

Girl Scouts of Western Ohio

Girl Scouts of Western Ohio
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Date: June 5, 2008
To: Board of Directors
From: Nancy Dawes, Chair
Subject: Dialogue With Parents

At our June board meeting, we will be meeting with a group of parents to dialogue with the following learning objectives:

1. What is Girl Scouts' current reputation and image?
2. What is Girl Scouting's competitive advantage; who/what are Girl Scouts' competition?
3. Why do parents choose to enroll/support their girl in Girl Scouts? Why do they discourage involvement?
4. How do parents think Girl Scouts has made a difference in their daughter's life/skill development (focus on personal development and social development)? What role do parents think Girl Scouts has/should have in developing "leadership" (linked to the Girl Scout program model).
5. What are parents' reactions to our Ends? How is it similar or different than what they thought?
6. How do parents believe Girl Scouts is funded? What do they perceive their role in funding to be? How does funding in Girl Scouts compare to funding other competition?

Our outcomes will be:

1. Profile of parents' perceptions by age groups; current versus lapsed.
2. Key outages between perceptions of "where we are today" and "where we want to be".
3. Key benefits/competitive advantage of Girl Scouts (key disadvantages/weaknesses)
4. Capturing/recording of "success stories" for Board members' use
5. Implications of learnings for Ends or policy development

As a reminder, board members will dialogue with parents in small groups, being led through various exercises (led by overall moderator, Jim Donovan). Learnings will be debriefed by parental subsets and then combined into overall templates. Group discussion will follow.

Our Mission

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

Sample Debriefing Template

What are Perceptions of Girl Scouts of Western Ohio by Parents of Girls

	Girls 7-10 Years	Girls 10-12 Years	Girls 13+	Girls 10-12 Lapsed	Girls 13+ Lapsed
Overall perception of Girl Scouts					
Advantages of Girl Scouts					
Disadvantages of Girl Scouts					
How does Girl Scouting help develop their girl?					
Why do girls leave?					
What needs to be true about Girl Scouts for girls not to leave?					
What are Girl Scouts core competencies?					
What attracted them to Girl Scouts?					
What attracted their daughter to Girl Scouts?					
How do parents hear/learn about Girl Scouting?					
Parent role/view of funding Girl Scouts					

What implications does this have for us as Girl Scouts of Western Ohio?

How does this learning affect our Ends?

If we were to develop a policy, what might it look like?