

Girl Scouts of Western Ohio
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Date: February 28, 2008
To: Board of Directors
From: Barbara J. Bonifas, CEO
Subject: 2008 Goals

In 2008, Girl Scouts of Western Ohio will be administering its first program effectiveness study to determine how girls are growing and developing during their Girl Scout activities. Using survey methodology, samples of girl and adult members from the council's four regions will report on their Girl Scout experiences. Findings from the study will help to inform the board on progress being made toward the "ENDS" - the results for which the organization exists:

Girls demonstrate courage, confidence, and character and make a difference, at a justifiable cost to Girl Scouts of Western Ohio.

- A. Girls understand themselves and their values.
- B. Girls use their knowledge and skills to explore the world.
- C. Girls care about, inspire, and team with others locally and globally.
- D. Girls act to make their world a better place.

Survey items are linked to the national outcomes and are intended to measure progress toward the council's Ends. Sample survey items include the following:

- Girls feel liked by others in the group.
(Goal: Girls will understand themselves and their values.)
- Girls try to do new things, even if they are hard to do.
(Goal: Girls will use their knowledge & skills to explore the world.)
- Girls work well together as a team.
(Goal: Girls will care about, inspire & team with others locally & globally.)
- Girls do community service projects.
(Goal: Girls will act to make the world a better place.)

During the first year, findings will be reported against an expected performance standard or benchmark set at 55%. This "minimal majority" benchmark is being used in recognition of program delivery and service delivery inconsistencies that exist, as follows:

1. Inconsistent understanding and application of the Girl Scout program leadership model.
2. Inconsistent understanding and application of volunteer personnel management.

In addition, the following organizational conditions described by the 2007 *Organizational Survey of Services and Culture* affect the benchmark:

1. Reports of unclear expectations among both volunteers and paid staff.
2. Reports of program resources not being available when and where they are needed.
3. Reports of inadequate numbers of volunteers to achieve goals and objectives.

In future years, once the Girl Scout program model and expectations are more consistently communicated and monitored through volunteer personnel management, the council will undertake stretch targets of 65%, then 75%.

Our Mission

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