



GSCTX STRATEGIC TASK FORCE

STATUS UPDATE

ELLEN FLEMING, CHAIR, STRATEGIC PLANNING TASK FORCE

FEBRUARY 2019

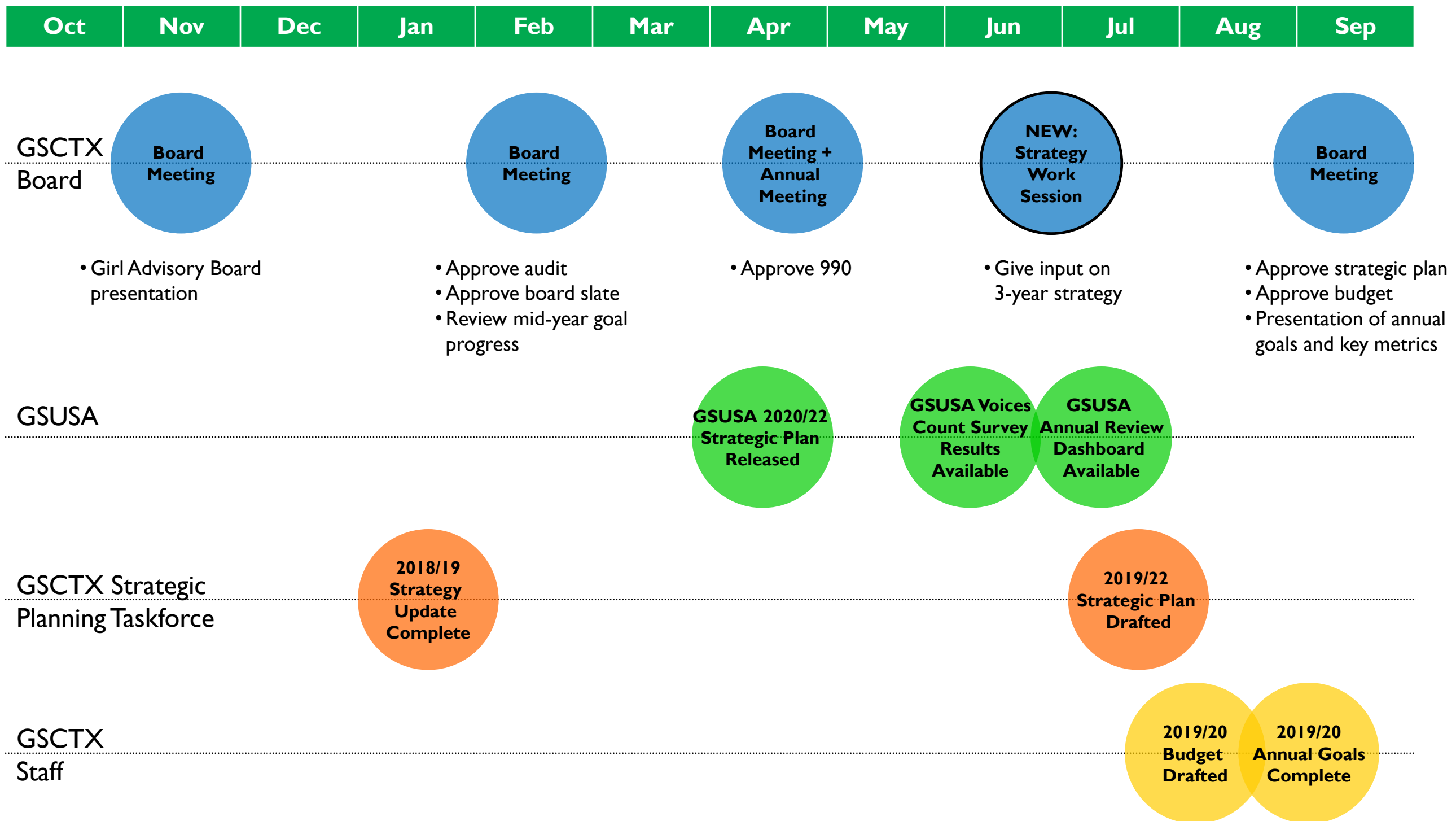


STRATEGY STATUS

FEBRUARY 2019

- Recommending a new strategic planning timeline to better align with timing of:
 - GSUSA 2020/22 Movement Strategy (April)
 - Voices Count survey results (early June)
 - Budget planning cycle (September)
- Reviewed prior year strategy based on:
 - Voices Count survey results
 - Environment changes
 - Operational priorities
- Updated the SWOT based on these inputs
- Today, we'll review the proposed process for the 2019/2020 Strategy

RECOMMENDED NEW STRATEGIC PLANNING TIMELINE: ACTIVITIES FOR 2019



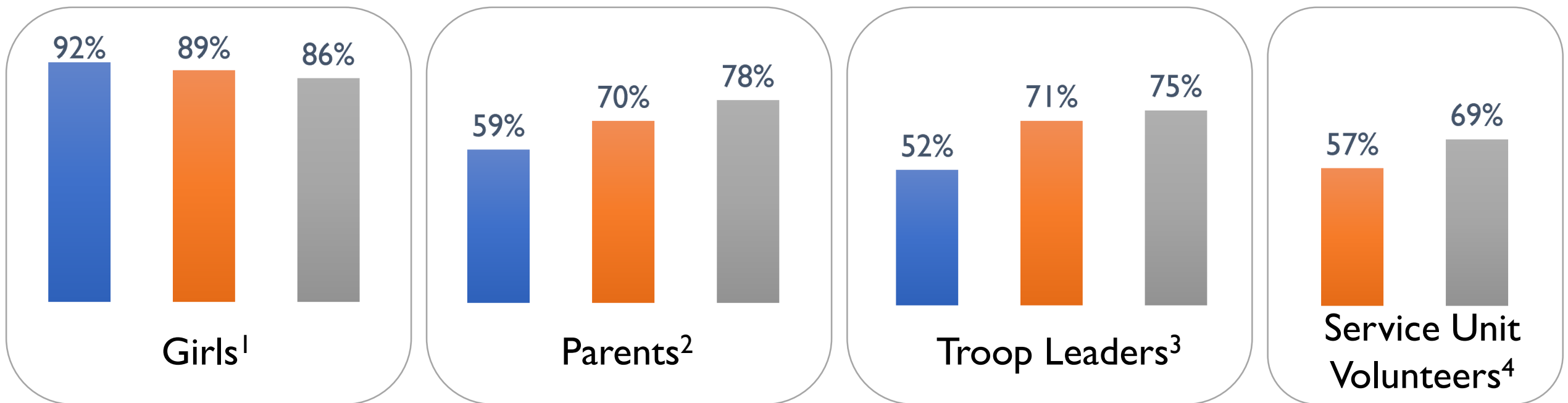
VOICES COUNT SURVEY RESULTS



- Overall, we are making progress locally and nationally. Survey results have improved since 2016. Girls, parents, and troop leaders are satisfied with their Girl Scout experience, likely to recommend, and plan to stay.
- Girl Scouts is a positive experience for the majority of our members.



% Highly Satisfied = % of respondents who selected top 2 choices on 5- or 6-point satisfaction scale



1. Girls were asked “Thinking about your overall experience, how much did you like being in Girl Scouts this year?”
Change in 2018 Girl Satisfaction is likely due to change in scale measurement from emoji responses to text-based responses.

2. Parents were asked “Overall, how satisfied are you with your girl’s experience in Girl Scouts this year?”

3. Troop Leaders were asked “Overall, how satisfied are you with your experience in Girl Scouts this year?”

4. Service Unit Volunteers were asked “How satisfied were you with your experience as a Girl Scout Service Unit or Community Volunteer this year?”

VOICES COUNT SURVEY RESULTS



GIRLS



PARENTS



TROOP LEADERS



SERVICE UNIT VOLS

Satisfaction	86% are highly satisfied. 5/10 are likely to tell a friend to join; 2/10 are not likely. 83% intend to stay.	78% are highly satisfied. 5/10 are likely to recommend Girl Scouts to other parents; 2/10 are not likely to recommend. 70% intend for their girl to stay.	74% are highly satisfied. 4/10 are likely to recommend volunteering to a friend; 2/10 are not likely to recommend. 81% intend to stay.	69% are highly satisfied. 4/10 are likely to recommend being a SU volunteer to others; 2/10 are not likely to recommend. 88% intend to stay.
Primary Reasons for Detracting or Leaving	Girls have too many activities, and programs or activities they were interested in weren't offered.	Girls are doing other things, and experience wasn't positive (meetings canceled, not being placed in a troop, troop leader unorganized).	Too much time/work involved and difficulties working with parents. Only 53% feel that Council provides the support they need.	Workload is too much. Not enough support from Council especially in recruiting. Rules and paperwork are overwhelming.
Strategies to Increase Participation	Provide a variety of activities (outdoor, field trips, overnight camping, science).	Inform parents about what their girl is doing and achieving. Share outcomes.	Offer 2-way, people-centered support. Offer training on outdoors and managing difficult relationships.	Focus on supportive, regular communication. Emphasize teamwork between staff and vols. Solicit, acknowledge, and act on SU's ideas.
Participants & Response Rate	1,086 responses / 14,854 girls who allow email 7%	775 responses / 10,105 parents who allow email 8%	706 responses / 2489 troop leaders 28%	122 response / 570 service unit volunteers 21%

SWOT – PRIOR YEAR AND CURRENT YEAR

2018

Strengths	Weaknesses
<ul style="list-style-type: none"> • National brand awareness • Positive community • Leadership opportunities • STEM opportunities • Outdoor and travel 	<ul style="list-style-type: none"> • Fund development effectiveness • Volunteer complexity (rules & regulations, paperwork) • Inconsistent parental involvement
Opportunities	Threats
<ul style="list-style-type: none"> • Council cohesion • Technology • Communication • Volunteer training • Consistent program quality • Property management • Revenue diversification beyond cookies 	<ul style="list-style-type: none"> • Extracurricular activities • Social pressure • Heavy burden of cookie season on volunteers and parents • Boy Scouts recruiting girls • \$25 membership fee

2019

Strengths	Weaknesses
<ul style="list-style-type: none"> • National brand awareness • Positive community • Leadership opportunities for girls • STEM opportunities for girls • Council is strong fiscally • Council staff is engaged and strong 	<ul style="list-style-type: none"> • High volunteer time commitment, especially during cookies • Inconsistent parental involvement • Lack of strong Service Unit / Council partnership • Volunteers who aren't comfortable delivering programming, especially outdoors and STEM
Opportunities	Threats
<ul style="list-style-type: none"> • Population growth in our market • GSUSA advertising assets • GSUSA outdoor focus: new badges and events 	<ul style="list-style-type: none"> • Extracurricular activities • Competition with other nonprofits • Boy Scouts recruiting girls • Possible economic slowdown • Integration with schools is lessening

VISIONARY STATEMENT 2018-2020

- Deliver a quality Girl Scout Leadership Experience to the girls of Central Texas
- GSCTX will be externally recognized:
 - By Other Girl Scout Councils - as a high-performing council and high-performing programmatically in the areas of STEM and our Community Troops
 - By Parents - as the premiere girl leadership development organization for girls in Central Texas providing diverse and differentiated programming
 - By Girls - as the program of choice for the pursuit of their goals and dreams
 - By the Community - as the expert on girls in Central Texas
- Fiscal vision: Begin October 2020 with \$4M operating cash (includes a \$2M true cash reserve)

2018/19 OPERATIONAL PRIORITIES

- Revitalize girl and troop leader recruitment process
- Improve service unit engagement
- Increase new troop leader support
- Execute Kachina improvements
- Seek out operational efficiencies to fund these priorities



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