of Northern California devotes much of their time to hands-on leadership coaching, seasonal employee hiring, and member training. But with six disjointed locations spanning over 300 miles, it proved difficult and expensive to schedule in-person sessions and trainings for their employees and volunteer leaders. "Logistically it just wasn't feasible," remembers Girl Scouts' acting CIO Glenn Rogers.

To find a more cost-effective way to have face-to-face meetings, Rogers was encouraged by Chief Marketing Officer Heather Burlew-Hayden to invest in a reliable video conferencing system. The Girl Scouts of Northern California dabbled with Join.Me for a while and even looked into services like Zoom, BlueJeans, GoToMeeting, and WebEx, but they weren't impressed by those companies' solutions.

"It's saving us time and it's saving us money to be able to use video conferencing as an alternative to in-person meetings," says Girl Scouts of Northern California CEO Marina Park.

Rogers knew they wanted a system that married hardware and software solutions while being affordable enough to deploy to across their organization. When he found Highfive and its all-in-one system, he knew there was no going back.



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A Smart and Enjoyable Video Conferencing Solution Utilized Beyond Corporate

Girl Scouts' marketing team led the shift to Highfive and soon other departments followed suit. "We use Highfive to train current employees but video conferencing also improves our hiring and onboarding processes. We're loving the new update that allows up to 50 callers to be on calls. That really helps us out with larger trainings," says Rogers. Every summer the Girl Scouts adds roughly 200 seasonal employees for their camps program. This year they've interviewed most candidates and prepped them via Highfive.

The Dolby Conference Phone impressed Rogers as well when he went through an initial demo at Dolby Labs in San Francisco. "I saw how well the device worked in a room even when there were multiple people speaking and walking around the conference room," he says. "Before Highfive we were using speakerphones and it was difficult to grasp what people were saying, especially if they were in the car or on-the-go. The audio clarity and difference with the Dolby Conference Phone is more than apparent."

The entire platform was also a breeze to set up. "Initially when we got Highfive, I thought I would have to go to each of our six locations and manually set everything up myself, but I ended up just mailing the Dolby Conference Phones to each office and telling them to just plug it in," he says. "It was really that simple."

One of Highfive's new features – dial-out – inspired Glenn to permanently say goodbye to Girl Scouts' old conference room phones. "We are preparing to get rid of our old conference room phones and now our rooms will be super simple – Highfive Professional Plus with dial-out on Dolby Conference Phones gives us a single solution that provides video conferencing, audio conferencing, and unlimited outbound calls, all in one easy-to-use device that provides great sound and room coverage," he says.



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A System That Empowers the Community Around You



With Highfive, Girl Scouts has saved thousands of dollars that they would be spending on travel costs, not to mention the improved quality of life for remote staff who no longer have to travel extensively for meetings. “It’s basically like we’re meeting in-person, but we don’t have to deal with any travel or logistical issues. And since it’s so simple to use, our meetings are more productive,” Rogers says.

With the internal success of Highfive comes future opportunities for the video conferencing solution to play a role in Girl Scouts’ inspiring work. This year they incorporated Highfive devices and Dolby Conference Phones at their Camp CEO program.

“We have a specific program called Camp CEO, which allows girls from underserved communities to meet with a number of professional women and mentors,” says Rogers. “It helps these young girls to set goals, make future career plans, and achieve greater things. We’re planning on expanding this program virtually with the help of Highfive. We will video conference with professional mentors from across the country at Camp CEO to maximize the number of executive women that can take part in the program.”



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