

Girl Scouts of Western Ohio  
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**Date:** October 28, 2008  
**To:** Board of Directors  
**From:** Sue Matz, Board Development Committee Chair  
**Subject:** Dialogue With Parents

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At our November 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, Jeanette Smith). Learnings will be debriefed and then combined into overall templates, as we have done with the past two discussions.

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## Our Mission

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