



Girl Scouts of Western Ohio  
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[www.girlscoutsofwesternohio.org](http://www.girlscoutsofwesternohio.org)

## Attachment M

### September 13, 2008 Board Meeting Focus Groups Focus Group Listener/Note Taker

#### Objectives of Focus Group:

Through the focus group discussions, the board will:

- Understand the reason why parents choose to enroll their daughter in Girl Scouts.
- Identify ways that a girl's involvement in Girl Scouts has made a difference in the development of life skills/development.
- Know more about the role parents play in the organization.
- Understand a parent's perspective and reaction to the Girl Scout Ends.
- Develop an understanding of current and desired public perceptions of Girl Scouting.

#### Agenda for Focus Group Discussion:

<b>Pre- Focus Group Discussion:</b>	30 minutes
I. Review of Process	
II. Q & A	
<b>Focus Group Discussion:</b>	
I. Welcome/Introduction of Table Participants	5 minutes
a. Overall Welcome/Review	
b. Table Introductions	
II. Picture #1: What do girls gain from the Girl Scouts?	17 minutes
III. Picture #2: What is the community perception of Girl Scouts?	17 minutes
IV. Picture #3: What should the community's perception of Girl Scouting be in the future?	17 minutes
V. Conclusion/Thank You	3 minutes
<b>Board Debriefing Discussion</b>	60 minutes

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Topic/Time	Content
<p><b>Welcome/Introductions by Jeanette Smith</b></p> <p><b>5 minutes</b></p>	<ul style="list-style-type: none"> <li>• Jeanette will explain the process to the larger group                             <ul style="list-style-type: none"> <li>○ Purpose of discussion</li> <li>○ Discussion focused on pictures and the three questions posed regarding the selection of the pictures</li> <li>○ Timeframe for discussion</li> <li>○ Benchmark/ reminders throughout the discussion</li> <li>○ Note taking process</li> </ul> </li> <li>• Introduce table introductions: Have each participant introduce themselves and "fill in the blank"... "Without Girl Scouts..."</li> </ul>
<p><b>Participant Introductions at Tables</b></p> <p><b>5 minutes</b></p>	<p>Have participants share:</p> <ul style="list-style-type: none"> <li>• Name</li> <li>• Complete statement: "Without Girl Scouts..."-</li> </ul> <p><i>Record each person's response in the space below.</i></p>

**Name of Note Taker:** \_\_\_\_\_

**Table Number:** \_\_\_\_\_ **Grade/Age Level:** \_\_\_\_\_

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<b>Topic/Time</b>	<b>Content</b>
<p><b>Picture #1:</b> What do girls gain from the Girl Scouts?</p> <p>Picture Sharing:</p>	

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Topic/Time	Content
<p><b>Picture #1:</b> What do girls gain from the Girl Scouts?</p> <p>What do girls gain from the Girl Scouts?</p> <ul style="list-style-type: none"> <li>• How has your daughter developed in Girl Scouting?               <ul style="list-style-type: none"> <li>○ Socially?</li> <li>○ Emotionally?</li> <li>○ Physically?</li> <li>○ What about developing leadership skills?</li> </ul> </li> </ul> <p>Why did you daughter decide to join Girl Scouts?</p> <ul style="list-style-type: none"> <li>• What attracted you as a parent?               <ul style="list-style-type: none"> <li>○ Advantages?</li> </ul> </li> <li>• What attracted your daughter?               <ul style="list-style-type: none"> <li>○ Advantages?</li> </ul> </li> <li>• How does your reason for joining match, it at all, what your daughter has gained?</li> <li>• What are the core competencies of Girl Scouts?               <ul style="list-style-type: none"> <li>○ What does Girl Scouting do best?</li> </ul> </li> <li>• What are some roles that parents can play in the organization?               <ul style="list-style-type: none"> <li>○ Funding? Troop Helpers? Influencers?</li> <li>○ Ideally, how can parents be involved? What would they do, fee, say to whom?</li> </ul> </li> </ul>	

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<b>Topic/Time</b>	<b>Content</b>
<p><b>Picture #2:</b> What is the community perception of Girl Scouts?</p> <p>Picture Sharing:</p>	

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<p><b>Picture #2:</b> What is the community perception of Girl Scouts?</p> <p>What is Girl Scouts' current reputation and image?</p> <p>What have you heard others say about Girl Scouts?</p> <p>What is Girl Scout's competitive advantage?</p> <p>Who or what are Girl Scout's competition?</p> <p>What are some disadvantages of Girl Scouts?</p> <p>Why do girls leave?</p>	

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<b>Topic/Time</b>	<b>Content</b>
<p><b>Picture #3:</b> What should the community's perception of Girl Scouting be in the future?</p> <p>Picture Sharing:</p>	

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<p><b>Picture #3:</b> What should the community's perception of Girl Scouting be in the future?</p> <p>What is keeping girls involved in Girl Scouting in your future image?</p> <p>What can Girl Scouts do to get to your future image?</p> <p>Dig Deeper by asking:</p> <ul style="list-style-type: none"> <li>• In your future image what is happening with girls? Who is there? When is Girl Scouting accessible? Who do you see? What are they doing? Who is there supporting girls? How is Girl Scouting being delivered?</li> </ul> <p><b>Ends Statement:</b></p> <p>How do the Ends relate or support the desired future of Girl Scouting?</p>	This area is intentionally left blank for content entry



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<b>Topic/Time</b>	<b>Content</b>
<b>Conclusion/Thanks</b>  <b>3 minutes</b>	<ul style="list-style-type: none"><li>• Jeanette Smith will bring the discussion to a conclusion.<ul style="list-style-type: none"><li>○ Thank you to all participants</li><li>○ Provide instructions for stipends</li></ul></li><li>• Table Leaders/Listeners- personally thank the participants for the willingness to share.</li></ul>