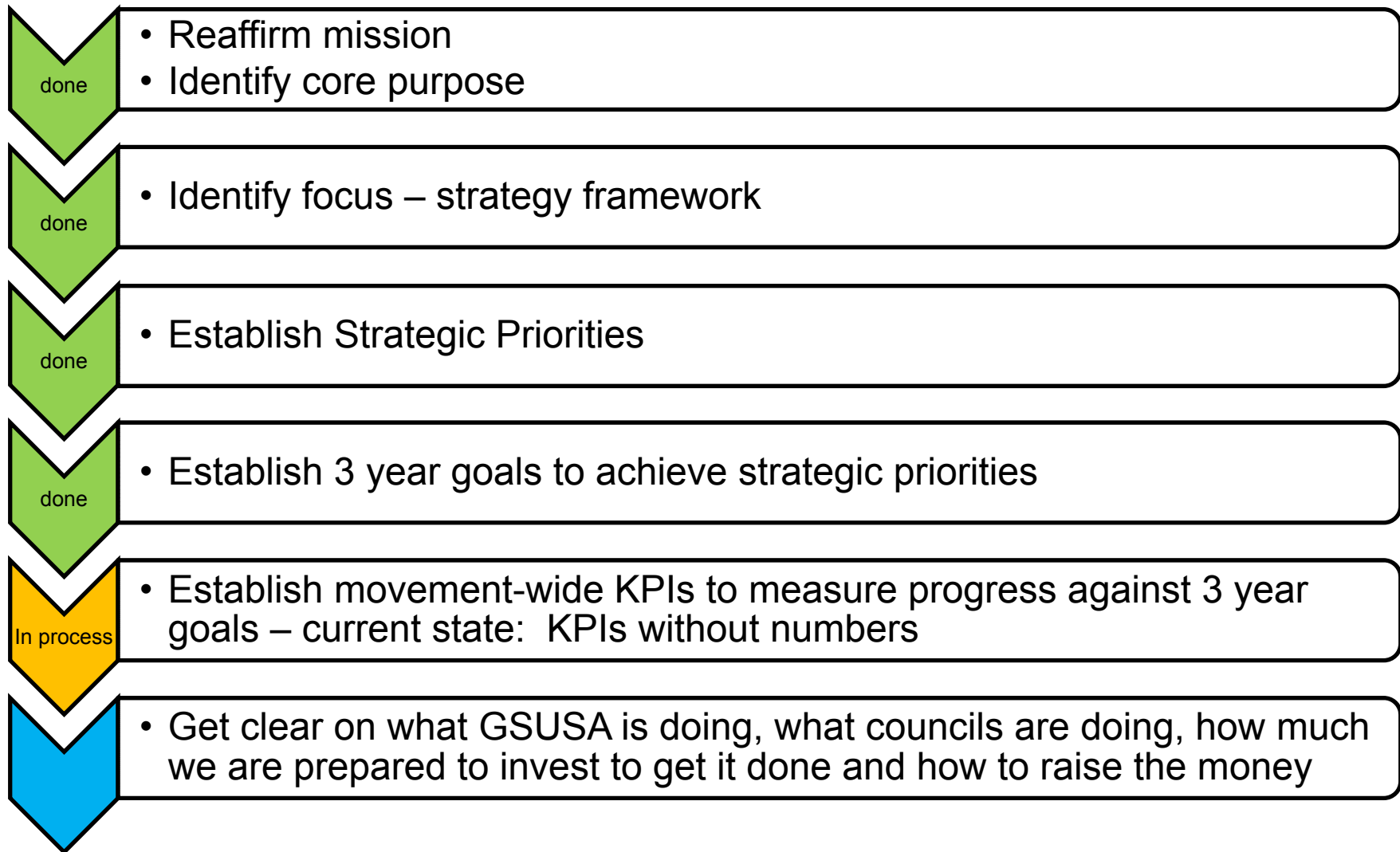




Building a Thriving 21st Century Movement

Girl Scouts Strategy Framework 2016-2018

What the GSUSA National Board has approved;
What's in process; **The hard part is still to come**



The Girl Scout Movement has a clear mission and purpose

Mission

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

Core Purpose

Girl Scouts exists so that girls thrive



Girl Scouts 2016-2018 Strategy Framework

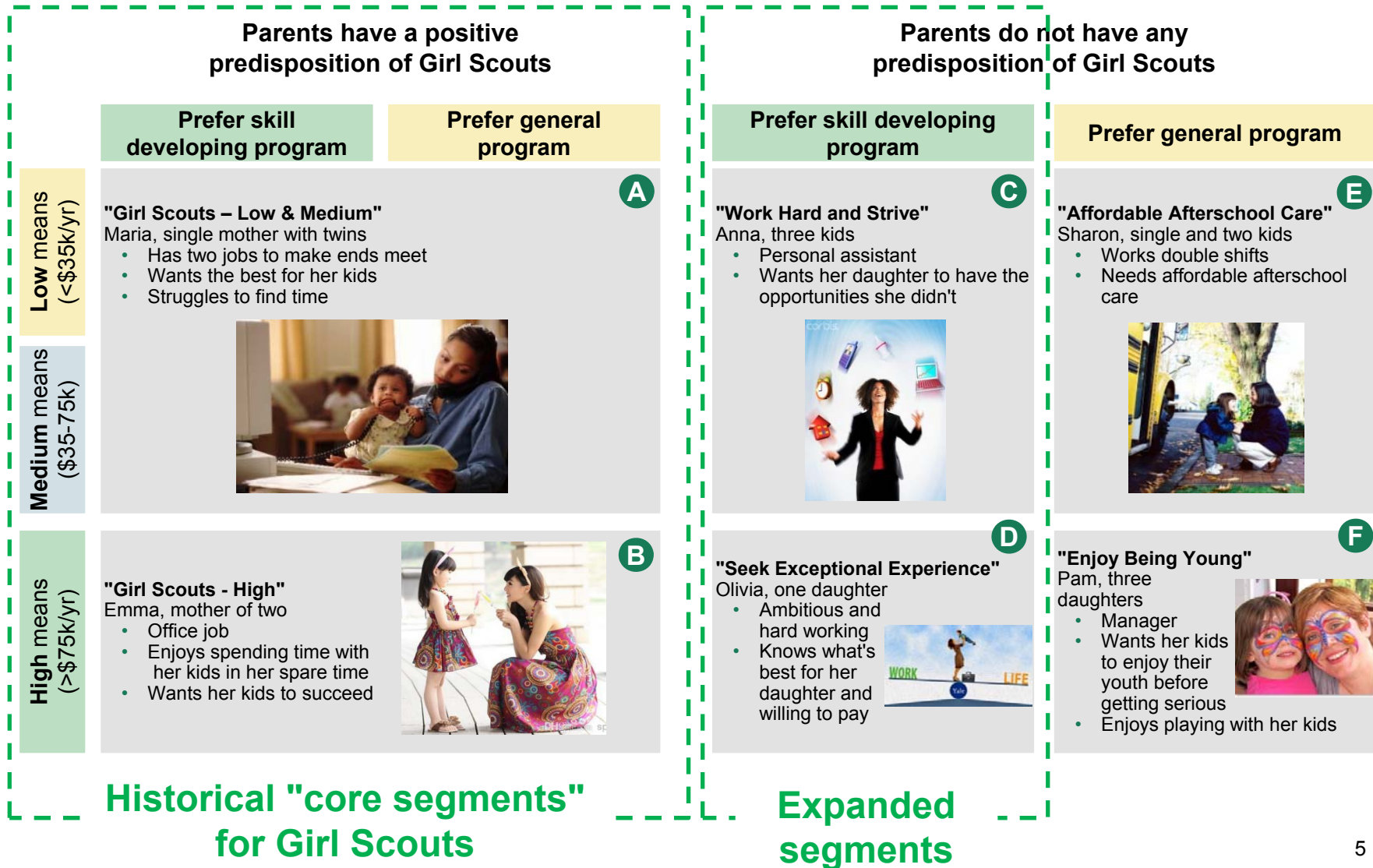
(Unifying the Movement) Culture



Parent Segmentation Model

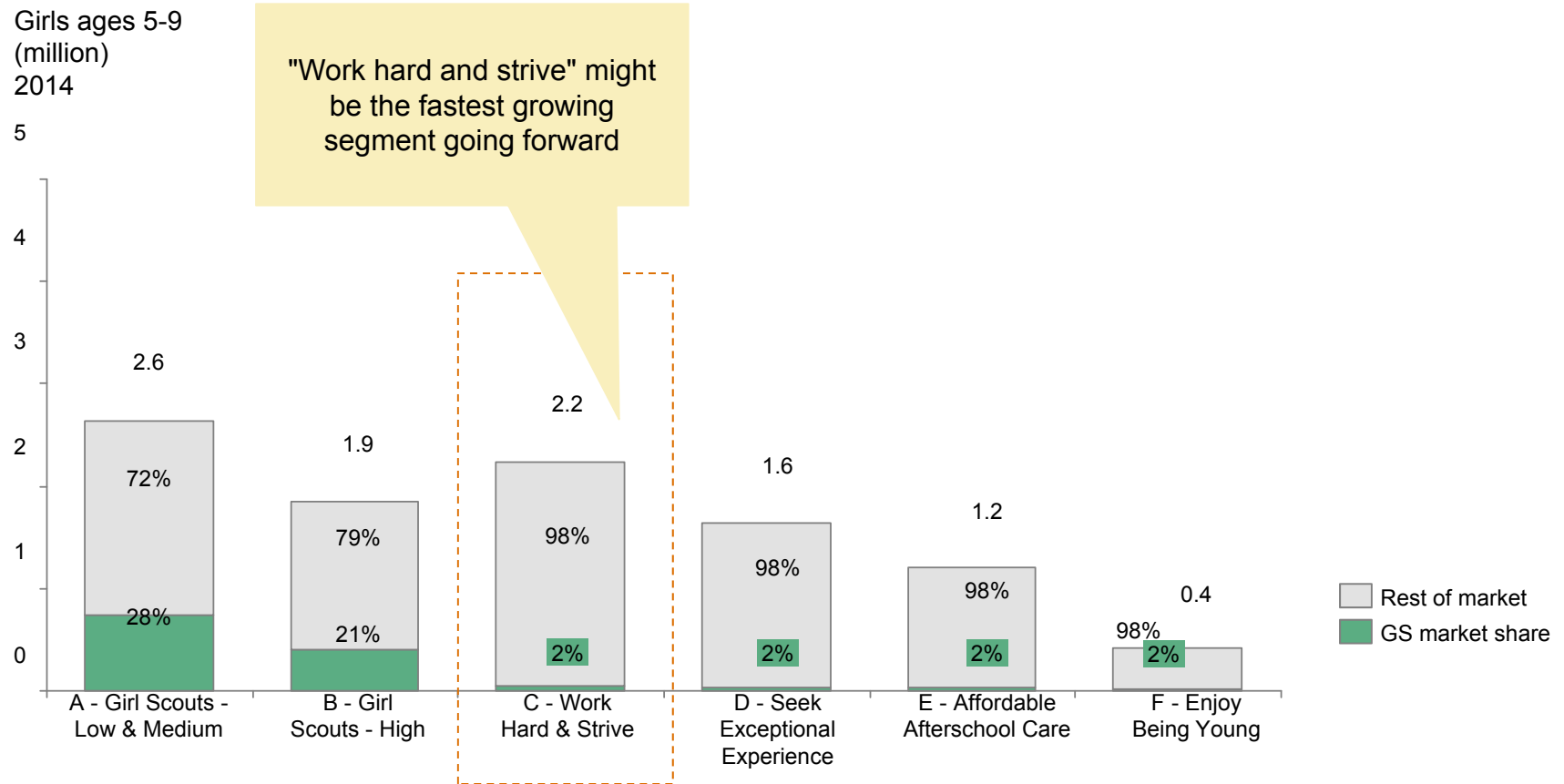
Plan: By January 2016 we will verify actual segmentations

Exact segment sizing TBC



Four segments represent significant opportunity for Girl Scouts to grow membership, though prioritization is required

Exact segment sizing TBC



Significant opportunity in segments "Work Hard & Strive" and "Seek Exceptional Experience"

Source: GSUSA membership data; Afterschool Alliance "Afterschool programs in demand" 2014; PlayCollective "What a girl wants" July 2014; BCG analysis

Girl Scouts 2016-2018 Strategy Framework

(Unifying the Movement) Culture



Girl Scouts 2016-2018 Strategic Goals

Movement Strategic Goals



Reach more GIRLS

- Reach and serve more and more diverse/representative group of girls



Higher IMPACT

- Deliver consistent, quality, outcome-driven girl program



Increased INVESTMENTS

- Increase society's investment in girls



Effective OPERATIONS

- Operate like one business moving in one direction



Stronger BRAND

- Act like one Movement: speak with one voice, supported by our champions



Higher IMPACT

- Deliver consistent, quality, outcome-driven girl program

Important highlights that we heard about program:

- **Girl Scout Leadership Experience** remains at the core and will be simplified.
 - **Journeys** will remain, but will be simplified
 - More badges
 - Reduce outcomes from 15 to 6
 - Start research on older girl program in 2017
- **Program modules** that can be delivered in shorter series (much like our current short term series)
- **The Journeys and program modules will focus on 5 areas:**
 - STEM
 - Life Skills
 - Outdoors
 - Entrepreneurship
 - Take Action / Community Service.

Girl Scouts 2016-2018 Strategic Goals and Investments

Movement Strategic Goals

Movement Strategic Investments



Reach more GIRLS

- Reach and serve more and more diverse/ representative group of girls



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Stronger BRAND

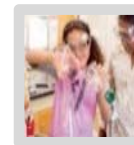
- Act like one Movement: speak with one voice, supported by our champions



Parent Segmentation



Older Girl Program Research



Girl Program Modules



Girl and Adult Digital Platforms



CEI



New Delivery Models



Leverage and Maximize Existing Assets



Collaborative, donor-centric Individual Giving



Alignment around national strategy



Network Redesign (Clarifying roles)



Value Proposition



Alumnae



Change Management/ Strategy & Advancement Office

Girl Scouts 2016-2018 Strategy Framework

(Unifying the Movement) Culture



Girl Scouts of Western Ohio's Strategy is Aligned with the National Goals

National Strategic Goals	Girl Scouts of Western Ohio's Key Activities
<p>Reach more girls: reach and serve more and more diverse representative set of girls</p>	<ul style="list-style-type: none"> • CEI – our digital platforms • Troop Support (SU Strategy and Structure) • Outreach/in school programming
<p>Higher impact: deliver consistent, quality, outcome-driven girl program</p>	<ul style="list-style-type: none"> • CEI – our digital platforms • Support digital cookies as a foundation for digital program • On-line learning for volunteers • Evaluation and Research • Outdoor property task group work
<p>Increased investments: increase society's investments in girls</p>	<ul style="list-style-type: none"> • Fund development efforts • Cookie Sale Experience • Juliette Gordon Low Society
<p>Effective operations: Operate like one business moving in one direction</p>	<ul style="list-style-type: none"> • Customer-centric / Information-Driven work • Standard Operating Procedures • Staffing
<p>Stronger brand: Act like one Movement: speak with one voice, supported by our champions</p>	<ul style="list-style-type: none"> • Social media and online campaigns • Revised website • Centralized communications

Next Steps During 2016

GSUSA	Girl Scouts of Western Ohio
<ul style="list-style-type: none"> • Establish office of Strategy and Advancement • Organize GSUSA and Councils to figure out HOW for each area of focus and investment • Get agreement on Movement-wide key performance indicators • STAY FOCUSED on CEI and Digital Cookie • Start work right away on program and outcomes • Raise funds for program / strategy investment: <ul style="list-style-type: none"> • Sell three floors at 5th Ave NYC office • Explore when and how much for the next national dues increase • Partner with councils on fund raising and sponsorships 	<ul style="list-style-type: none"> • Keep changing along the path we have set out! • STAY FOCUSED on making CEI and digital cookie work! • Achieve our 2016 membership and revenue goals. • Collaborate with GSUSA and sister councils to support GSUSA Movement-wide goals (while taking care to make sure we also have time to meet Girl Scouts of Western Ohio's goals)! • Explore program priorities and innovation within the Movement Wide strategy framework, including parent segmentation model.