

2023 Program Impact Report

In this report, Girl Scouts of Western Ohio (GSWO) highlights our 2023 program results, which were collected from girls, volunteers, and caregivers through the Girl Scout Voices Count survey conducted in April and May 2023.

The Girl Scout Leadership Experience (GSLE) program model is designed to achieve specific results among girls. Girls participate in activities that allow them to learn through three Girl Scout processes: girl-led, learning by doing, and cooperative learning. When girls participate in a variety of activities, using the program processes that are led by a caring adult in a supportive environment, girls are more likely to achieve the GSLE outcomes, be satisfied with their experiences, and return to Girl Scouts the following year.

Girl Scout Success Factors	GSLE Outcomes	Long Term Outcomes
Variety of Activities	Strong Sense of Self	Girls lead with courage, confidence, and character to make the world a better place.
Supportive Relationships		
Emotionally & Physically Safe Space	Positive Values	
Girl Scout Processes	Healthy Relationships	
Girl Led	Challenge Seeking	
Learn by Doing	Community Problem Solving	
Cooperative Learning		



Program Impact Report Headlines

- The Girl Scout Leadership Experience works to develop healthy girls who grow toward the five outcomes.
- **Troop Leaders make the difference! Girls grow more and stay longer when:**
 - Troop leaders involve girls in planning, doing, and evaluating activities together with their troop.
 - Troop Leaders create an environment where every girl feels welcome and like she belongs.
 - Girls have the chance to participate in a variety of activities, including doing things outside of troop meetings.

GSWO Girl Scouts Demonstrate Strong Outcomes in 2023¹

Girl Scout Processes



76% vs. **77%**

Learned cooperatively with others

GSUSA national average



68% vs. **66%**

Had girl-led experiences

GSUSA national average



66% vs. **67%**

Learned by doing hands-on activities

GSUSA national average

GSLE Outcomes



67% vs. **68%**

Have a Strong Sense of Self

GSUSA national average



66% vs. **66%**

Have positive values

GSUSA national average



50% vs. **47%**

Develop Healthy Relationships

GSUSA national average



47% vs. **50%**

Seek Challenges

GSUSA national average



45% vs. **45%**

Develop community problem solving skills

GSUSA national average



GSWO outcomes are aligned with the national averages and have been in previous years as well.

Our Troop Leaders are the Key to Success

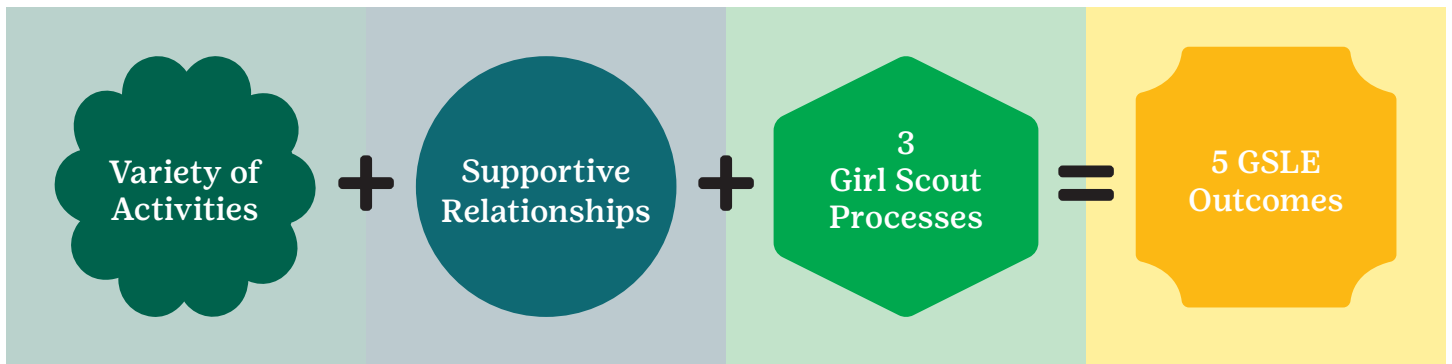
Girl Scout Voices Count responses confirmed what we already knew: Girl Scout troop leaders did an amazing job supporting girls' growth. Caregivers expressed this in their survey responses and in quotes like these:



"My child is with her friends and girls her own age. She experiences different things that we, as her parents, cannot introduce her to."



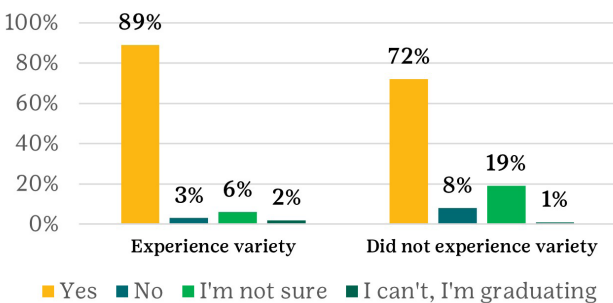
"The leadership and girls have welcomed my child from the start and made her feel part of everything. She never once has felt left out or excluded. The troop does fun and engaging activities and she absolutely loves to go to meetings."



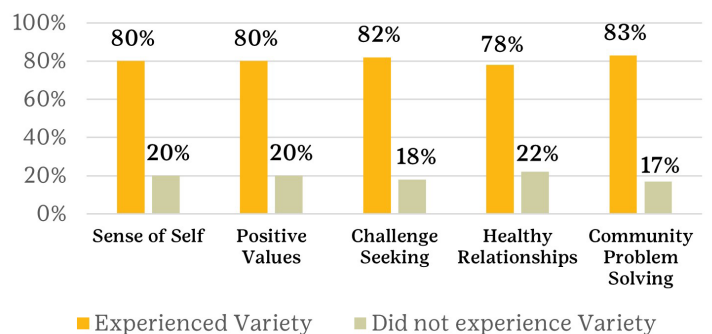
Girl Scouts Succeed by Participating in a Variety of Activities

The GSUSA analysis of girls participating in activities has demonstrated that participation in a variety of “foundational Girl Scout activities” impacts girls’ program outcomes, their satisfaction, and their intent to stay in Girl Scouts. These foundational activities include the national program portfolio (badges, Journeys, and awards), outdoor, Cookie Program, service learning, and field trips or events. Experiencing a variety of activities increases Girl Scouts’ intent to stay as well as increasing their GSLE outcome scores.

Intent to Stay by Experiencing Variety



GSLE Outcomes by Experiencing Variety



For 2023, 78% of GSWO Girl Scouts experienced four or more foundational activities. Girls who participated in activities from the four Program Pillars (STEM, Outdoor, Life Skills, and Entrepreneurship) gained opportunities to try new things by working together and learning through hands-on activities. About 10,103 girls participated in council-sponsored activities and many more have participated in activities offered by Girl Scout partners.

The chart below shows the types of activities troops in GSWO participated in during the 2023 membership year.

Activities	Times your troop completed activities	
	None	One or more times
Badges or petals earned	5%	90%
Patch programs or fun patches	9%	85%
Council activities or events your troop attended	15%	76%
Outdoor activities	10%	69%
Outings or field trips your troop went on	14%	68%
Community service projects completed	17%	65%



What Girls Like About Girl Scouting

Based on Girl Scouts Voices Count survey results, Girl Scouts from our council continued to have high levels of satisfaction with their 2023 Girl Scout experience. Girls were also asked to identify how they feel about their participation in Girl Scouts and to identify key drivers to their participation. For girls, Girl Scouts provides a safe and inclusive environment where they can do a variety of activities, learn new things, and form friendships. As girls are more engaged with each of these key drivers, they become more satisfied, more likely to stay in Girl Scouts, and more likely to recommend Girl Scouting to others. The top 4 key drivers that Girl Scouts agreed with the most, at 93%, include learning new things in Girl Scouts, are excited about the things they get to do in Girl Scouts, like being a Girl Scout, and that Girl Scouts offers the kind of activities they want to do. Girl Scouts also have recognized the benefits of Girl Scouting and attribute some of the positive changes in their lives directly to the experiences they have had while being a member of Girl Scouts.

Benefits Attributed to Girl Scouting	Percentage of girls in troops who agree ¹
Because of Girl Scouts, I am doing activities that I would not have otherwise done.	89%
Because of Girl Scouts, I can make a difference in the world.	83%
Because of Girl Scouts, I feel good about myself.	83%
Because of Girl Scouts, I have close friends.	80%
Because of Girl Scouts, I am a leader in more activities.	72%

As Girl Scouts, it is our duty to make the world a better place by building an inclusive space for girls. In 2020, GSUSA made a long-term commitment to diversity, equity, inclusion, and racial justice (DEI/RJ), using its collective power to dismantle systematic racism within the organization. In 2022, the GSVC survey created a Belonging and Inclusion Index which is comprised of items to reflect the behaviors associated with inclusive and equitable environments, as well as experiences that result in high levels of engagement with the organization. The table below shows the statements that girls reported to “agree a lot” or “agree a little” with that tie into themes of belonging and inclusion for 2023.

Percentage of Girl Scouts who "Agree a lot" or "Agree a little" with the Belonging and Inclusion Index statements:

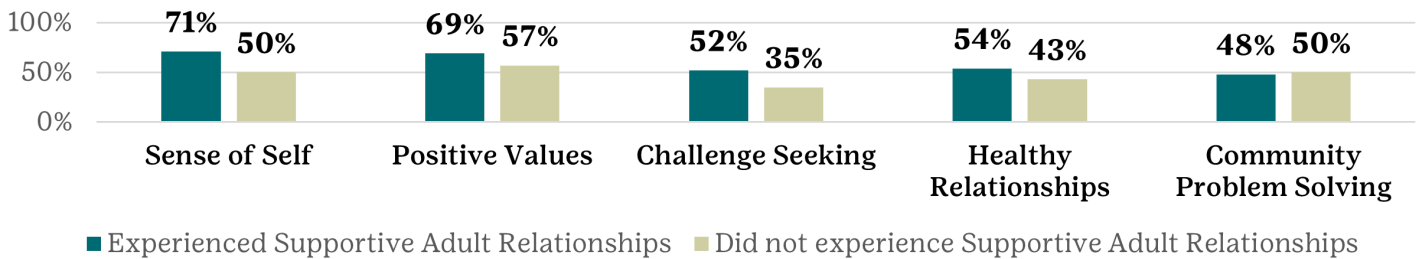
95% Safe Space: I feel safe in Girl Scouts.	88% Equity: Because of Girl Scouts, I am doing things that I cannot do in other places.
94% Be Self: I can be myself in Girl Scouts.	88% Friendship: I have a close friend in Girl Scouts.
91% Fairness: Adults in Girl Scouts treat everyone fairly.	76% Cultural Competency: In Girl Scouts, I get to celebrate and learn about customs, values, and traditions of people from different races/cultures.
90% Inclusive: In Girl Scouts, I feel like I belong.	

Caring Adults Make It All Possible

Girls having a variety of experiences and implementing the activities using the program processes does not happen without the support of caring adults. In order to ensure troop leaders are able to deliver the Girl Scout Leadership Experience, it is important they have the tools, resources and support available.

When a Girl Scout has at least one supportive adult who creates a close connection with them, can help them discover who they are, cultivates abilities to shape their own lives, and help them learn how to engage with and contribute to the world around them, it increases their likelihood of developing the 5 Girl Scout Leadership Experience outcomes and experience the 3 Program Processes. Those, in turn, lead to helping the girls have the full Girl Scout Leadership Experience, and increase their satisfaction and likelihood to stay in Girl Scouts. Below are the results from this year's Girl Scout Voices Count survey comparing outcome scores when they have high scores on the supportive adult relationship measure versus those with low scores.

Average GSLE Outcomes by Supportive Adult Relationships (High vs. Low)



Similar to Girl Scouts, troop leaders also identify some of the key drivers that motivate them to continue their Girl Scout experience by indicating how much they agree with the key driver statements. While volunteers indicate they feel they are making a difference in the lives of girls and are able to use their talents, skills, and/or passions, there is still work to do to ensure they have the support they need to be successful. Below are some of the key drivers that troop leaders responded to this year.

Key Drivers	Percent of troop leaders who agree ²
As a Girl Scout troop leader, I make a difference in the lives of girls.	88%
Being a Girl Scout troop leader gives me opportunities to use my talents, skills, and/or passions.	79%
Girl Scouts provides the support and guidance I need to be a successful troop volunteer	59%
I get sufficient support from the parents/caregivers in my troop.	57%
Girl Scouts provides the training I need to be a successful troop leader.	56%

Key Takeaways From 2023 Results

- GSWO Girl Scouts are achieving the GSLE outcomes at equal or higher percentages as last year and are statistically equal to Girl Scouts at the national level.
- The majority of GSWO Girl Scouts are experiencing a variety of activities with their troops. Girl Scouts who experienced a variety of activities are more likely to stay in Girl Scouts and are more likely to develop our GSLE outcomes than those who do not.
- When looking at the results of the Belonging and Inclusion index items, we can see that GSWO Girl Scouts feel valued, respected, and accepted by the organization and the people in it.
- Troop leaders play a major role in the lives of the girls they serve and feel that by volunteering with Girl Scouts, they are better able to share their skills, talents, and passions with others. When they feel supported and prepared for their role, they can make a huge impact on girls' abilities to develop the GSLE outcomes and increase their likelihood to continue in Girl Scouts.
- GSWO recognizes the need to implement changes and regularly update the support, trainings, and resources that troop leaders need to be successful volunteers for their troop.

Girl Scouts of Western Ohio Actions

To strengthen the Girl Scout experience for girls, volunteers, and caregivers, Girl Scouts of Western Ohio is committed to taking steps to support retention, increase members' satisfaction, and girls' outcome achievements.

In 2024, we are taking the following actions to improve the overall member experience:

- Learn what types of support matter to most leaders, through troop leader focus groups. Focus group feedback was initiated in 2022 and has already provided valuable information in our new troop leader support and retention processes.
- Revised new troop leader program kit to provide basic troop supplies and improved troop leader preparation using the Volunteer Toolkit.
- Expand training methods to include in-person and hybrid training options, in addition to online training.
- Broaden training content to include topics that troop leaders requested, such as mental wellness and working with neurodiverse girls, which builds on the specialized trainings, by topic experts, added in 2022-2023.
- Troop leader and service team training that prepares volunteers to create an environment that welcomes all girls and volunteers and supports a sense of belonging, using in-person or video modules, as well as hands-on activities.

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1. Girl Scouts of the USA, Girl Scout Voices Count 2023 – Girl Scouts of Western Ohio Data Report: Girl Scouts, 2023
 2. Girl Scouts of the USA, Girl Scout Voices Count 2023 - Girl Scouts of Western Ohio Data Report: Troop Leaders, 2023



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