

What do Girl Scout Volunteers say?*

In 2018, Girl Scouts of USA (n=58,191) invited Girl Scouts of Western Ohio troop leaders (n=1,217) to join in a national study of the Girl Scout experience.



Support and Training

70% of troop leaders say that Girl Scouts provides the support they need to be successful. Troop leaders say they would benefit the most from training relating to:

- Outdoor Skills and Progression
- Girl Scout National Program
- Troop Management

Volunteer Skills

Girl Scout troop leaders rate themselves as competent or experts in:

- Planning a variety of activities for their troop
- Conveying the Girl Scout Way in their interactions with girls, parents, and other volunteers
- Adjusting their approach and plans based on the differing needs of girls in their troop

However, volunteers say that they are still learning or need training/support in the following areas:

- Getting parents involved to support the troop
- Empowering girls to take action in the community
- Coordinating community service activities

How can Girl Scouts Help Support Volunteers?

In the coming year, Girl Scouts of Western Ohio will partner with service units to strengthen support from the council and the community, specifically focused on first year leader support, quality programming at the council and local level, and strengthening relationships between volunteers and families through resources and program opportunities.

* Findings from Girl Scouts of USA, Girl Scout Voices Count 2018-Girl Scouts of Western Ohio Data Report: Troop Leaders, 2018

** Findings from Girl Scouts of USA, Girl Scout Voices Count 2018-Girl Scouts of Western Ohio Data Report: Parents, 2018

WHAT DO PARENTS SAY? **

GSUSA also surveyed Girl Scouts of Western Ohio parents to evaluate their girls' experience in Girl Scouting.

88% of parents say "My girl enjoyed participating in Girl Scouts."



79% say "Girl Scouts offered the types of activities my girl wanted to do."



74% say "My girl participated in a variety of activities in Girl Scouts."



74% say "I can describe the benefits my girl gets from Girl Scouts."



70% say "In Girl Scouts, my girl gained new skills and knowledge."



69% say "My girl worked towards meaningful goals at Girl Scout meetings."



66% say "My girl got opportunities in Girl Scouts that she would not otherwise have had."



53% say "Through Girl Scouts, I developed a closer relationship with my girl."



2018

PROGRAM EFFECTIVENESS Impact Report

Girl Scouts is the world's preeminent leadership development program for girls. Girls learn and grow in a safe, all-girl environment, discovering who they are, connecting with others, and taking action to make the world a better place. This report highlights Girl Scouts of Western Ohio's 2018 program results.

The Girl Scout Leadership Experience is built on program processes and a specific framework that help girls demonstrate courage, confidence, and character. Having supportive adults, utilizing the three Girl Scout processes, and participating in STEM and Community Service Activities all contribute to high outcome score achievement.¹

Success Factors	Outcomes
Supportive Adults	Sense of Self
Cooperative Learning	Positive Values
Learning by Doing	Challenge Seeking
STEM Activities	Develop Healthy Relationships
Community Service Activities	Learn Community Problem Solving

WHAT DO GIRLS PARTICIPATE IN?

Girl Scouts provides many opportunities for girls, including exploring new activities and developing skills through progressive learning experiences. In 2018, more than 10,000 girls participated in various Girl Scouts of Western Ohio-sponsored events and camps. Girls who have completed Journey and Take Action projects are more satisfied with their overall Girl Scout Experience, are more likely to have done a variety of activities, and are more likely to have developed the Girl Scout Leadership Experience outcomes, especially the Community Problem Solving outcome.¹ Locally and nationally, Girl Scouts address needs and promote girls' success across broad interests that include the program areas and activities below.

ACTIVITIES	PERCENTAGE OF ACTIVITIES COMPLETED BY GIRL SCOUT TROOPS
Earning Badges or Petals	90%
Outdoor Activities (other than camping)	82%
Council Activities or Events	76%
Community Service Projects	63%
STEM Activities	48%
Completing Leadership Journeys	41%
Overnight Camping Trips	35%

¹GSUSA, The Girl Scout Impact Study, 2017.

THE GIRL SCOUT LEADERSHIP EXPERIENCE: WHAT MAKES GIRL SCOUTS, GIRL SCOUTS *Have You Ever Wondered?*



The answer is as simple as one-two-three!

1

Know how Girl Scouts helps girls thrive.

These five outcomes are what we want girls to achieve through Girl Scouts:

- **Develop a strong sense of self:** Girls have confidence in themselves and their ability, and form positive identities.
- **Develop positive values:** Girls act ethically, honestly, and responsibly, and show concern for others.
- **Seek Challenges:** Girls learn to take appropriate risks, try things even if they might fail, and learn from their mistakes.
- **Develop healthy relationships:** Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflict constructively.
- **Learn community problem solving:** Girls contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them.

2

Participate in activities from the four program pillars.



S.T.E.M.—Science, Technology, Engineering, Math: Activities help girls develop problem-solving skills and confidence to pursue these topics in school.



Outdoor: Develop outdoor skills over time. When Girl Scouts get outside, they discover that they can better solve problems, overcome challenges, and develop a lifelong appreciation for nature.



Life Skills: Develop key life skills girls can use forever, like citizenship, teamwork, art, first-aid, and more. Badges are great for this!



Entrepreneurship: Participate in the Girl Scout Cookie and Fall Product programs to build key financial and entrepreneurial skills girls will use for a lifetime! See the back cover of this guide for more information.

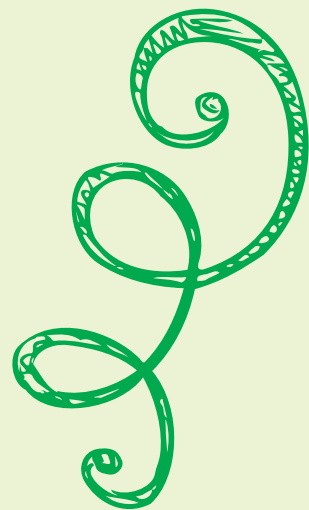
3

Reinforce the program processes through questioning and conversation:

The Girl Scout Leadership Experience comes to life, when activities are **led by girls**, feature **cooperative learning**, and highlight **learning by doing**.

These three processes allow girls to ask questions, offer ideas, use their imaginations, learn to work together, brainstorm, problem solve, and reflect on their experiences. To help your Girl Scout get the most out of her experience, take time to ask questions and help her reflect at home. Here are some sample questions to help:

- What made today's meeting special, meaningful, and/or fun for you?
- What is one thing you learned/worked on today?
- How did you help out at the meeting?
- How did you help someone else today?
- What did you try that was new today?
- Is there something you would do differently if you had to do it again?



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HOW GIRL SCOUTS GAIN *Leadership Skills*



71% have a strong sense of self
..... Compared to
68% non-Girl Scouts



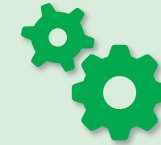
70% have positive values
..... Compared to
59% non-Girl Scouts



63% seek challenges
..... Compared to
42% non-Girl Scouts



59% develop healthy relationships
..... Compared to
43% non-Girl Scouts



49% develop community problem solving skills
..... Compared to
28% non-Girl Scouts

Girls are gaining important leadership skills through their Girl Scout experience. According to 2018 program results,* girls in Girl Scouts of Western Ohio's troops scored higher on all of the national outcomes and processes compared to non-Girl Scouts surveyed by Girl Scouts of the USA.¹



When girls participate in Girl Scout activities that are structured using the Girl Scout Processes, girls gain more leadership skills.



72% are girl-led
..... Compared to
51% non-Girl Scouts



80% used cooperative learning
..... Compared to
61% non-Girl Scouts



70% learned by doing
..... Compared to
59% non-Girl Scouts

Troops

Success

Struggling

Average

	Success	Struggling	Average
CO-LEADERS	2/3 of Co-Leaders knew each other beforehand	100% of Co-Leaders are Matched by Girl Scouts	35% of Co-Leaders are Matched by Girl Scouts
PARENT ENGAGEMENT	100% Hold a Parent Meeting to begin the year	50% Hold a Parent Meeting to begin the year	1 of 3 Parents say they neither the troop leader nor anyone in Girl Scouts, communicated expectations around parent involvement
TROOP SIZE	12	15+	8
TROOP ACTIONS	50-60% of time on badges supplemented with outright, community service and council overrides; 100% go overnight camping	Mostly work on badges	Most deliver a varied experience. Few are doing overnight camping and Journeys
COOKIES	Average 25% of Troop Time during year	Average 55% of Troop Time during year	Average 36% of Troop Time during year

The Success vs. Struggling Infographic highlights the factors that are different between troops who report success versus those who report they are struggling. Supporting relationships between co-leaders and parents, a good troop size, and a variety of activities are key to a troop's experience.²

*April-May 2018. GSWO Program Effectiveness Study included Girl Scouts across different age levels though troop pathway (n=309). *Percentages are averages of Outcome Achievement Scores* resulting from 2-5 combined survey items in each of the 5 GSLE outcomes.

¹GSUSA, The Girl Scout Impact Study, 2017.

²GSUSA, Customer Experience Mapping Research, 2017

