

Girl Scouts of Western Ohio Board Retreat



MEMBERSHIP & VOLUNTEER TRENDS

February 2015

VOLUNTEER TRENDS

AGENDA



- State of Membership
- State of Volunteerism
- Volunteer Systems Status
- Supporting Leaders to Impact Girls
- Q&A



Membership Update



Jan 2014 to Jan 2015 Comparison	Last Year Jan 30 MY2014	This Year Jan 30 MY2015	% Change
National Overall Membership	2,169,999	2,137,175	-1.51
<i>Western Ohio Total Membership</i>	44,697	45,956	+2.82
National Girl Membership	1,480,313	1,453,897	-1.78
Western Ohio Girl Membership	32,703	34,059	+4.15
National Adult Membership	689,686	683,278	-0.93
Western Ohio Adult Membership	11,994	11,897	-0.05

Fall Product Sale Update



METRIC	2014-2015 Comparison	2015 Goals to Actual
• Girls Registered October 1	+8.6%	+8.6%
• Troops Participating in Sale	+22.9%	+15.1%
• Items Sold	+39.0%	+27.5%
• Net Profit on Sale		+34%

WHY?

- *More girls registered – especially in troops*
- *Focus on simplifying process for leaders*

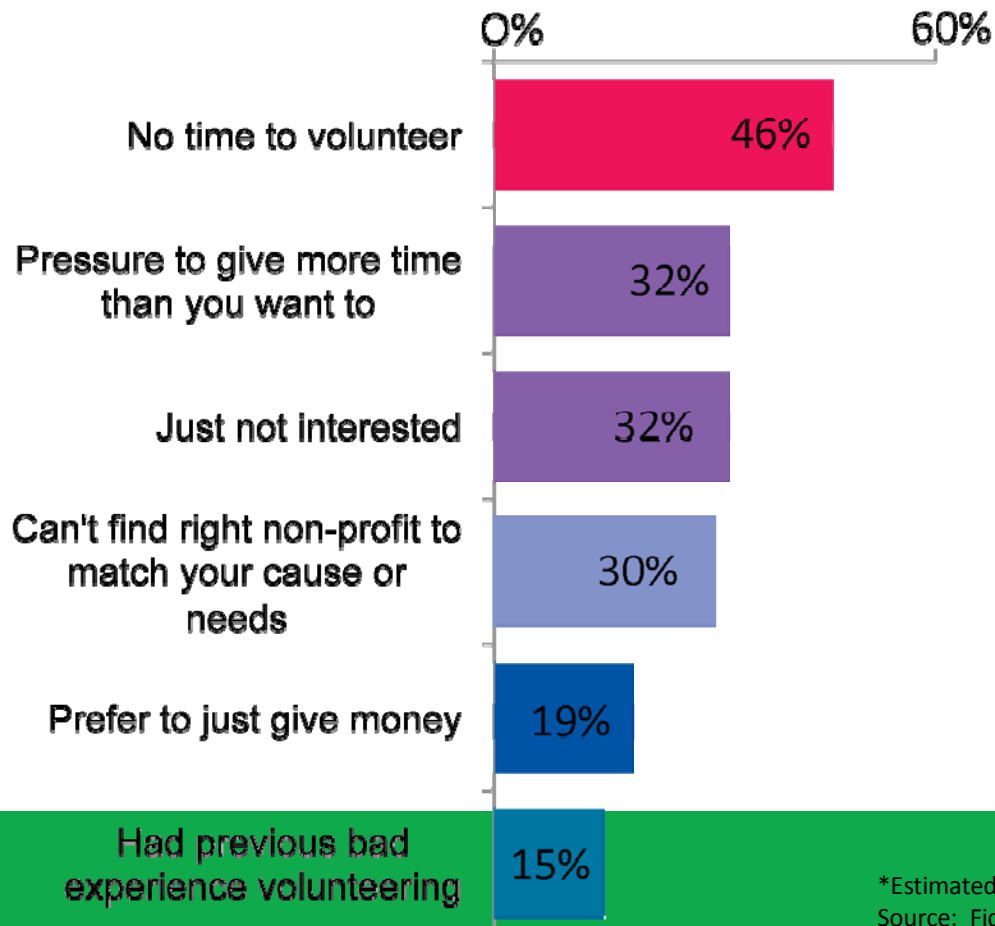


State of Volunteers & Volunteer Systems Improvements

State of Volunteerism

In America: Reasons We Don't Volunteer

Motivations NOT to Volunteer



Average volunteer hours annually in the US:

122

Requested volunteer hours annually by GSUSA*:

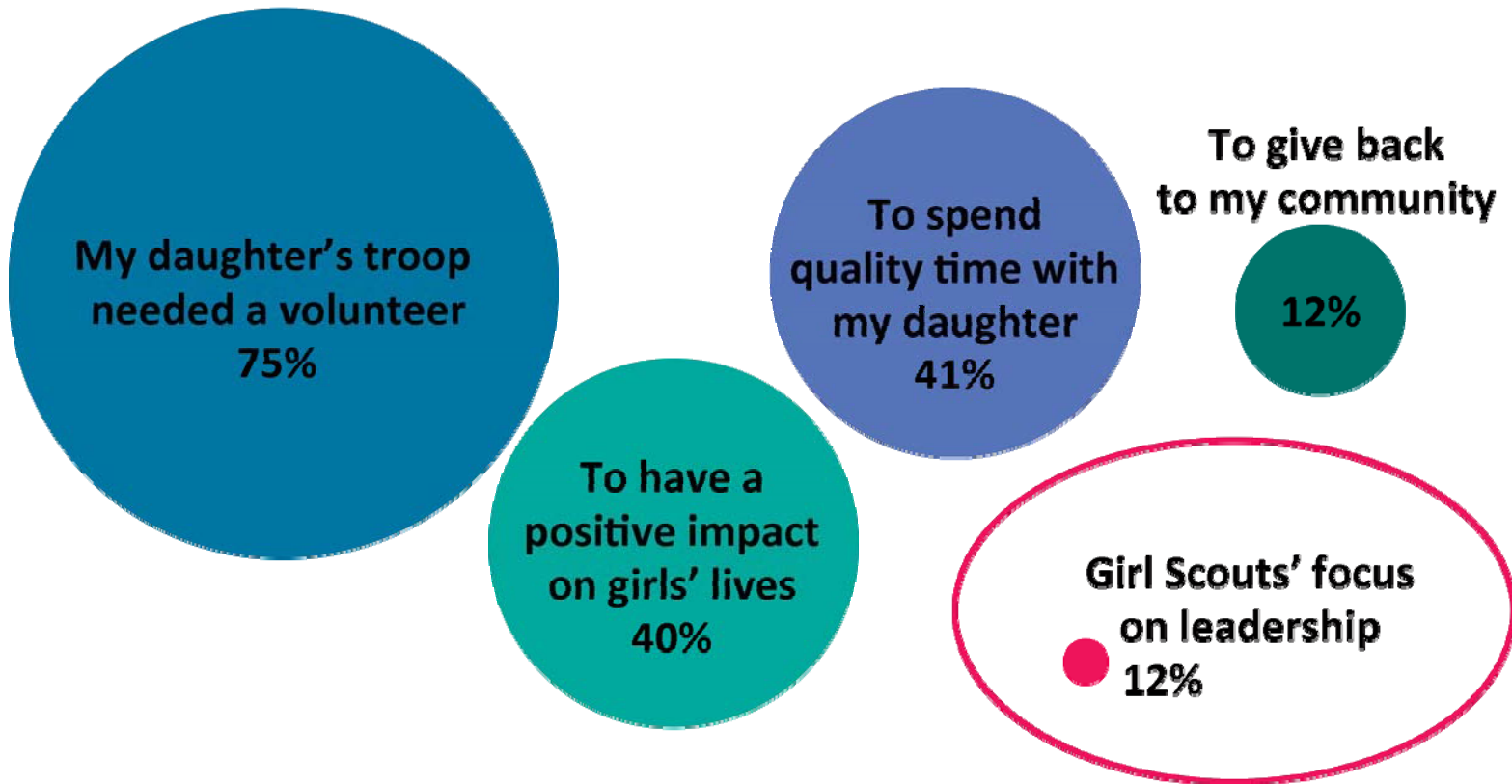
200

*Estimated

Source: Fidelity Charitable Gift Fund Volunteerism and Charitable Giving in 2009

State of Volunteerism

in Girl Scouts: Motivations to Volunteer

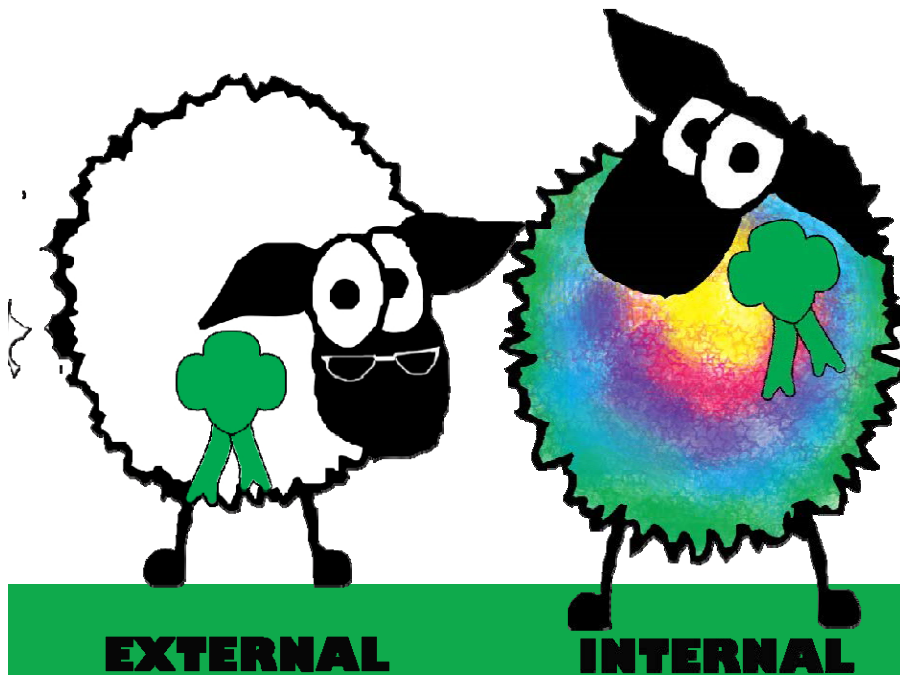


Smarty Pants Research

Moms' fear of being "trapped"



There is a massive disconnect in how Girl Scouts is perceived



Positive Volunteer Experience

Drivers of Successful Volunteer Experience

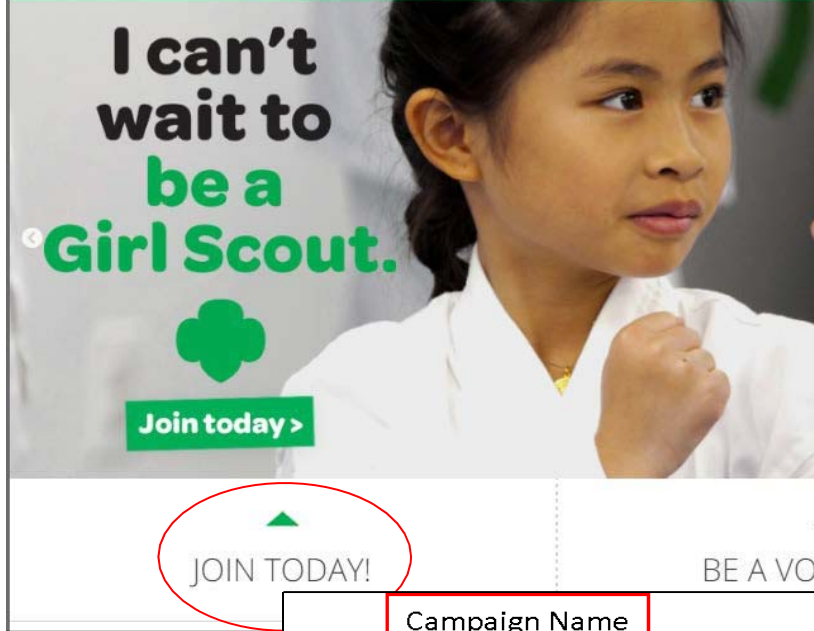
(Success = Higher Net Promoter Rating/Willingness to Promote)



Outcome: Sign Up in Minutes, Not Months



VOLUNTEER SYSTEMS

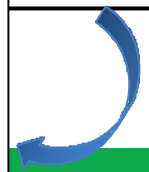
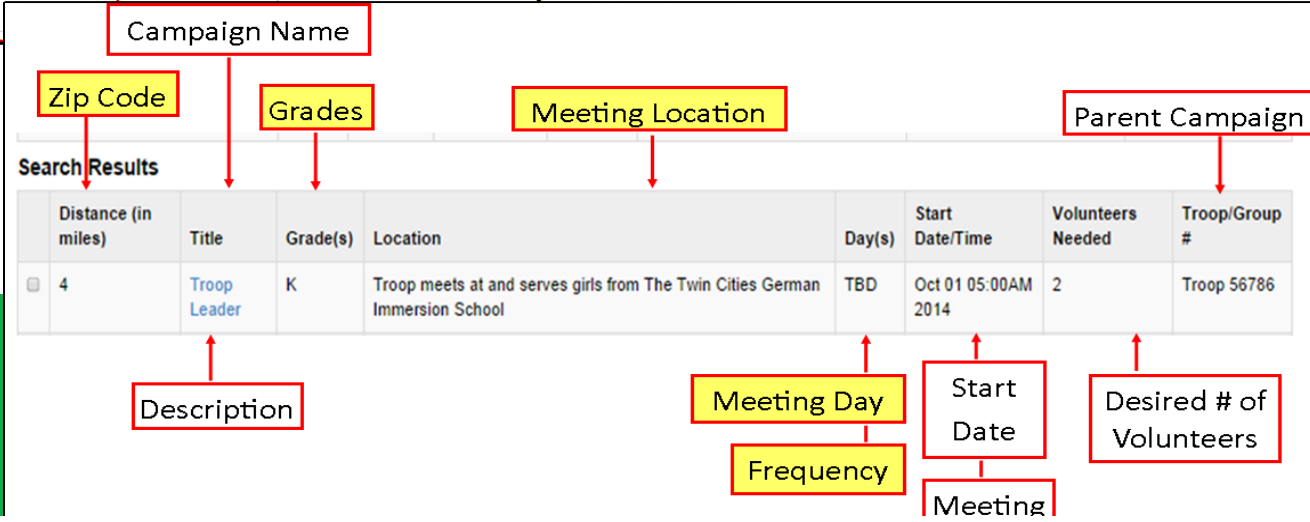


Get Started > Get Involved > **Join** > Get Approved > Welcome >

Become A Member

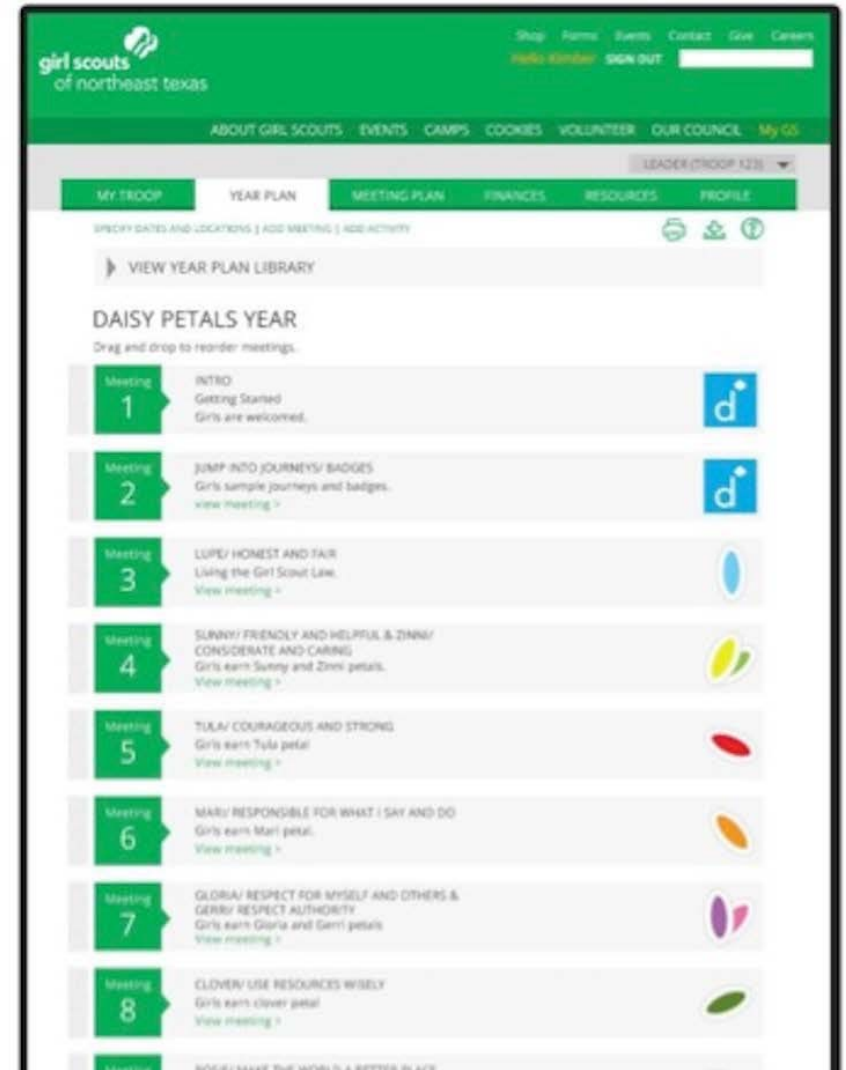
Adults who want to join Girl Scouts can choose between a one-year membership or a lifetime membership. We just need a few more details:

Membership	--None--	Date of Birth	08/22/1980
First Name	Florence	Gender	Female
Last Name	Brave	Street Line 1	123 Delaware Avenue
Email	kramsey25-2@gmail.com	Street Line 2	123 Delaware Ave, Andes NY 123 Delaware Ave, Ames IA 123 Delaware Ave, Akron OH 123 Delaware Ave, Adrian MN 123 Delaware Ave, Albany NY 123 Delaware Ave, Absecon NJ 123 Delaware Ave, Alplaus NY 123 Delaware Ave, Allentown PA 123 Delaware Ave, Artyville NY 123 Delaware Ave, Alamogordo NM
Email 2		City	
Preferred Email	Email	State	
Home Phone	555-555-5555	Zip Code	55107



Outcome: Over 1700 Troop Leaders Getting Free, Easy-to-Deliver, Online Program

VOLUNTEER TOOLKIT



Would you like an invention that would help tie your shoes faster? Or one to make elevators record your singing while you ride? In this badge, find out how inventors make stuff and become an inventor yourself.

Location:
Hall Neighborhood House, 334 East Main Street

Category:
Science, technology, engineering and math

PLANNING MATERIALS

[Meeting Overview](#)

[Activity Plan](#)

[Materials List](#)

MANAGE COMMUNICATIONS

[Meeting Reminder Email](#) (2 sent - view)

[Record Attendance & Achievements](#) (5 of 6 present, no achievements - view)

[Upload Photo](#) (none)

16 Councils Now Have Secure, Branded, Easy-to-Navigate Websites



WEB PLATFORM

So Much More Than Technology



One Business Model

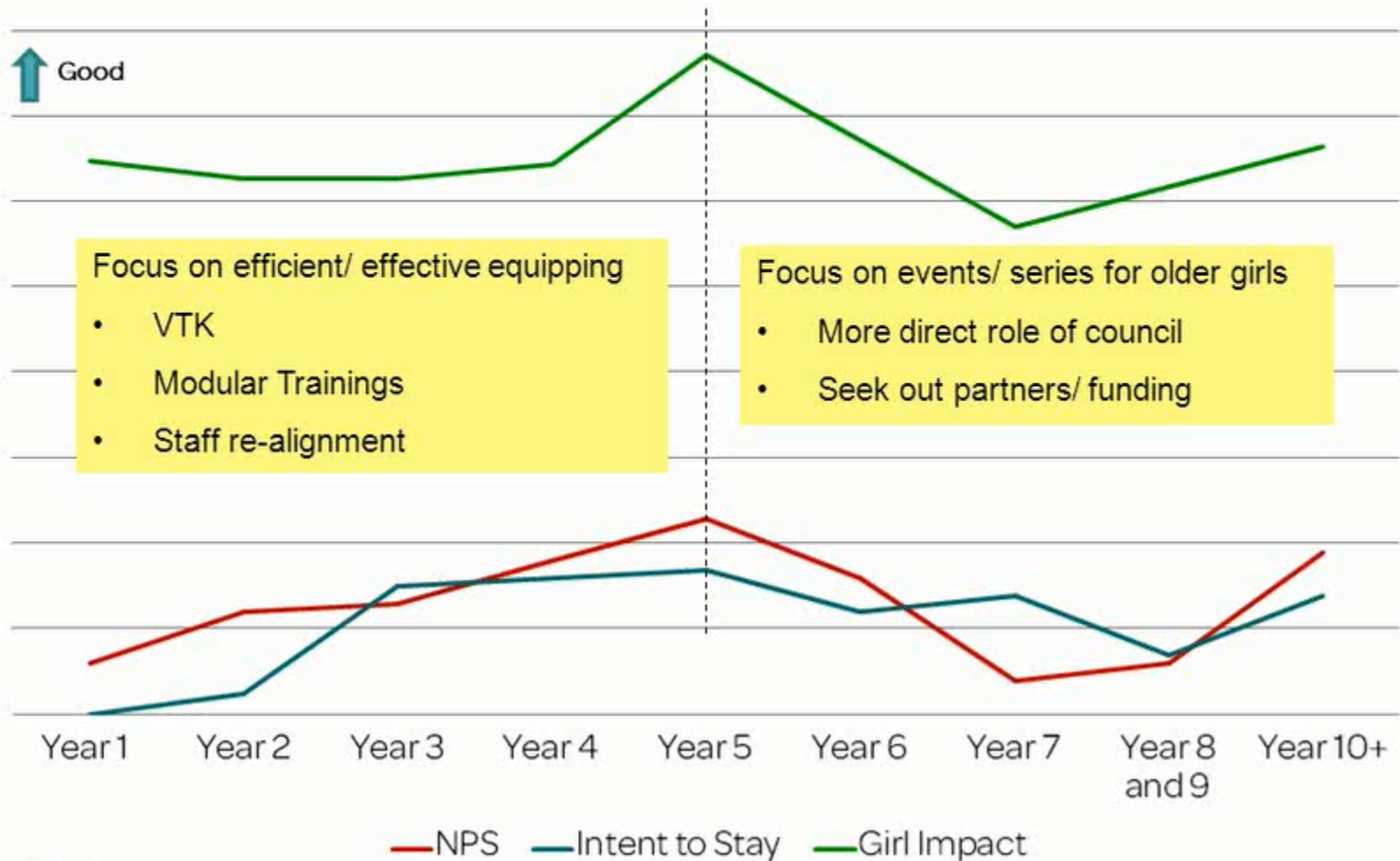




What is Needed to Support Leaders in Developing Girls' Leadership?

Our Volunteers are Mission Driven

Volunteers who don't feel like they are making a difference, or the program isn't effective should be considered "at risk"



Areas of Girls' Well-Being in Ohio

Area State Rank

Physical Health and Safety	29
Economic Well-Being	30
Education	26
Emotional Health	41
Extracurricular Activities	38

What Girl Scouting Does

Girl Scout processes and resources are effective in supporting development of areas that are important to girls' well-being, but often not well-supported.

This includes:

Leadership Opportunities
Education/Academic Success
Outdoor / Environmental Activities

STEM Activities
Financial Literacy

STEM & Leadership Development




The Great Disconnect

- Girls aspire to leadership – but purposeful leadership
- 74% of HS girls – interested in STEM (but not choosing this)
- 57% of HS girls – would have to work harder than a man to be taken seriously

To address challenges like this, it will take more than technology. We have to work differently.

GSRI Research -- Promising Practices:

Practices that research indicates are effective in affecting STEM interest & impacting STEM learning

- ✓ Relates content to **real-world application**, ideally through **hands-on learning**
 - ✓ Encourages **critical thinking, collaboration**, and small group work
 - ✓ Involves **caring adults** (i.e., parents, teachers or STEM professionals) who promote engagement and learning
 - ✓ Provides information about **STEM career** opportunities
 - ✓ Offers opportunities to **engage with STEM professionals**
- 

Alignment of Success Factors & GSLE

STEM Success Factors		GSLE
Hands-on learning	↔	Learning by Doing
Collaboration	↔	Cooperative Learning
Small group work	↔	
Utilization of critical thinking	↔	Girl Led
Engaged, caring adults	↔	Volunteer facilitators
Integrates real world / culturally relevant curriculum	↗	Imagine Your STEM Future
Information about STEM careers	↔	Robotics
Engagement with STEM professionals	↗	Journeys & Badges
Early (k-8) intervention	↔	Financial Literacy
		Daisies - Cadettes

Assumptions

- Girls' existing beliefs/assumptions about STEM careers create barriers to STEM engagement (i.e., family sacrifice).
- Girls are unfamiliar with the wide variety of STEM careers.
- Girls will be more engaged in STEM if they understand how STEM professionals help people and solve real world problems.
- If councils recruit STEM career women to serve as guest speakers, they will inspire girls and share experiences of managing STEM careers with having families.

Inputs (Resources)

- People**
- Funding**
- Program Materials**
 - GSUSA Imagine Your STEM Future curriculum/materials
 - Girl Scout Leadership Experience (GSLE) Leadership Journey materials
- Continued Experience**
 - Additional activities / engagement offered by each council
- Training and Support Materials**
 - Volunteer training and support

Outputs

Activities

- Imagine Sessions
- Additional Girl Scout experiences
- Grade-level appropriate Journeys are incorporated into each Opening and Closing ceremony for each Unit and Session

Participation

- 2 sessions per unit
- 45 minutes per session
- Learning by doing:
 - Girls put plans into action
 - Girls reflect on experiences and apply what they learned to own lives
- Girl led:
 - Girls ask questions
 - Girls offer ideas
- Cooperative learning:
 - Girls explore interests and work together
- Volunteers encourage girls throughout activities
- Volunteers keep sessions girl led and are prepared for all possible activities within sessions including optional activities

Outcomes

Short-term	Mid-term	Long-term
Increase in GSLE outcomes: <ul style="list-style-type: none"> Critical thinking skills Cooperation and team building skills Resourceful problem solving skills Girls feel empowered to make a difference 	Continued growth in GSLE outcomes for girls	Girls take on leadership roles
Increased understanding of the importance of high school math and science courses / learning	Increase in girls' self confidence in STEM abilities	Increase in girls graduating on-time with increased STEM coursework
Increased awareness of and interest in STEM career opportunities	Increase in girls' STEM achievement (grades, benchmark scores, etc.)	Increase in girls who enroll in STEM postsecondary coursework and/or degree programs
Girls explore real world application of STEM skills and increase interest in helping others through STEM	Increase in girls' STEM standardized test scores	Girls obtain STEM-focused postsecondary degrees
Girls develop a sense of sisterhood	Increase in girls that are on-track to graduate on-time	Girls obtain STEM related employment
Adult volunteers continue volunteering with program	Girls continue engagement with Girl Scouts	
	Adult volunteers continue volunteering with Girl Scouts beyond program	
	Girls increase school attendance	

What are the Challenges?



Similar to challenges of all high quality GS experiences:

- Volunteers want to provide these meaningful, challenging experiences
- Volunteers have limited time and access to resources
- Often don't feel confident or prepared to guide learning
- Want access to qualified STEM experts
- Cost can be a barrier





Addressing the Challenge

- Provide volunteers and girls with access to a wide variety of STEM opportunities – at all age levels
- Develop a network of partnerships with educators, companies and organizations to multiply the opportunities available and to increase access in communities.
- Educate STEM experts about girls and “what works”
- Find more financial support



Next Steps

What is the board's role in understanding and/or supporting:

- initiatives like the volunteer systems changes ?
- increased resources and opportunities for girls ?





Questions ?

Drivers of Successful Volunteer Experience

Good Use of Time:

Feeling that volunteering w GS is a valuable use of their time.

Note that absolute number of hours volunteering is NOT a negative predictor of NPS. If volunteers feel their time is well-spent, they don't mind spending more of it with Girl Scouts.

Achieve Mission:

Feeling that through GS, they can make a difference in girls' lives; understanding benefits of Girl Scouting for girls

Feel Valued:

Feeling that they are valued by council staff AND by girls and their parents.

Ease of Troop Management:

Program materials make job easier; prep time is reasonable

Feel Supported:

Feeling that they get the guidance and support they need to be successful in Girl Scouting

Fit:

Feeling that in GS, they are receiving assignments that match their interests