

2020

PROGRAM IMPACT REPORT

PREPARING GIRLS TO THRIVE IN WESTERN OHIO

Girl Scouts' mission is to build girls of courage, confidence, and character, who make the world a better place. At Girl Scouts, guided by supportive adults and peers, girls develop their leadership potential through age-appropriate activities that enable them to discover their values, skills, and the world around them, connect with others in a multicultural environment, and take action to make a difference in their world! This report highlights Girl Scouts of Western Ohio's 2020 program results.

WHAT SETS APART THE GIRL SCOUT PROGRAM?

Have you ever wondered how Girl Scouts builds girls of courage, confidence, and character?

THE ANSWER IS AS SIMPLE AS 1-2-3!

1

Know where you're going before you start. Become familiar with the five outcomes we want girls to achieve through Girl Scouts:



Strong Sense of Self:

Girls have confidence in themselves and their abilities, and form positive identities.



Positive Values:

Girls act ethically, honestly, and responsibly, and show concern for others.



Challenge Seeking:

Girls learn to take appropriate risks, try things even if they might fail, and learn from their mistakes.



Healthy Relationships:

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflict constructively.



Community Problem Solving:

Girls contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create action plans to solve them.

2

Offer activities from the four Program Pillars.



Science, Technology, Engineering, Math (STEM):

Activities help girls develop problem-solving skills and confidence to pursue these topics in school.



Outdoor:

Develop outdoor skills over time. This can be as simple as meeting outdoors and working toward more adventurous outdoor exploration.



Life Skills:

Develop key life skills girls can use forever, like financial literacy, first-aid, and more. Badges are great for this!



Entrepreneurship: Participating in the Girl Scout Cookie and Fall Product Programs build key entrepreneurial skills girls will use for a lifetime!

3

Incorporate these program processes into your activities:



Learning By Doing:

Girls learn through hands-on activities, talking about what they did, and reflecting on how they would do it differently next time.



Girl-Led:

Girls shape their experience by asking questions, offering ideas, and using their imaginations.



Cooperative Learning:

Girls work together to brainstorm ideas and problem solve their way toward a common goal.



HOW GIRL SCOUTS GAIN LEADERSHIP SKILLS

What is the Girl Scout Leadership Experience?

The Girl Scout Leadership Experience is our research-based, theoretical model that describes what girls do in Girl Scouts, who they do it with, how they do it, and how they benefit. Guided by supportive adults and peers, girls develop their leadership potential through girl led, cooperative, and hands-on activities.

Girl Scouts of Western Ohio (GSWO) provides many opportunities for Girl Scouts, including exploring new activities and developing skills through the Girl Scout Leadership Experience. Based on 2020 program results², girls in GSWO troops scores aligned with all of the national outcomes and processes compared to non-Girl Scouts surveyed by Girl Scouts of the USA.¹

By participating in the Girl Scout Processes, girls engage in learning opportunities that help them gain more leadership skills.



67%

had girl-led experiences
compared to

51%

non-Girl Scouts



74%

learned cooperatively with others
compared to

61%

non-Girl Scouts



65%

learned by doing hands-on activities
compared to

59%

non-Girl Scouts



75%

have a strong sense of self
compared to

68%

non-Girl Scouts



66%

have positive values
compared to

59%

non-Girl Scouts



51%

develop healthy relationships
compared to

43%

non-Girl Scouts



43%

seek challenges
compared to

42%

non-Girl Scouts



43%

develop community problem solving skills
compared to

28%

non-Girl Scouts

HOW DO GIRL SCOUTS SUCCEED?

Girls say that 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.

Key Drivers to Girl Scouting	Percentage of Girls in Troops who Agree
Inclusive: In Girl Scouts, I feel like I belong.	92%
Fun: I am excited about the things I get to do in Girl Scouts.	93%
Value: Participating in Girl Scouts makes me feel like I am part of something bigger than myself.	85%
Fit: Girl Scouts offers the kind of activities I want to do.	89%
GS Identity: I like being a Girl Scout.	95%
Safe Space: I feel safe in Girl Scouts.	97%
Girl Only: I like that Girl Scouts is just for girls.	85%
New Experiences: I learn new things in Girl Scouts.	95%
Variety: I get to do lots of different things in Girl Scouts.	91%

GIRL SCOUTS IN A NEW REALITY

VIRTUAL OPPORTUNITIES FOR GIRLS

Due to the COVID-19 pandemic, GSWO altered its service delivery model and immediately began serving girls virtually through the Girl Scouts at Home program. A variety of methods were used to engage and support new and returning girls, caretakers and volunteers, including through online activities, activity boxes – and when it could be done safely, drive through and in-person opportunities.

VIRTUAL PROGRAM OPPORTUNITIES

To maintain safety protocols, all in-person spring and summer events had to be canceled. Instead, from March-May 2020, GSWO offered twice daily badge workshops via Facebook Live seven days a week. Two patch programs, THRIVE and Family Adventure, were launched, focusing on engaging girls and their families in socially distanced Girl Scout activities.

GIRL SCOUTS AT HOME: ACTIVITIES DONE BY GIRLS WHILE AT HOME OR SOCIAL DISTANCING

Staying in touch with their troop	Completing activities like badges or journeys
Participating in online troop meetings	Participating in online Girl Scout events (such as Facebook live opportunities)

For 2020, 3,866 girls participated in our various council-sponsored events. 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. Overall, GSWO girls remained active with Girl Scouts despite the pandemic taking place. About 61% of girls say that they had attended Girl Scout meetings or did Girl Scout activities either at home or online while social distancing for at least once a month, while 23% stated that they hadn't done any activities yet, but planned to do so soon.

VIRTUAL GIRL SCOUT SERIES

Beginning in June 2020, due to the cancellations of in-person camping opportunities, GSWO launched a virtual camp initiative that engaged girls in virtual and distance learning outdoor activities. Virtual camp included online outdoor workshops and our Camp in a Box series. Camp in a Box provided 3669 “campers” with their own box of supplies and activities needed to learn about a specific topic and included three virtual camp sessions where girls learned how to use their supplies and shared their individual discoveries with other girls in her “camp unit.” We were also able to secure funding to provide the camp box series at no cost to 305 girls in Title One schools and to an additional 103 girls who received subscription boxes through the Camp for Every Girl program.



RESPONDING QUICKLY TO FEEDBACK



WHAT GIRL SCOUT TROOP LEADERS SAY³

- 89%** As a Girl Scout troop leader, I make a difference in the lives of girls.
- 85%** Being a Girl Scout troop leader gives me opportunities to use my talents, skills and/or passions.
- 78%** The amount of time I spend volunteering with Girl Scouts is acceptable.

WHAT GIRL SCOUT PARENTS SAY⁴

- 85%** their girls felt like they belonged.
- 77%** they had opportunities to bond with their girls.
- 72%** their girls got opportunities that they would not otherwise have had.
- 77%** their girls participated in a variety of activities.
- 73%** their girls did the activities they wanted her to do.
- 76%** their girls worked on meaningful goals in Girl Scouts.

In the 2020 - 2021 membership year, we have taken steps to improve girl outcomes and the Girl Scout experiences of girls, leaders, and caregivers.

STREAMLINE COMMUNICATION AND SUPPORT

- GSWO Blog
- Community support
- Rallyhood, a new communication platform based on interests and needs
- On-demand training based on needs
- Troop Leader Blueprint

INCREASED OPTIONS FOR PROGRAM ACTIVITIES

- Virtual and in-person opportunities based on interests of girls, troops, and families
- Subscription box opportunities for cookies and camp
- Troop kits for new Daisy troops
- Easier access to program opportunities including community partners



CLOSER CONNECTION TO FAMILIES

- “Map Your Adventure” mailer to families
- Follow-up communication after program activities to continue girl learning

¹GSUSA, The Girl Scout Impact Study, 2017.

²Findings from Girl Scouts of the USA, Girl Scout Voices Count 2020-Girl Scouts of Western Ohio Data Report: Girls, 2020

³Findings from Girl Scouts of the USA, Girl Scout Voices Count 2020-Girl Scouts of Western Ohio Data Report: Troop Leaders, 2020

⁴Findings from Girl Scouts of the USA, Girl Scout Voices Count 2020-Girl Scouts of Western Ohio Data Report: Parents, 2020