Girl Scouts of Western Ohio Board Retreat

February 2015

Agenda

- State of Membership
- State of Volunteerism
- Volunteer Systems Goals / Status
- Q&A

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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
Western Ohio ***Total Membership***	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	+ XX %	+XX%

WHY?

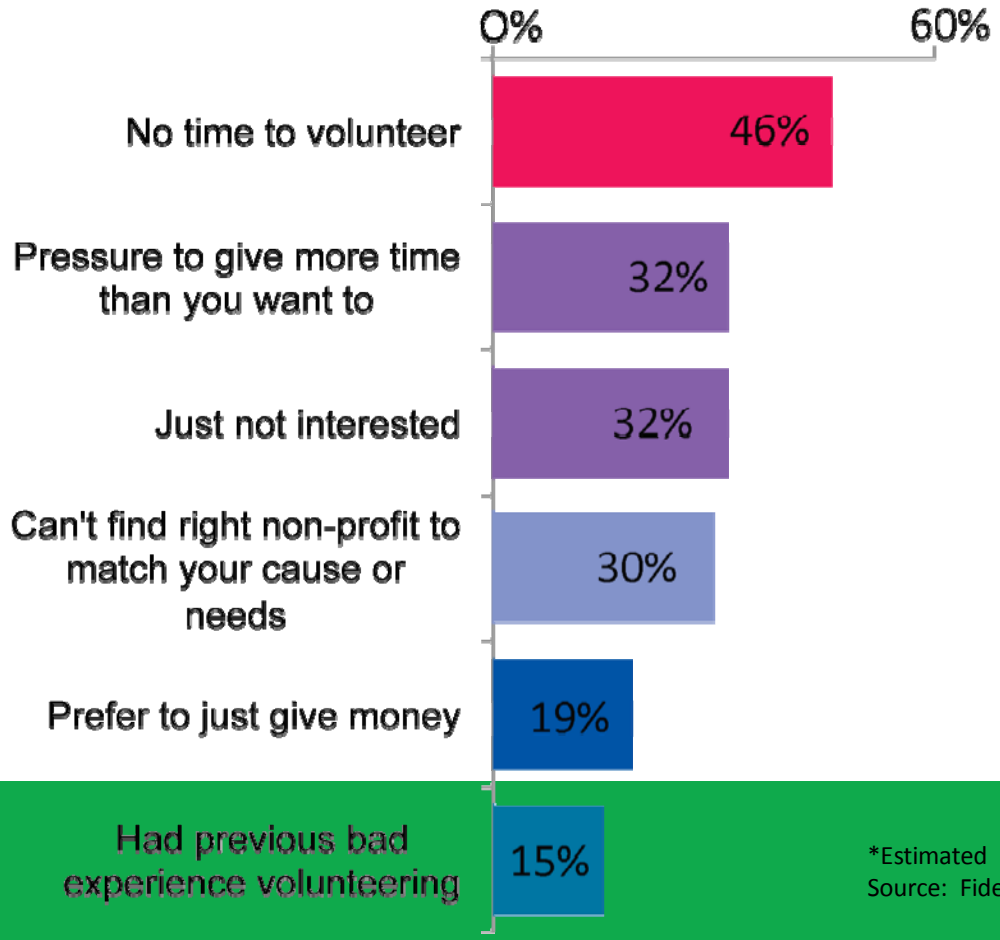
- *More girls registered – especially in troops*
- *Focus on simplifying process for leaders*

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*:

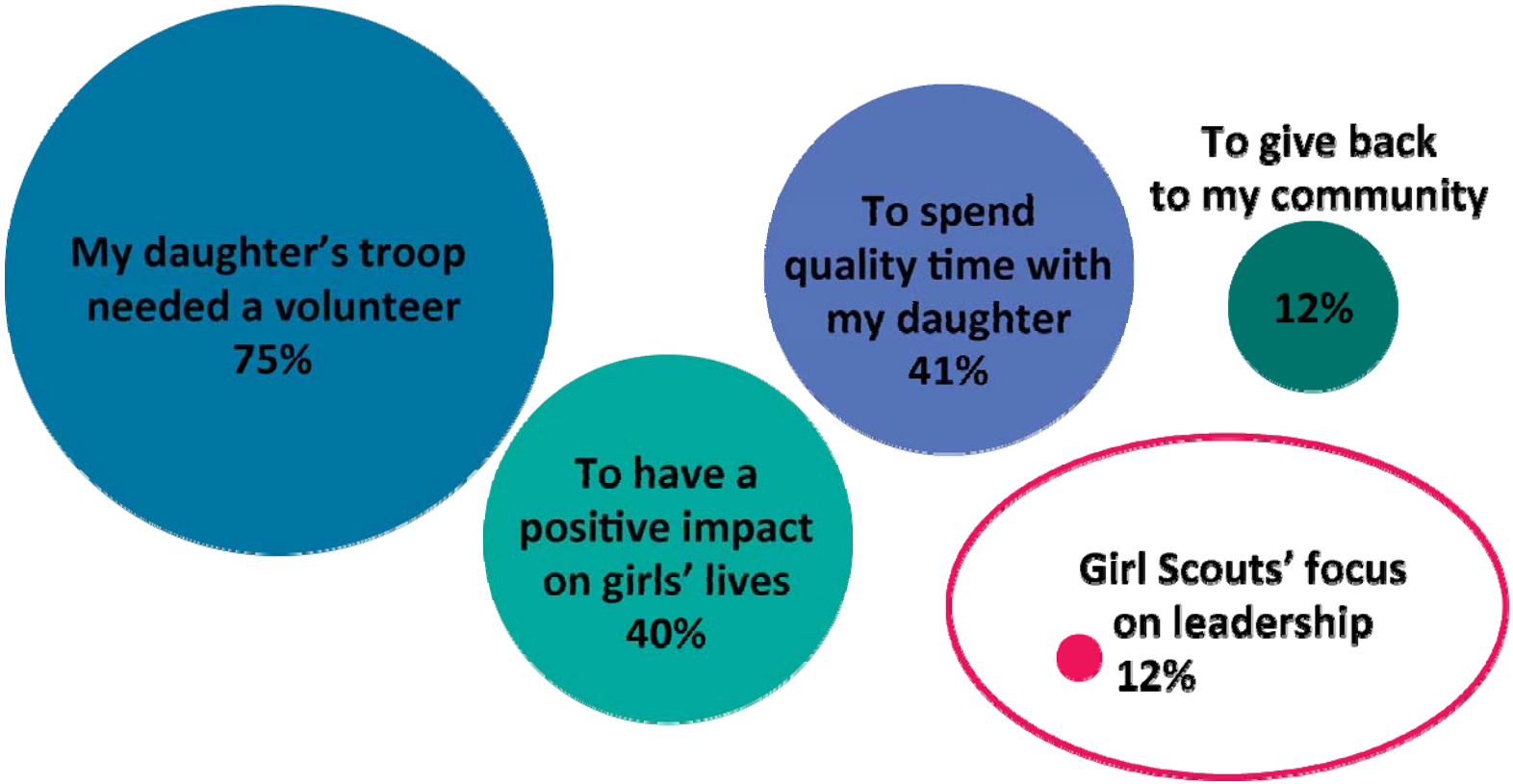
200

*Estimated

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

State of Volunteerism

in Girl Scouts: Motivations to Volunteer



Positive Volunteer Experience

Positive Volunteer Experience _ Becomes Notes to previous slide

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.

Feel Supported:

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

Ease of Troop Management:

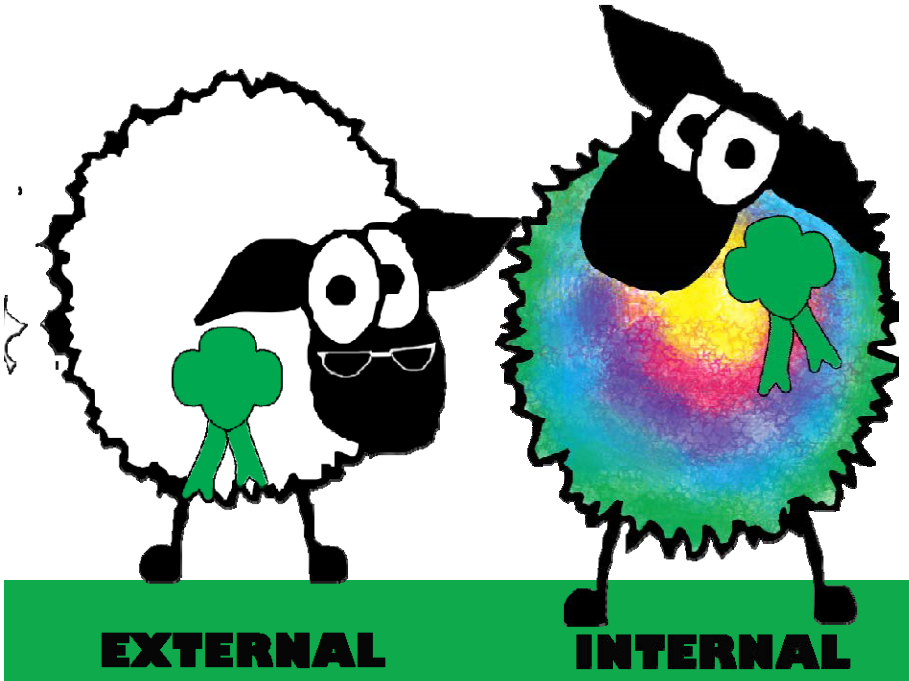
Program materials make job easier; prep time is reasonable

Fit:

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

Smarty Pants Research

Moms' fear of being "trapped"



There is a massive disconnect
in how Girl Scouts is perceived

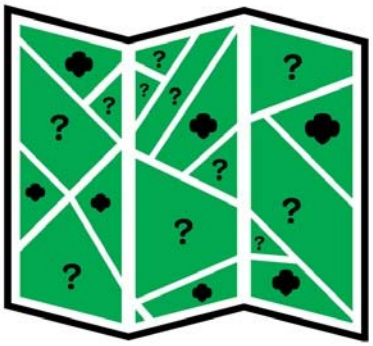
Customer Pain Points and Opportunities

From trapped into volunteering

To online selection of the volunteer opportunity that works for you

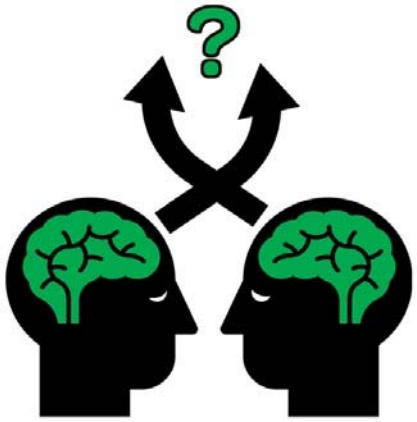
From the leader being responsible for seeking support and information through meetings, trainings and a library of resources

To a digital toolkit that allows the leader to plan and manage her troop from one site



From a complex, time consuming volunteer application process

To a seamless process that can be completed in 1- 5 days



From seeking answers and information from a complex website and a variety of staff members

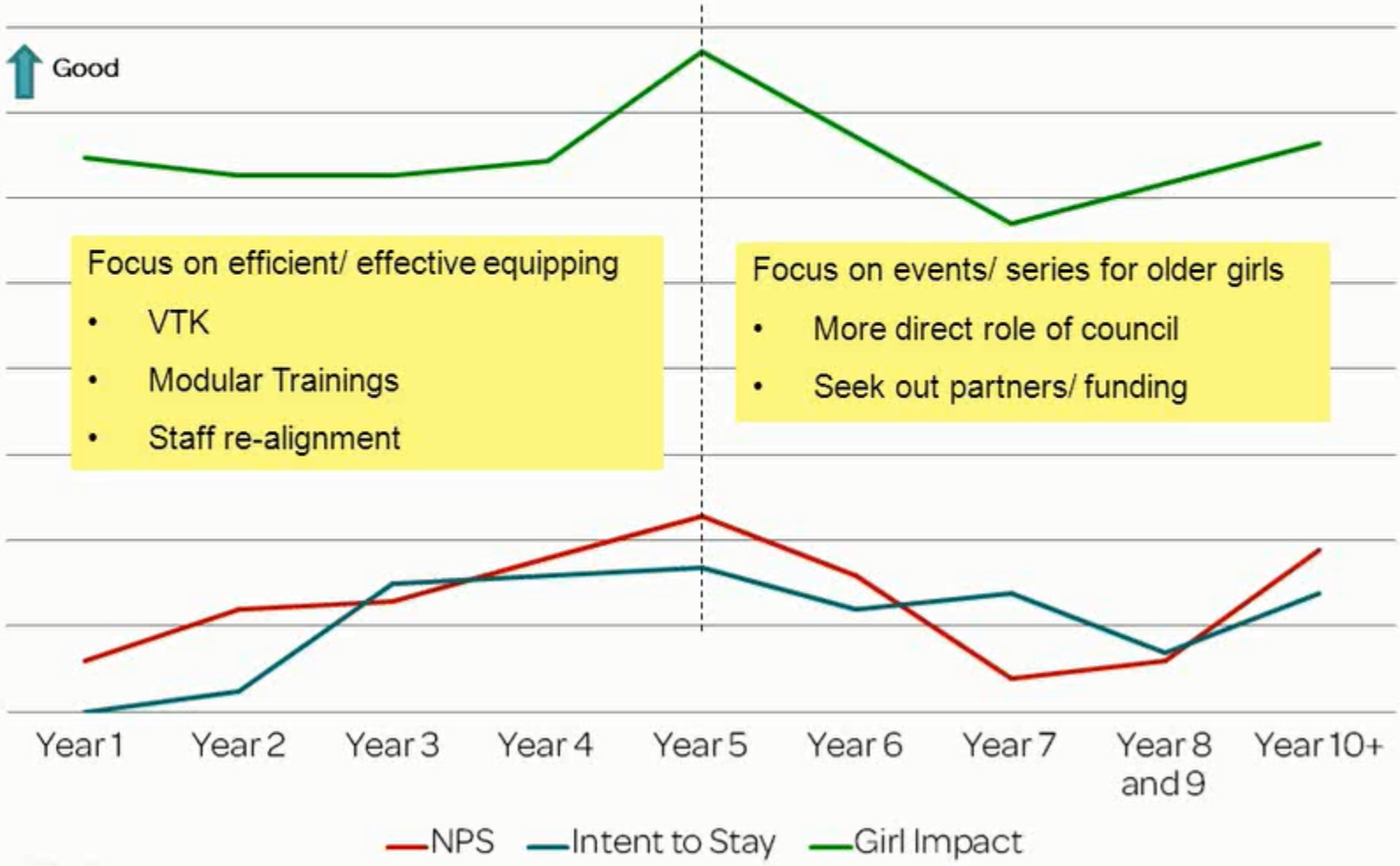
To a streamlined website and a customer care line where you can get answers to all of your questions

From a volunteer experience that requires 200+ hours / year

To a manageable volunteer experience that requires less than half that time

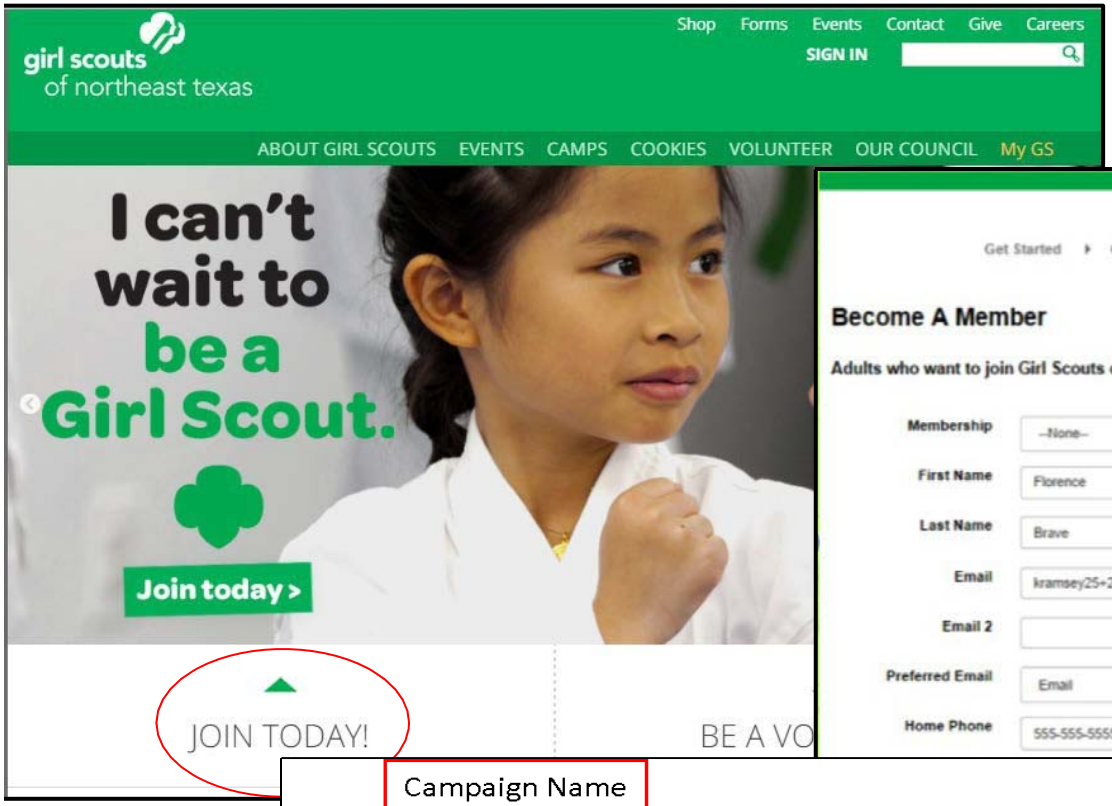
Our Volunteers are Mission Driven

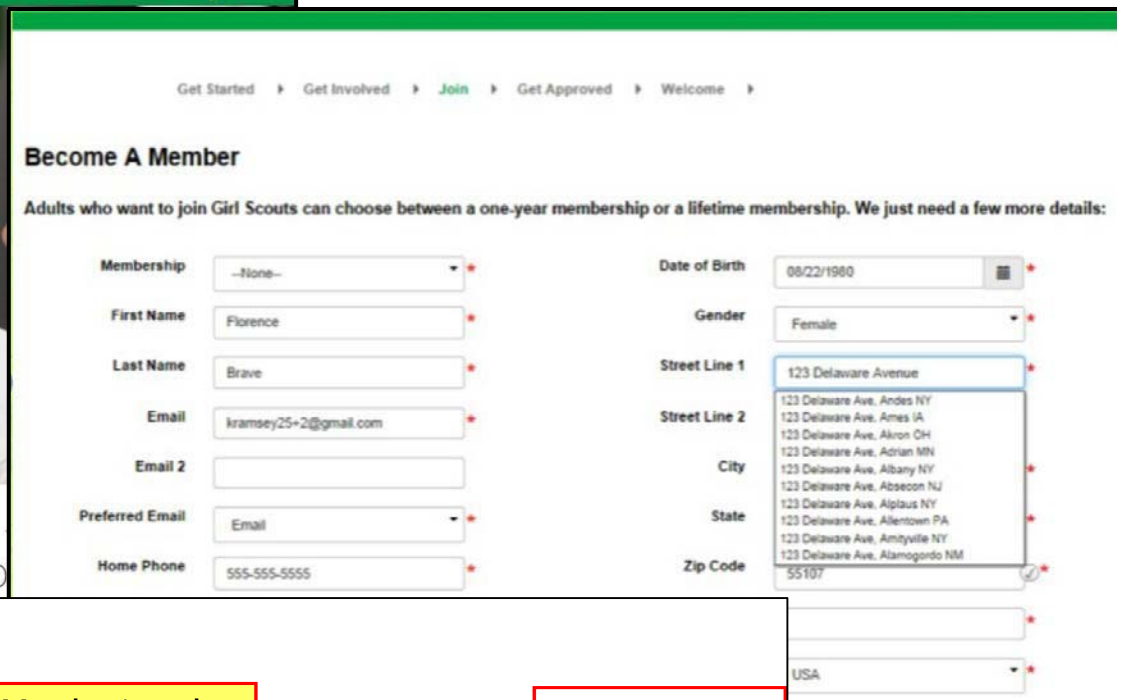
Volunteers who don't feel like they are making a difference, or the program isn't effective should be considered "at risk"

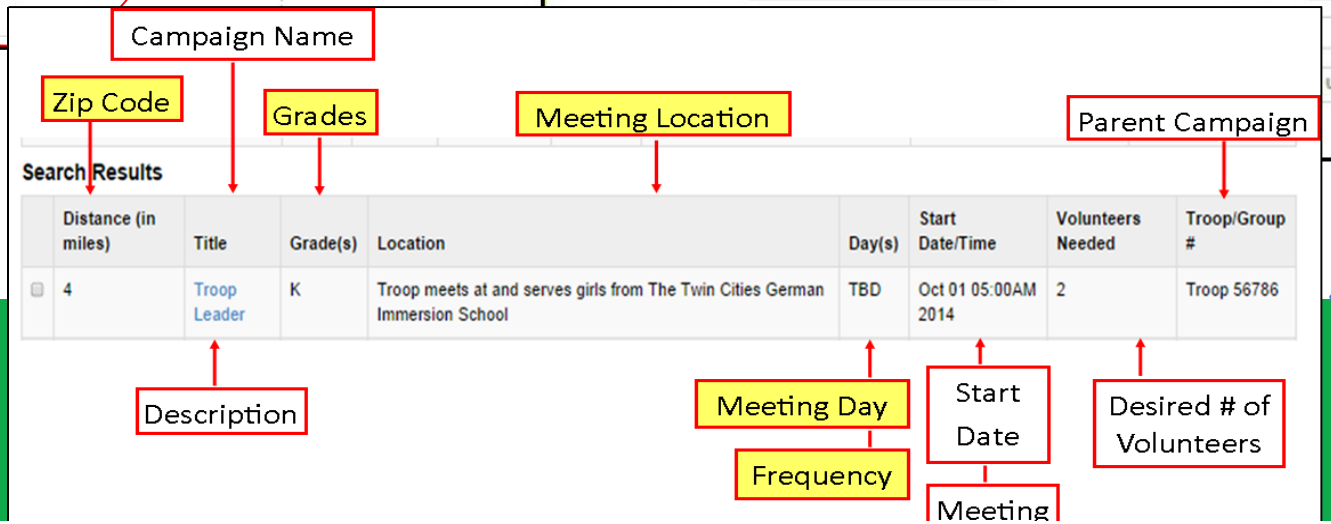


Outcome: Sign Up in Minutes, Not Months

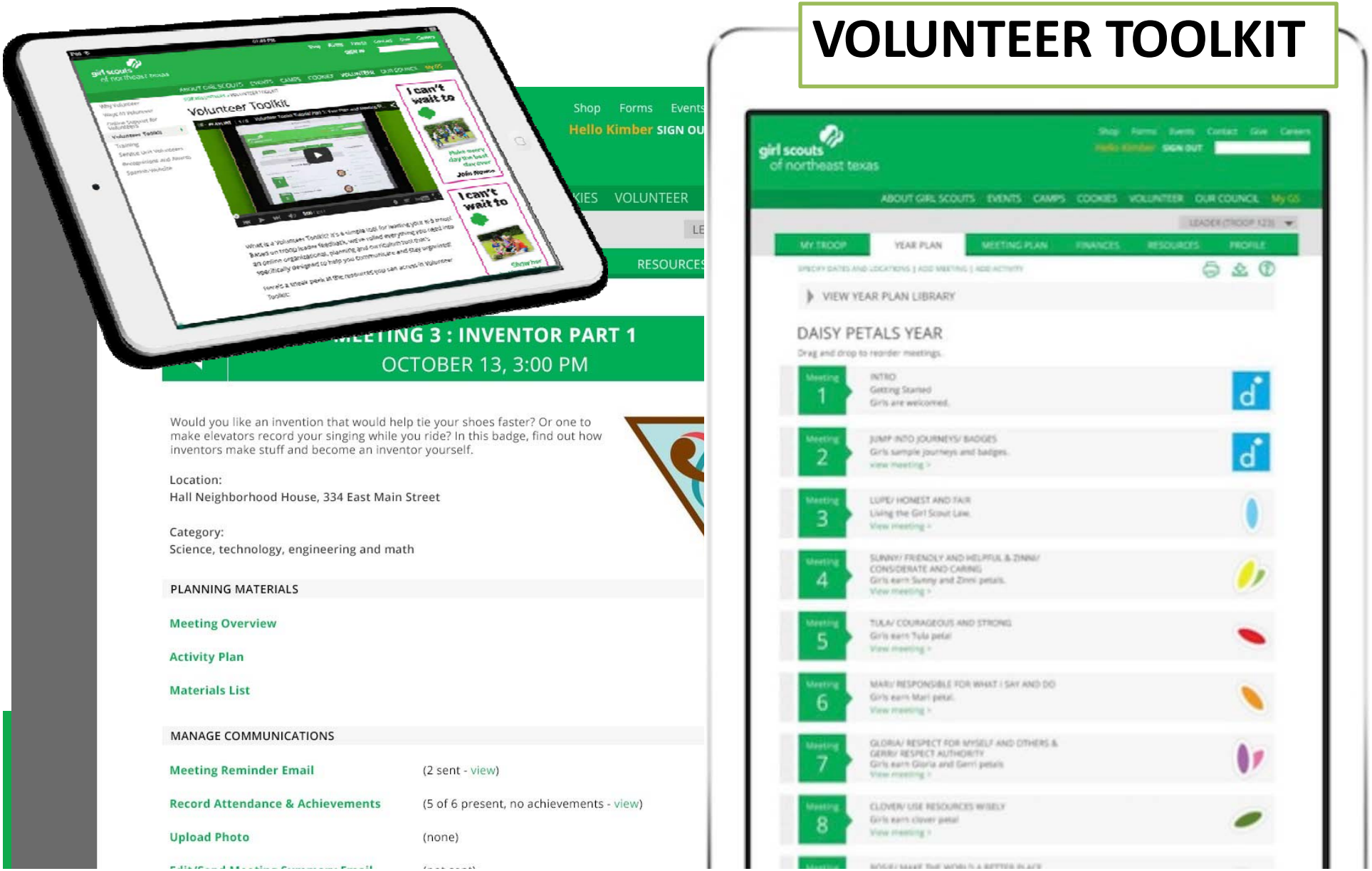
VOLUNTEER SYSTEMS







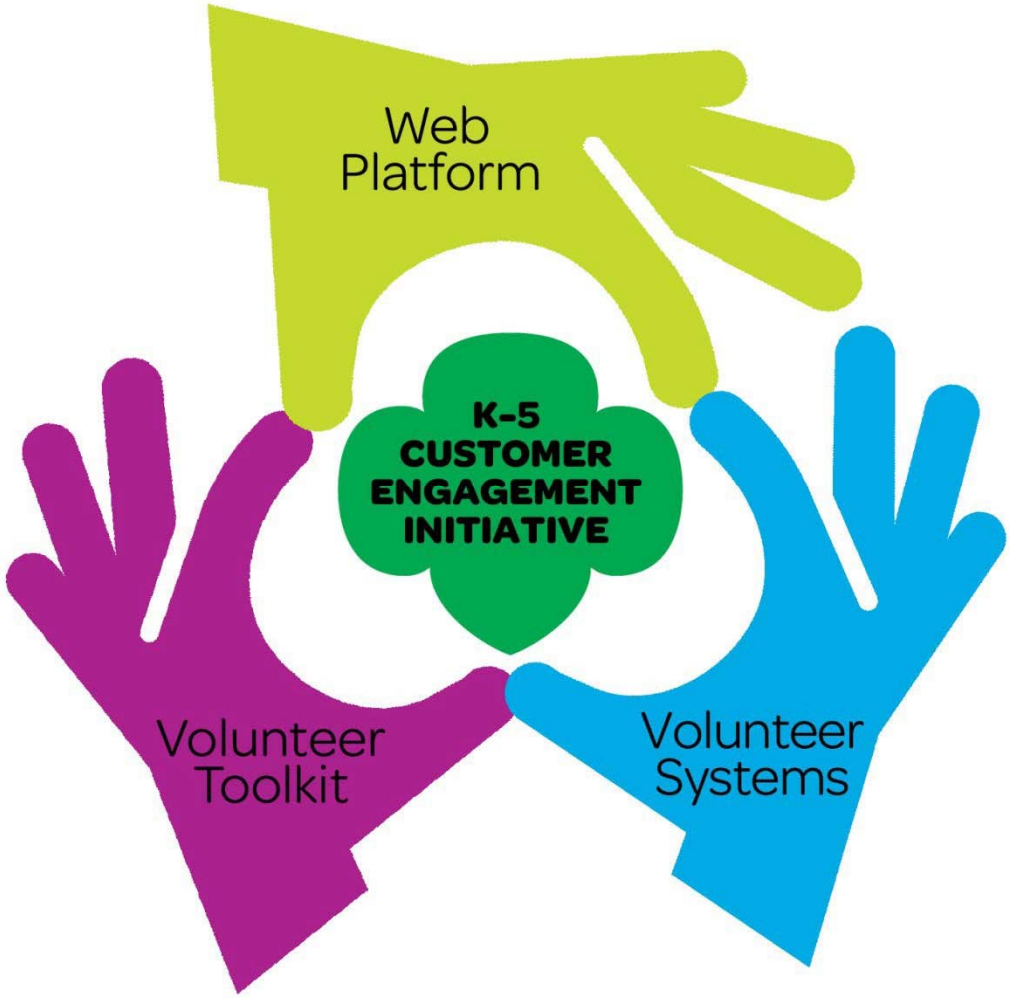
Outcome: Over 1700 Troop Leaders Getting Free, Easy-to Deliver, Online Program



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 "Growing Girls' Leadership?

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

Couple more stats here

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 Robotics Journeys & Badges Financial Literacy
Information about STEM careers	⟷	
Engagement with STEM professionals	⟷	
Early (k-8) intervention	⟷	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

- Increase in GSLE outcomes:
  - Critical thinking skills
  - Cooperation and team building skills
  - Resourceful problem solving skills
  - Girls feel empowered to make a difference
- Increased understanding of the importance of high school math and science courses / learning
- Increased awareness of and interest in STEM career opportunities
- Girls explore real world application of STEM skills and increase interest in helping others through STEM
- Girls develop a sense of sisterhood
- Adult volunteers continue volunteering with program

Mid-term

- Continued growth in GSLE outcomes for girls
- Increase in girls' self confidence in STEM abilities
- Increase in girls' STEM achievement (grades, benchmark scores, etc.)
- Increase in girls' STEM standardized test scores
- Increase in girls that are on-track to graduate on-time
- Girls continue engagement with Girl Scouts
- Adult volunteers continue volunteering with Girl Scouts beyond program
- Girls increase school attendance

Long-term

- Girls take on leadership roles
- Increase in girls graduating on-time with increased STEM coursework
- Increase in girls who enroll in STEM postsecondary coursework and/or degree programs
- Girls obtain STEM-focused postsecondary degrees
- Girls obtain STEM related employment

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

girl scouts

Questions

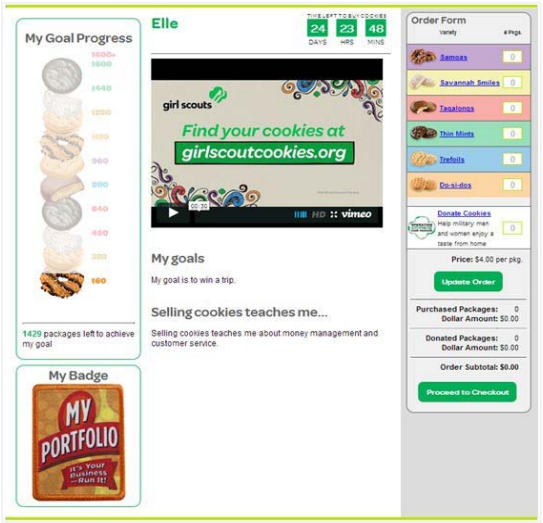
What is Digital Cookie?

A new way for girls to…

- Learn 21st century entrepreneurship skills
- Create her own digital cookie world
- Expand her own cookie business experience

Girls will learn by doing, using technology to…

- Market her cookie business
- Build her customer list
- Take an in-person order with a transaction app (ABC)
- Take a virtual order with her personalized web site (LBB)
- Accept credit card payments
- Ship cookies directly to customers



Digital Cookie: Digital Order Card Pulse

Accomplishments

- ✓ **Announced:** December 1st
- ✓ **Media:** 3.6B impressions.
- ✓ **Onboarding Councils:** 47/50 on the system . 39/50 launched to customers.
- ✓ **Girl Participation:** 56,000 girls participating, already meeting our target.
- ✓ **Customer Contacts:** 62,000 orders placed.
- ✓ **System:** Technology working smoothly.

Challenges & Mitigations

- ✓ **Main Challenge:** Incorrect membership data..
- ✓ **1.0 Mitigation:** Launched new process with council partnership to efficiently fix data based on user requests.
- ✓ **2.0 Plan: Under development**