

Service Unit Assessment

Supporting Girl Scouts relies on a partnership between council staff and service unit volunteers. The Service Unit is essential to growing membership, ensuring girls are achieving outcomes, and providing a community of support to members. Please review the highlighted indicators and sub indicators below that create a great experience for girls and adults and mark if this happens in the service unit. Please mark if this happens by staff both staff and volunteer work together, or is volunteer led. Please use the notes section to provide specific information around each category.

Service Unit: The service unit is the place where volunteers and staff partner to enhance the experience of the girl, volunteer and parent by providing support and programmatic experiences that bring the Girl Scout Leadership Experience to life. The service unit may provide access to council and service unit sponsored activities, provide volunteer enrichment opportunities, program activities for girls and opportunities for volunteers and girls to connect with one another.

	Yes/No	Staff Led	Staff & Volunteer	Volunteer Led
The service unit hosts service unit activities for girls to have beyond the troop experiences.				
Girl Led				
Program focused				
All Age-levels				
Outdoor Opportunities				
Engages Families				
Hosts events that individual girls can attend without a troop				
Notes:				

	Yes/No	Staff Led	Staff & Volunteer	Volunteer Led
The service unit provides support to volunteers				
Connects with leaders throughout the year to check in				
Hosts enrichment opportunities at the service unit				
Provides support to new leaders				
Knows the status of troops- returning, disbanding				
Notes:				

Service Unit Assessment

	Yes/No	Staff Led	Staff & Volunteer	Volunteer Led
The service unit supports membership recruitment				
Schools have Girl Scout volunteer representatives- school coordinators, or a volunteer who works with the school to set up recruitments				
Volunteers facilitate recruitment events				
Volunteers/troops support recruitment events like Volunteer Day Camp, SBDC, etc.				
Hosts events that new or potential members can attend				
Promotes membership campaigns like Invite a Friend, Early Bird, and On-Time				
Participates in community events like parades and festivals				
Notes:				

	Yes/No	Staff Led	Staff & Volunteer	Volunteer Led
The service unit communicates with members in a variety of ways				
Holds service unit meetings				
Uses Service Unit Rallyhood to communicate with volunteers, promote and register for Service Unit events.				
Uses other communication methods beyond service unit meetings				
Ensures volunteers are aware of council sponsored and service unit activities				
Communicates directly with families				
Shares Girl Scout opportunities with networks like Facebook groups, moms clubs, PTA/PTO				
Notes:				



Service Unit Assessment

	Yes/No	Staff Led	Staff & Volunteer	Volunteer Led
The service unit has core volunteers who work together to support girls and adults in the service unit				
Supports new leaders in understanding the Girl Scout Leadership Experience				
Supports all troop leaders				
Recruits girls and adults				
Manages and organizes service unit				
Supports fall and cookie program				
Coordinates communication				
Plans service unit activities for/with girls				
Recognizes and appreciates volunteers				
Service team is represented at Roundtable meetings.				
Service team volunteers have reviewed SU Annual plan periodically throughout the year.				
Notes:				

Service Unit Priorities: Please identify 1-3 priorities in the following areas to plan for growth. Priority areas include: Supporting Leaders, Programmatic Service Unit Activities, Recruitment Activities, Core Volunteers That Support Membership in the Community, Communicates in a Variety of Ways,

1.)
2.)
3.)



Service Unit Annual Plan

	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
August					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
September					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
October					



Service Unit Annual Plan

	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
November					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
December					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
January					



Service Unit Annual Plan

	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
February					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
March					

	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
April					



Service Unit Annual Plan

	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
May					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
June					
	Service Unit Activites	Membership Growth	Volunteer Support <i>including Enrichments & Trainings</i>	Communication Efforts	Notes
July					



Service Unit Dashboard 2024 - 2025 Membership

Service Unit	Name				

Service Unit Number

Girl Member History	2023 - 2024 Goal	2023-2024 Actual	2024-2025 Goal	2024 - 2025 Actual	%
New					
Renewing					
(Focus on Title 1 Schools)					
Total					

Additional Metrics	2023 - 2024 Actual
# of Viable Troops	
Volunteer Tool Kit # of Troops that have a Year Plan in the VTK	
# of gsLearn Courses Completed	
Received	

Adult Membership History	2023-2024 Goal	2023-2024 Actual	2024-2025 Goal	2024 - 2025 Actual	%
New					
Renewing					
Total					

Highest Awards 2023 - 2024	
Bronze	
Silver	
Gold	

Retention Rates	2023 - 2024 Goal	2023-2024 Actual	2024-2025 Goal	2024 - 2025 Actual	%
Troop Girl					
Direct Delivery Girl					
Adult					
Total					

% of Troop Participants in the Cookie Program 2023 - 2024

Program Events	2023 - 2024 Goal	2023-2024 Actual	2024-2025 Goal	2024-2025 Actual	%
# of Girls Attend Events					
# of Girls Attend Camp					
Total					



Service Unit	Name	Service Unit Number
	Communities/School Districts/ Counties Included	
	Service Unit Meeting Location	Day/Dates

Service Unit Support	
Community Development Manager	

Service Unit Roster	First Name	Last Name	Email	Phone Number
Service Unit Chair				
GSLE Chair				
Data Chair				
Recruitment Chair				
School Coordinator				
Fall Product Coordinator				
Cookie Coordinator				
Treasurer				
Committee Member				
Committee Member				

	Initiatives	Date and Time	Email	Flyer	Social- ie Facebook	Texting Service- ie Remind	Rallyhood
September							
October							
November							
December							
January							
February							
March							
April							



	Initiatives	Date and Time	Email	Flyer	Social- ie Facebook	Texing Service- ie Remind	Rallyhood
May							
June							



	Initiatives	Date and Time	Email	Flyer	Social- ie Facebook	Texting Service- ie Remind	Rallyhood
September	Service Unit Meeting- VS	Every 3rd Thursday	Send reminder 2nd Thursday of every month to all leaders		SU Facebook post - 2nd Thursday of the month Facebook event - create event the month before SU mtg	Send text to all leaders the Monday before the SU meeting	Put all SU mtgs on the event calendar
	On-time- MG						
	Welcome Back- SU						
	Troop Formation Night- MG						
	Fill Your Troop						
	VTK Enrichment- VS	9/21/2022	Send out with SU meeting schedule Send out reminder email 9/14/22		SU Facebook post - 9/14/21	Send out in SU meeting reminder text 9/19/22	Post to rallyhood calender as soon as training is scheduled Post a reminder on the SU Rally - 9/19/22
October							
November							
December							
January							
February							
March							

Example



	Initiatives	Date and Time	Email	Flyer	Social- ie Facebook	Texing Service- ie Remind	Rallyhood
April							
May							
June							

Example



How to Use the Communication Plan

1	Decide what events the service unit would like to have and add them to the Service Unit Annual Plan
2	To ensure you have all of the appropriate events use the key to the right to label the event, trainings, etc.
3	Work with the service unit team to decide what the best forms of communication are for the event you are planning
4	Write the date and time of the event in the appropriate box
5	Write the date or day the service unit should send out a communication to leaders, families, and/or girls under the appropriate form of communication
6	Take the communication plan to Service Unit and Service Unit Team meetings to be sure the service unit is keeping up communication with members

Key	
VS	Volunteer Support
MG	Membership Growth
SUA	Service Unit Activities
CE	Communication Efforts
O	Other

