

G.I.R.L.
go-getter innovator risk-taker leader



2018 YEAR-END REPORT ON ENDS



girl scouts
of western ohio

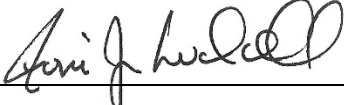
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EXECUTIVE SUMMARY

I hereby present my monitoring report on the Ends Policy according to the schedule set out. I certify that the information contained in this report is true, and represents compliance with a reasonable interpretation of all aspects of the policy unless specifically stated otherwise.

Signed  _____, CEO

Date: January 11, 2019

In 2018, Girl Scouts of Western Ohio (GSWO) has achieved the Global End and Ends A, B, and C.

Global End: Girls demonstrate courage, confidence, and character, and make a difference.

End A: Girls Discover: Girls understand themselves and their values and use their knowledge and skills to explore the world.

End B: Girls Connect: Girls care about, inspire, and team with others locally and globally.

End C: Girls Take Action: Girls act to make their world a better place.

These Ends will be achieved at a cost that balances time, resources and results.

The council provides many opportunities for Girl Scouts, including exploring new activities and developing skills through progressive experiences.

Our outcome data demonstrates that Girl Scouting positively impacts girls through leadership skill development.

- GSWO Girl Scouts in troops have met or exceeded all leadership outcomes compared to national outcomes results. (1) (2)
- GSWO Girl Scouts in series have met or exceeded national Girl Scout outcomes in the Challenge Seeking and Community Problem Solving outcomes, which are the skill areas that series curricula target, and have exceeded non-Girl Scouts in all measured outcomes. (1) (2)
- GSWO Girl Scouts demonstrate that they use the Girl Scout Processes – Girl Led, Cooperative Learning, and Learning by Doing – which are correlated with higher outcome scores. (2)

Furthermore, GSWO Girl Scouts had high levels of satisfaction with their 2018 Girl Scout experience. High levels of satisfaction are correlated with retention and recommending Girl Scouting to others. (2)

CEO INTERPRETATION OF ENDS

Global End: Girls demonstrate courage, confidence, and character, and make a difference.

End A: Girls Discover: Girls understand themselves and their values and use their knowledge and skills to explore the world.

End B: Girls Connect: Girls care about, inspire, and team with others locally and globally.

End C: Girls Take Action: Girls act to make their world a better place.

These Ends will be achieved at a cost that balances time, resources and results.

I define overall Global End achievement as the combined achievement of Ends statements A, B and C. These Ends are the results to be achieved for girl members ages 5-17 in Girl Scouts of Western Ohio.

I interpret each of the Ends statements (A, B, C) by evaluating data on GSUSA's Girl Scout Leadership Experience outcomes, which is the result of the *Girl Scout Leadership Experience*, using the Focus of Girl Scout Activities: *Discover, Connect, Take Action* and the Girl Scout Processes.ⁱⁱⁱ

The Girl Scout Leadership Experience model is the foundation of all Girl Scout program activities – which features five measurable leadership benefits or “outcomes.” The model describes *what* girls do in Girl Scouts, *how* they do it, and how they will *benefit* from their participation. Guided by supportive adults and peers, girls develop their leadership potential through age-appropriate activities that enable them to “*discover, connect and take action*” to make a difference in their world. These activities are designed to be girl led, cooperative and hands-on. This combination of challenging and fun activities using the Girl Scout program processes creates high-quality experiences conducive to learning.

Since 2016, the Girl Scouts of Western Ohio / National outcomes have been: Sense of Self, Positive Values, Challenge Seeking, Healthy Relationships, and Community Problem Solving.

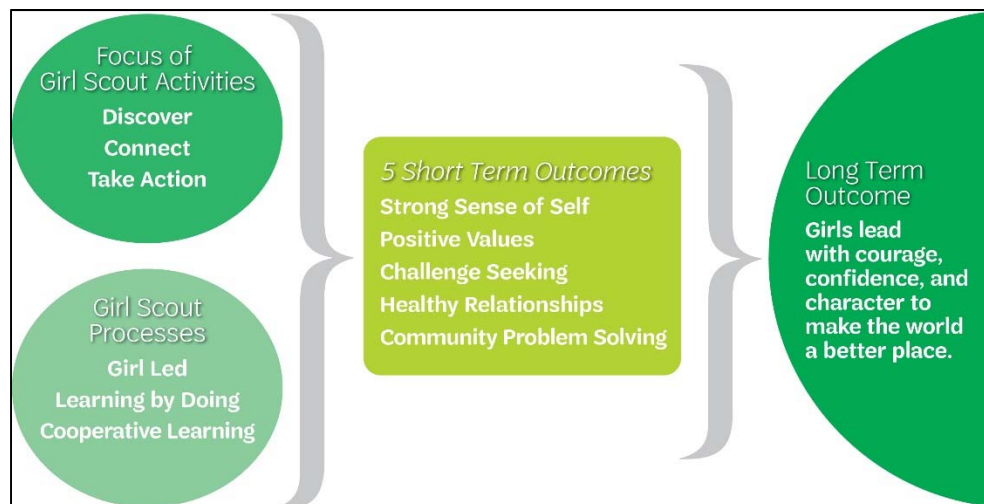


Figure 1. Interrelation of the Focus of Girl Scout Activities, Girl Scout Processes, Short Term Outcomes, and the Long Term Outcome. (3)

Operational Definitions (Measures)

The Ends correspond to the Girl Scout Leadership Experience (GSLE) outcomes, which are measured annually by the GSLE outcome surveys. The GSLE outcomes survey assesses attitudes, skills, and behaviors linked to girls' participation in Girl Scouts. (2)

The five GSLE outcomes are the following:

- 1. Sense of Self:** *Girls have confidence in themselves and their abilities, and form positive identities.*
- 2. Positive Values:** *Girls act ethically, honestly, and responsibly, and show concern for others.*
- 3. Challenge Seeking:** *Girls learn to take appropriate risks, try things even if they might fail, and learn from mistakes.*
- 4. Healthy Relationships:** *Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.*
- 5. Community Problem Solving:** *Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.*

Each of the 5 outcomes (Sense of Self, Positive Values, Challenge Seeking, Healthy Relationships, and Community Problem Solving) and 3 process measures (Girl Led, Learning by Doing, and Cooperative Learning) are measured using 3-6 items (i.e., questions). The items used to measure GSLE outcomes and Girl Scout processes are available in the Revised Girl Scout Leadership Experience (GSLE) Outcomes Survey document. (2) GSUSA and the Institute for Applied Research in Youth Development at Tufts University ensured that the 5 outcomes and 3 process measures were valid and reliable. (5)

The 2018 results reported are the aggregate outcomes of girls with a “high” outcome. These results are the primary measure of the 5 outcomes and 3 process measures.



Girl Scouts of Western Ohio 2018 Outcomes Results

Setting a Baseline – The board previously established a standard in which annual outcome achievement targets were set by averaging the outcome results from the previous two years. For example, 2014 targets were the average of 2012 and 2013 outcomes. Due to the change in outcomes measured in 2016, Girl Scouts of Western Ohio only has one year of data using these outcomes and therefore does not have baseline scores for each outcome. The results shown in Table 1 are internal baseline results from 2017 and 2018, which will be used for targeted goal setting in 2019.

Because we could not use past data to set appropriate targets for the 2018 outcomes, we are using national data from the recent *Girl Scout Impact Study*, along with the 2017 GSWO data to analyze our outcome results. (3) In the *Girl Scout Impact Study*, GSUSA compared the Girl Scout Leadership Experience outcomes and process measures between Girl Scouts and non-Girl Scouts to demonstrate the impact of Girl Scouting. Table 1 compares the Impact Study results with GSWO’s 2018 outcome results, for both troops and series, along with a comparison to last year’s data.

As a reminder, “**troops**” are groups of community girls who meet regularly to do activities that are based upon group interests, fostering a strong team environment, typically over the course of multiple years. Troops are most often facilitated by volunteers. Troops participate in many activities, including camping, traveling, badge work, and events.

“**Series**” are short-term, themed programs that use progressive curricula and real-life scenarios to help girls develop communication skills, teamwork, positive community, conflict resolution, and problem-solving skills. Series curricula include a variety of topics, including Health and Wellness; Conflict Resolution, Science, Technology, Engineering, and Math (STEM); and Financial Literacy. Series are most often staff led and used in communities where financial or other barriers make volunteering more challenging for parents/caregivers.

Table 1. Overall 2018 GSWO Girl Scout Leadership Experience Outcomes as measured through Girl Scout Voices Count surveys in spring 2018 compared to 2017 Troop and Series results.

| Outcomes/Processes | GSUSA Impact Study | GSWO Survey Results | | | |
|---------------------------|----------------------------|---------------------|---------------------|-------------------------|-------------------------|
| | Non-Girl Scouts N=1,507 | 2017 Troop N=568 | 2018 Troop N=309 | 2017 Series N= 3,535 | 2018 Series N= 3,520 |
| Sense of Self | 68% | 83.1% | 70.5% | 70.2% | 71% |
| Positive Values | 59% | 78.2% | 69.6% | 59.2% | 60.4%** |
| Healthy Relationships | 43% | 67.8% | 59.1% | 53.1% | 53.1% |
| Challenge Seeking | 42% | 77.9% | 62.5% | 66.5% | 62.3% |
| Community Problem Solving | 28% | 63.8% | 49.2% | 71.6%* | N/A*** |
| Girl Led | 51% | 79.3% | 71.5% | 69.4% | N/A*** |
| Cooperative Learning | 61% | 83.2% | 79.8% | N/A*** | 75.6% |
| Learning by Doing | 59% | 75.7% | 69.8% | N/A*** | N/A*** |

* In series, only the Community Problem Solving sub-outcome “Civic Orientation” was tested for Girl Scouts in the Junior grade level and above.

** The Positive Values outcome was not tested for Girl Scouts in the Brownie grade level.

*** N/A, Not applicable. To limit the length of the series surveys and maximize programmatic time, only selected outcomes and program measures were included on the surveys.

Our girls show significant achievement of GSLE leadership outcomes

Similar to 2017, GSWO has demonstrated that Girl Scouts have significantly higher outcome scores than non-Girl Scouts across all outcome and process measures. (3) With GSWO's troop data, the results are comparable to the results obtained by troop and series data from 2017. We have noted that there were several outcomes measures that have gone down from 2017 to 2018 and we are monitoring this very carefully. In 2018, we made changes to our survey data collection methods and the number of surveys completed was significantly lower compared to previous years. We expect to see survey results even out in the coming year.

The 2018 survey results were consistent in indicating that GSWO has a higher achievement percentage of the outcomes and processes than non-Girl Scouts. Thus, these results suggest that GSWO girls show achievement of GSLE leadership outcomes compared to non-Girl Scouts. While we cannot directly compare data between girls participating in the GSUSA Impact Study to our GSWO survey results, we believe it is reasonable to use the non-Girl Scout data as a comparison point for our data.

Within Table 1, the series data has also remained consistent compared to the 2017 data, noting a difference of 0-4%. As expected, due to the short-term nature of series (typically 6-8 sessions totaling approximately 6 hours), series outcome scores are less than those of girls participating in troops. If we compare series results to the non-Girl Scout Impact Study data, we see that girls in GSWO series have higher scores in Sense of Self, Positive Values, Healthy Relationships, Challenge Seeking, and Cooperative Learning. These results reflect the focus areas of our curricula: helping girls develop positive identities, social skills, teamwork, conflict resolution, and problem-solving skills. Thus, girls participating in our series are demonstrating the leadership skills that we are targeting.

Overall, we interpret Table 1 as girls are gaining important leadership skills through their GSWO Girl Scout experience. We reported in Table 1 on girls who achieved "high" outcome scores, but that includes only one piece of the analysis. Girls who score "medium" (i.e., 3.00-3.99) on outcomes are still developing the leadership skills measured in these surveys. In particular, we believe that girls in series are developing leadership skills, but have room for further growth. It is our responsibility to provide additional opportunities for girls to develop the skills corresponding to the GSLE outcomes, using GSLE processes (girl led, cooperative learning, and learning by doing).

Additional evidence of Girl Scouts of Western Ohio's girl outcomes achievement

GSUSA provided a second measure of GSWO Girl Scouts' outcome results. In April 2018, the Girl Scout Research Institute conducted the online Girl Scout Voices Count survey, which included an analysis of national GSLE outcomes. Table 2 shows a comparison between GSWO GSLE outcomes and national outcomes. GSWO Girl Scout outcomes are comparable with national results across all outcome measures. GSWO had a higher percentage (range of 1-3%) of achievement with two of the outcomes (Sense of Self and Positive Values) and three of the measured processes (Girl-Led, Cooperative Learning, and Learning by Doing) compared to the national data.

Table 2. GSWO’s Girl Scout Voices Count Outcomes Data Compared to the 2018 National Averages.

| Outcomes/Processes | 2018 GSWO Outcome Scores | 2018 National Average Outcome Scores |
|---------------------------|--------------------------|--------------------------------------|
| | N= 1,710 | N= 94,681 |
| Sense of Self | 82% | 81% |
| Positive Values | 73% | 73% |
| Healthy Relationships | 52% | 55% |
| Challenge Seeking | 57% | 55% |
| Community Problem Solving | 48% | 49% |
| Girl Led | 61% | 60% |
| Cooperative Learning | 78% | 77% |
| Learning by Doing | 64% | 62% |

Girl Scouts of Western Ohio Girl Scouts’ 2018 Participation in Activities

Girl Scout Processes lead to better leadership outcomes

The *Girl Scout Impact Study* (2017) demonstrated that **Girl Scouts are twice as likely as non-Girl Scouts to participate in activities that influence positive outcomes**, such as outdoor activities, civic engagement activities, financial activities, and STEM activities. (3) **Higher participation across a breadth of activities is correlated with higher scores on all five Girl Scout Leadership outcomes.**

In addition, GSUSA determined that participation in certain types of activities or having specific supports while using the GSLE processes improves achievement of GSLE outcomes (Table 3). For example, when girls participate in STEM activities (which utilize Learning by Doing), they have the largest gains in the Challenge Seeking outcome.

Table 3. Drivers that Improve Outcomes, (3)^{iv}

| Activities/Supports | Processes | Outcomes |
|--------------------------------|----------------------|---------------------------|
| Supportive adult relationships | Learning by Doing | Sense of Self |
| Supportive adult relationships | Cooperative Learning | Positive Values |
| STEM activities | Learning by Doing | Challenge Seeking |
| None identified | Cooperative Learning | Healthy Relationships |
| | Learning by Doing | |
| Community Service Activities | Cooperative Learning | Community Problem Solving |
| | Learning by Doing | |

These results show that activities that utilize Cooperative Learning and Learning by Doing, such as STEM activities and Take Action/Community Service, help increase outcome scores. Thus, **when girls participate in Girl Scout activities that are structured using the Girl Scout Processes, girls gain more leadership skills.**

Based on this data, we analyzed how many girls participated in STEM activities and community service (Take Action projects). **In 2018, over 10,000 girls participated in our various council-sponsored events and camps.** According to troop leaders, girls participated in a wide variety of activities over the 2018 membership year (Table 4).

Table 4. Number of Times Girl Scouts of Western Ohio Troops Participated in Activities, from Troop Leaders.

| Activities | Times Your Troop Completed Activities | | | | | | |
|--|---------------------------------------|-----|-----|-----|-----|------|-----|
| | 0 | 1 | 2 | 3 | 4-6 | 7-10 | 11+ |
| Badges or petals earned | 5% | 3% | 6% | 10% | 36% | 23% | 12% |
| Leadership Journeys completed | 40% | 27% | 9% | 4% | 1% | 0% | 0% |
| Overnight camping trips | 42% | 19% | 10% | 4% | 2% | 0% | 0% |
| Community service projects completed | 16% | 31% | 20% | 7% | 5% | 0% | 0% |
| Outings or field trips your troop went on | 7% | 14% | 17% | 14% | 27% | 8% | 2% |
| Outdoor activities (other than camping) | 18% | 20% | 22% | 11% | 7% | 2% | 0% |
| STEM activities | 37% | 23% | 13% | 6% | 5% | 1% | 0% |
| Council activities or events your troop attended | 17% | 17% | 23% | 15% | 17% | 3% | 1% |

Similar to the 2017 results, troops most often earned badges or petals and 95% of troop leaders stated that their troops earned at least one badge. There was a 9% increase in troops completing at least one outdoor activity other than camping in 2018 compared to 2017. 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 GSLE outcomes (especially the Community Problem Solving outcome).

Compared to 2017, there was a slight increase (from 37% in 2017 to 41% in 2018) in the number of troops that completed at least one Leadership Journey and over half of troops reported completing at least one community service (Take Action) project. Table 5 lists a breakdown of Girl Scouts who completed a Take Action project for the 2018 membership year.

Table 5. Percentage of Girl Scouts of Western Ohio’s Girl Scouts who completed a Take Action Project (self-reported).

| Program Level | GSWO Results N= 1710 | GSUSA National Results N= 94,681 |
|---------------|-------------------------|--|
| Daisy | 20% | 12% |
| Brownie | 17% | 19% |
| Junior | 22% | 25% |
| Cadette | 28% | 21% |
| Senior | 21% | 23% |
| Ambassador | 25% | 15% |

The percentage of Daisies, Cadettes and Ambassadors that completed their Take Action projects were significantly higher than the national average, ranging from a 7-10% increase.

Impact of camping

According to GSUSA's *More than S'mores* report, girls who did not get outdoors much in Girl Scouts enjoyed their outdoor experiences as much as or more than other girls. (4) The report also mentioned that camping (and other outdoor activities) were found to improve girls' outcomes, particularly with challenge seeking and problem solving skills. GSUSA found that Girl Scouts participate far more often in outdoor activities than non-Girl Scouts (76% vs. 43%, respectively) (3).

At GSWO, over 6,000 Girl Scouts attended our council-sponsored resident camps and Troop Adventure camps (TAC) in 2018. There were 2,645 campers that went to volunteer-led day camps throughout the summer. Of campers who completed surveys for resident and TAC camps (grades 2-12, total of 3,500), girls' responses indicated growth in the following outcomes:

- 72.8% - Sense of Self
- 70.5% - Challenge Seeking
- 63.5% - Healthy Relationships

Each of the outcomes reported were within 1-2% of last year's data. The achievement scores are higher for the Sense of Self and Healthy Relationship outcomes compared to the 2018 series data (Table 1). We believe camping is a strong example of the type of activity that develops girls' skill in communication and healthy conflict resolution. Notably, because of the confidentiality of our surveys, we are not able to compare quantitative outcomes of girls who attended camp to outcomes of girls who did not attend a camp.

Below are some quotes from parents and troop leaders regarding their girls' experiences at camp:

"With every camp experience, my daughter gains a little more independence and more life skills. This was her first year at resident camp and I was instantly amazed at her personal growth after just 3 days!!"

"My daughter had a wonderful time at camp. It was her first experience camping and being away from family longer than just overnight, and I was nervous she'd be homesick. Far from it! She was sad to leave and immediately said she wanted to come back next year for a full week... She has had nothing but glowing reviews of her counselors and activities. And, the best part of camp-for me- is that now that she's home she's been more open to new foods AND she's been doing chores and helping out around the house without whining. Its [sic] amazing what a few days of being self reliant [sic] can do!"

"My daughter and her troop had a great first time experience at TAC. We have camped out before at other council sponsored events, so the girls loved being able to plan and choose all their activities and feel like they had control over what they did!"

Success story: “Faith” and Camp for Every Girl



Faith Osley started in the Community Outreach in-school program five years ago at Jones Leadership Academy. Through participation in the Young Women of Excellence (YWOE) program at the school in partnership with Girl Scouts, she worked on team building and leadership, as well as both outdoor and STEM activities throughout the year. She continued this year-round experience for the next two years, growing her leadership skills and her love of working with others. Soon enough, Camp for Every Girl was offered to her. Having never been to camp before she took the risk and said yes to this new experience, signing up for CIT 1.

She arrived at camp for check-in, looked around her group, and said “Great! I am the only black girl here.” Despite seeing no one that looked like her, she jumped right into the CIT experience. At the end of the week, nothing stopped her from coming back and continuing her leadership experience as a CIT 2. Faith was truly hooked on Girl Scouts and returned to camping with her newfound leadership role. She attended the Women of Distinction Event in the North region in September of 2017 and shared her testimonial about her camp experience and what the Camp for Every Girl opportunity meant to her. Faith had this to say:



“... It has been an honor to be a part of Girl Scouts. I have learned so much while participating in Girl Scouts. I have learned how to communicate with others, be more open about myself, and help others with difficult situations that they might be going through. Participating in Girl Scout activities and camp has taught me to take risks and never give up on myself even when I face challenges. Along the way when I am faced with obstacles I never give up, I keep trying even if it takes several attempts. I plan to become a Mortician. That is a goal that I have set for myself, and I plan to keep working until I achieve it. In Girl Scouts I always feel inspired to take risks. Taking risks motivates me to do things I never thought of doing.”

Girl Scouts of Western Ohio 2018 Membership

As shown in Table 6, Girl Scouts membership decreased in all of the ten largest Girl Scout councils for either girl, adult, or total membership.

Table 6. Girl Scout Membership in the Largest Councils in Membership Years (MY) 2017 & 2018.

| Council | Girl Membership | | | | | | Adult Membership | |
|---------------------------------------|------------------|------------------|-----------------|---------------|---------------|---------------|------------------|----------------|
| | MY17 | MY18 | Retention Rates | | Market Share | | MY17 | MY18 |
| | | | MY17 | MY18 | MY17 | MY18 | | |
| Nation's Capital | 60,193 | 60,387 | 70.07% | 69.13% | 11.38% | 11.39% | 27,116 | 26,785 |
| San Jacinto Council | 56,217 | 53,760 | 65.83% | 56.66% | 7.95% | 7.38% | 17,662 | 17,675 |
| Greater Los Angeles | 42,893 | 46,729 | 71.54% | 73.17% | 4.77% | 5.36% | 25,646 | 24,454 |
| Greater Chicago and Northwest Indiana | 52,906 | 51,032 | 65.26% | 66.00% | 7.66% | 7.65% | 21,042 | 19,933 |
| Northern California | 41,124 | 40,385 | 65.20% | 69.24% | 6.34% | 6.30% | 29,232 | 28,882 |
| Eastern Missouri | 42,967 | 40,419 | 61.59% | 60.39% | 21.78% | 20.89% | 15,143 | 13,361 |
| Greater Atlanta | 39,041 | 36,169 | 53.89% | 56.88% | 7.18% | 6.55% | 18,212 | 17,567 |
| Girl Scouts of Western Ohio | 40,838 | 39,211 | 60.03% | 58.64% | 12.08% | 11.75% | 13,448 | 13,143 |
| Eastern Pennsylvania | 36,476 | 36,633 | 58.75% | 55.22% | 8.88% | 9.02% | 15,548 | 14,606 |
| Eastern Massachusetts | 30,755 | 29,680 | 63.76% | 66.63% | 8.66% | 8.38% | 15,811 | 15,186 |
| GSUSA | 1,761,343 | 1,727,235 | 61.05% | 60.46% | 6.67% | 6.57% | 783,724 | 750,817 |

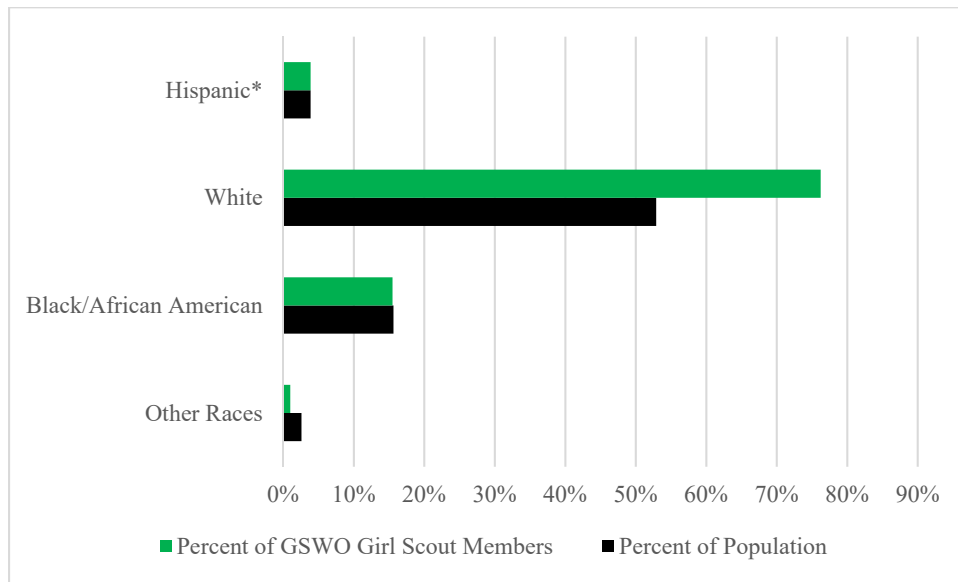
For 2018, the non-outreach retention rate for Girl Scouts of Western Ohio girls was 65%, consistent with the 2017 rate. Although retention rates have decreased among all councils, the renewal rate for adults has significantly increased. In an effort to take action against decreasing membership rates, the council is focused on creating and continuing sustainable experiences for girls. GSWO has established or maintained program strategies that focus on more opportunities for girls to experience outdoor and STEM programming and for parents and other household members to be included in the family engagement component of Girl Scouts. GSWO is also committed to efforts for both new and experienced troop leaders to gain more support through the use of the updated New Troop Start Up plan and through obtaining proper feedback from leaders on how to better support them to serve their communities. To create an opportunity to boost membership to ensure growth, there has been a focus on increasing troop sizes to accommodate the increase in troops.

Our girls are from diverse populations

As an expert leadership development organization for girls, we are committed to providing equal opportunities for girls in all races and ethnicities. Figure 2 shows the demographic distribution of our Girl Scout girls in the 2018 membership year. The percent of the total population is provided for comparison purposes.

Similar to 2017, there was 29% of total membership that did not report their demographic information. GSUSA is making stronger efforts to obtain this data during the registration process, so reporting demographic information in 2019 will be contingent on obtaining more accurate data.

Figure 2. Race and Ethnicity of Girl Scouts of Western Ohio’s Girl Membership and the Corresponding Population. *Note: The Hispanic ethnicity data is independent of the race data.



Based on the self-reported race and ethnicity data, we served a larger percentage of Black/African American girls than the percent of population (22.3% vs. 15%, respectively). This percentage is also significantly higher than last year’s data in 2017 (16.1%). Our market share of Black/African American girls was the highest of any racial group at 11.9%, exceeding our overall market share of 11.75%. (“Market share” is the percentage of membership divided by the total girl population in the area.) The girl membership for those who identified with Hispanic ethnicity has maintained the same percentage as the total Hispanic girl population within the council’s service area. We were within two percentage points of the population in our girl membership for girls of other races (girls who identified as multiple races could not be calculated at this time). This data supports that GSWO has both provided opportunities and served girls of diverse racial and ethnic backgrounds found in our service area.

Girl, Troop Leader, and Parent Satisfaction

Girls’ satisfaction

Based on Girl Scouts Voices Count survey results, **Girl Scouts from our council had high levels of satisfaction with their 2018 Girl Scout experience**, where 89% loved or liked being a Girl Scout in 2018. Furthermore, 85% of girls said that they planned to return in 2019. Finally, the net promoter score (which asks the question “If your friend or another girl asked you about Girl Scouts, how like are you to tell them to join?”) was 45, meaning that similar to the 2017 year, nearly half of Girl Scouts of Western Ohio’s Girl Scouts would recommend Girl Scouting to others (the national average NPS score is 52).

In addition to asking whether girls would recommend Girl Scouting to others, we also asked why. There were some notable responses from Girl Scouts:

“I would tell my friend to join Girl Scouts because I think it is fun and girls get to enjoy activities that are for them and maybe find new hobbies that they never thought about doing before.”

“It’s so fun. We are always doing new activities and adventures. We are learning to work well together. I enjoy all the service activities and helping others”

"I would tell my friend or another girl to join Girl Scouts because it is a great experience to meet new people, learn and grow, and help the world by being the best versions of yourself. We get to do really fun activities to get to know each other better, and spend time with people who care about you!"

"I would tell them to join Girl Scouts because being apart [sic] of Girl Scouts has made me more independent. [Girl Scouts] has made me more independent by selling girl scout cookies, volunteering to take charge, and teaching my younger girl scout sisters history."

Troop leaders' satisfaction

We surveyed troop leaders to learn more about indicators such as satisfaction and the perceived benefits of volunteering in Girl Scouts. When troop leaders were asked to report on their experiences, they stated that they volunteer because they want to make a positive difference in the lives of girls and because it gives them opportunities to use their talents, skills, and/or passions. Girl Scout troop leaders identified several benefits of volunteering: improved my relationships with my own girl(s), experienced a sense of purpose, experienced a sense of personal accomplishment, and made friends.

Below are some of the comments from troop leaders:

"The social development and focus on life skills has been incredible for my daughter. Girl Scouts has offered things that we would not have been able to do at home."

"Scouting offers wonderful experiences for girls. Encourages team work, leadership, entrepreneurs, and acceptance for who you are. Allows you to try new things in a safe setting, work with people of all ages, experiences, and ability levels."

About 77% of troop leaders who responded to the Girl Scout Voices Count survey said that they were satisfied or extremely satisfied with their 2018 Girl Scout experience (compared to 72% in 2017). About 81% of troop leaders returned (or planned to return) in their leadership positions. This is in correlation with GSWO's membership retention rate increase. Furthermore, 81% of troop leaders were planning to (or had already) re-registered for 2018 (as of April 2018).

Parents' satisfaction

We also asked GSWO Girl Scout parents about their satisfaction and their daughter's experiences in Girl Scouts. Seventy-nine percent of parents said that they were satisfied or extremely satisfied with their daughter's Girl Scout experience, a 2% increase from parents that reported in 2017.

Parents were also asked to identify key drivers in their girls' 2018 experience in Girl Scouts. GSWO parents responded with the following:

- 88% said their girl enjoyed participating in Girl Scouts.
- 79% said that Girl Scouts offered the types of activities my girl wanted to do.
- 70% said that in Girl Scouts, my girl gained new skills and knowledge.
- 74% said their girl participated in a variety of activities in Girl Scouts.
- 69% said that their girl worked towards meaningful goals at Girl Scout meetings.
- 74% said that they could describe the benefits their girl gets from Girl Scouts.
- 66% said my girl got opportunities in Girl Scouts that she would not otherwise have had.
- 53% said through Girl Scouts, they developed a closer relationship with their girl.

Most of the key drivers shown had an increase ranging from 1-5% compared to last year's results. This could be due to Girl Scouts of Western Ohio's initiative to increase family engagement, which allows households to identify the benefits of Girl Scouts. GSWO will continue to monitor the progress on this initiative.

Here are a few statements from parents about their daughter's Girl Scout experience:

"My daughter loves GS. Her leaders are amazing. She has a ton of confidence, and I believe a lot of this is through her GS Troop. Through her troop, she has a tight group of girl friends [sic]. Each year they accomplish amazing things and are pushed out of their comfort zones. She is also learning leadership skills."

"Her troop leaders are so enthusiastic and awesome. Their leadership makes all the difference [sic]"

"I think it is a great way to introduce my daughter to new experiences. As a single father [sic] I believe it helps me teacher [sic] her things in areas I have no knowledge in."

"Making new friends, learning new things, working together- all positive things for girls to learn for a successful adult life. I think any parents who have a daughter should think about Girl Scouts for them. It brings family together."

Data Sources

Data used in this report are compiled from the following sources:

1. Girl Scout Impact Study (collected by GSUSA)
2. Girl Scout Voices Count surveys (collected by GSUSA with national and GSWO data provided)
3. Membership data (collected by GSUSA with national and GSWO data provided)

Data and detailed data analysis methodology will be provided upon request.

Measurements

All Girl Scouts Leadership Experience outcome and process measures are based on the question “How much is this like you?” Girls respond to each item (such as “Girls like me can be leaders”) with options of Exactly like me, A lot like me, Kind of like me, A little bit like me, Not at all like me, or I don’t know. Each response is coded on a five point Likert scale (for example, *Exactly like me* is coded 5 and *Not at all like me* is coded 1; *I don’t know* answers are excluded). Girls’ coded responses in each outcome area (3-6 items) are averaged to provide an outcome score. Outcome scores are calculated using the National Program Evaluation System and Qualtrics® software. (5)

Outcome scores averaging 4 or greater are considered “high” (i.e., a girl considers the skills or attributes that make up the outcome to be “a lot” or “exactly” like herself). Average scores of 3.0-3.99 are “medium” (suggesting the girl thinks that she is making progress on developing the outcome, but still has room to grow). Scores less than 3.0 are “low” (where the girl does not perceive that she has developed many skills in this outcome area.) (Please note that GSUSA has moved away from reporting “outcome achievement scores” because “the 5 GSLE outcomes are characteristics and abilities that continue to develop throughout girls’ lives and are not something that can be “achieved” or “not achieved.” (2))

References

1. *Transforming Leadership. Girl Scouts of the USA.* 2008.
2. *2018 Girl Scouts Annual Review, Council Health Dashboard: Western Ohio. Girl Scouts of the USA.* 2018.
3. *Revised Girl Scout Leadership Experience (GSLE) Outcomes Survey. Girl Scout Research Institute.* 2016.
3. *The Girl Scout Impact Study. Girl Scout Research Institute.* 2017.
4. *More than S'mores: Successes and Surprises in Girl Scouts' Outdoor Experiences. Girl Scout Research Institute.* 2014.
5. *Council Evaluation Manual: A Step-by-Step Guide to the National Program Evaluation System (NPES). Girl Scout Research Institute.* 2016 : s.n.
6. *Girl Scout Leadership Experience (GSLE) Outcomes Revision: Bringing Rigor to Program Evaluation. Girl Scouts of the USA.* 2016.

ⁱⁱⁱ Notably, the revised GSLE model does not directly correlate the Focus of Girl Scout Activities (*Discover, Connect, and Take Action*) with outcomes. The revised GSLE model focuses on Girl Scouts’ mission and program activities, where the measurable outcomes reflect the areas where Girl Scouting impacts girls.

^{iv} Identified through GSUSA Regression Analyses