

Girl Scouts of Central Texas MY25-27 Strategic Plan

Strategic Imperatives	Drive Focus and Simplification in Foundational Experiences	Co-Create and Deliver Tailored Experiences that Meet Communities' Unique Needs	Attract and Retain Black and Hispanic/Latinx Families	Ensure a Sustainable Funding and Financial Model for the Future
	Ensure a set of foundational experiences for Girl Scouts in Central Texas	Partner with select communities for deeper engagement, focusing on community-identified needs	Partner with Black and Hispanic/Latinx community leaders to better understand how to introduce GSCTX and communicate its benefits	Enhance storytelling to better demonstrate the impact of Girl Scouting for girls and our community
	Define a clear and simple participation path for youth and caregivers	<i>(Rotate community focus every three years, with up to five communities at a time)</i>		Evolve revenue streams and cost structures for sustainability
Operational Priorities	Equip volunteers to deliver and support foundational experiences	Engage with communities to understand their most pressing needs and challenges (e.g., school attendance, graduation rate)	Embed actionable steps for fostering representation and belonging within all operational priorities	Foster long-term partnerships with individual and corporate donors based on mutual understanding of the benefits of investing in Girl Scouts
	Reduce complexity in core processes (e.g., cookies, paperwork, technology)	Partner with community leaders to deliver experiences addressing community needs	Recruit and retain Black and Hispanic/Latinx council staff	
	Deliver foundational experiences in coordination with service units and community partners	Deliver tailored experiences in coordination with service units and community partners	Recruit and retain Black and Hispanic/Latinx operational and governance volunteers	Explore alternate revenue streams at properties
Measures of Success	<ul style="list-style-type: none"> • Net Promoter Score • Satisfaction • Retention • First-Year Retention 	<ul style="list-style-type: none"> • Membership Growth • Retention • Participation by Community • TBD: community-identified outcome 	<ul style="list-style-type: none"> • Staff, Volunteer, and Member Representation • Market Share • Retention 	<ul style="list-style-type: none"> • Top-line Revenue Growth • Diversified Revenue Mix • Unrestricted Funding Growth • Sustainable Operating Model

