

2017 PROGRAM EFFECTIVENESS Impact Report

To succeed in today's—and tomorrow's—world, girls need a wide variety of skills, including technical skills and knowledge, perseverance, self-esteem, and social and emotional skills.

Girl Scouts prepare girls to thrive by offering a wide variety of programming specifically designed to develop important leadership skills. Compared to non-Girl Scouts, Girl Scouts are twice as likely to participate in activities that shape their character and open up new worlds to them, including outdoor experiences, STEM, Life Skills, Entrepreneurship, and Take Action¹.

This report highlights Girl Scouts of Western Ohio's 2017 program results. Locally and nationally, Girl Scouts address girls' needs and promote girls' success across broad interests that include the program areas below.



Entrepreneurship

61% of GSWO troops who participated in the cookie program completed a Financial Literacy or Cookie Business badge or a Cookie Activity pin.

Why does this matter? Only 12% of girls feel “very confident” making financial decisions². Girl Scouts helps girls gain the financial literacy and financial empowerment skills that they'll need to achieve their dreams.



Outdoors

Over 5,000 girls attended our council-sponsored camps in 2017.

Why does this matter? Camping helps girls develop problem solving and challenge seeking skills, which are important leadership skills³. Camping has also been shown to growth in a variety of other areas: building positive identity, social skills, physical and thinking skills, positive values and spirituality⁴.



Take Action

81% of GSWO troops did at least one Take Action project in 2017.

Why does this matter? Doing Take Action projects directly relates to the leadership outcome Community Problem Solving, which measures girls' desire to help others and make a positive difference in the world (civic orientation), as well as having the skills necessary to do so (civic engagement).



STEM

GSWO Girl Scouts earned over 7,800 STEM badges in 2017.

Why does this matter? The skills learned in Girl Scout STEM programming—critical thinking, analytical skills, problem solving, and collaboration—can be used across all academic and career choices. In particular, participating in Girl Scout STEM activities, which use hands-on learning that engages girls in an ongoing cycle of action and reflection, leads to higher Challenge Seeking outcomes¹.



Life Skills

76% of GSWO girls said that “Girl Scouts has helped me be a leader in more activities with my friends, in school, or in my community.”

Why does this matter? Girls who can accept challenges, overcome obstacles, and make their community a better place are leaders. 4 in 5 Girl Scouts are leaders compared to 2 in 5 non-Girl Scouts¹.

THE GIRL SCOUT LEADERSHIP EXPERIENCE

Delivering Fun with Purpose



The Girl Scout Leadership Experience is what girls do in Girl Scouts, how they do it and how they will benefit from participating in Girl Scouts. Whether she earns badges, goes camping, explores science, or does community service projects, a Girl Scout develops the leadership skills that will last her a lifetime!

Girls bring the Girl Scout Leadership Experience to life by leading their activities, which feature cooperative, hands-on learning. Girls DISCOVER who they are, what they care about, and what their talents are. Girls CONNECT with other people, both globally and locally. And girls TAKE ACTION to make the world a better place.

The Successful Troop Experience

Girl Scouts of Western Ohio participated in a national research study to understand the Girl Scout experiences that are most likely to make volunteers and troop members satisfied and likely to continue in Girl Scouts. (i.e. successful troops) **This study identified five factors that are most likely to be found in successful troops.**

Co-Leaders

2/3 of Co-Leaders knew each other beforehand.

Take time to develop positive working relationship with your co-leader!

Engaged Parents

100% of Healthy troops held a parent meeting to begin the year.

Establish partnership with parents by sharing plans, troop finances and expectations of all parents.

Troop Size

Healthy troop size average was 12 girls.

Troop should be large enough to allow girls to provide diverse perspectives and to develop leadership by working in small groups.

Troop Activities

50-60% of troop time spent on badges, supplemented with outings, community service and council events. 100% of the most successful troops had gone overnight camping!

Troop activities should provide girls with a variety of fun, challenging experiences.

Cookies

Healthy troops spent about 25% of their time devoted to the cookie sale during the three month cookie season.

There is sufficient parent support to keep the troop organized without overwhelming the troop leader.

Girl Scouts Show Real Results



83% have a strong sense of self



78% have positive values



68% develop healthy relationships



78% seek challenges



64% develop community problem solving skills

Troops

Troops are groups of community girls who meet regular to do activities that are based on group interests, including camping, traveling, badge work, and events.



strong sense of self
80% GS
68% non-GS



positive values
75% GS
59% non-GS



healthy relationships
62% GS
42% non-GS



challenge seeking
60% GS
43% non-GS



community problem solving skills
57% GS
28% non-GS

Impact

Girl Scouting creates leaders! Girl Scouts score higher on all leadership outcomes than non-Girl Scouts, based on a recent report by GSUSA¹.

Girls in GSWO troops scored much higher on all outcome scores than non-Girl Scouts, and meet or exceed national Girl Scout outcomes¹.



79% are girl-led



83% used cooperative learning



76% learned by doing

Girl-Led

How Girl Scout programming is facilitated is as important as the material itself. Following the Girl Scout Processes (activities are girl-led, cooperative, and hands-on) leads to high-quality experiences conducive to learning.

GSWO Girl Scouts took an active role in decision making and planning activities, worked cooperatively within their troops, and participated in hands-on activities that engaged them through action and reflection.

Discover → Connect → Take Action

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 take appropriate risks, try things even if they may fail, and learn from mistakes.

HEALTHY RELATIONSHIPS

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

COMMUNITY PROBLEM SOLVING

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

What do Girl Scout Volunteers say?

In 2017, GSUSA invited Girl Scouts of Western Ohio troop leaders to join in the national study of the Girl Scout experience.



STRENGTHS OF OUR VOLUNTEER EXPERIENCE

Mission

89% say "As a Girl Scout troop leader, I make a difference in the lives of girls."

Fit

82% say "Being a Girl Scout troop leader gives me opportunities to use my talents, skills, and/or passions."

Value

69% say "I feel supported by the parents/guardians in my troop."

61% say "The staff of Girl Scouts makes me feel that I am important and valuable."

Ease

63% say "The time I need to spend preparing for troop meetings is reasonable."

59% say "Girl Scouts provides the support and guidance I need to be a successful troop volunteer."

58% say "Using Girl Scout program materials makes my job as a Girl Scout volunteer easier."

WHAT DO PARENTS SAY?

GSUSA also surveyed GSWO parents to evaluate their girls' experience in Girl Scouting.

86% say "My girl enjoyed participating in Girl Scouts."

75% say "Girl Scouts offered the types of activities my girl wanted to do."

73% say "In Girl Scouts, my girl gained new skills and knowledge."

71% say "My girl participated in a variety of activities in Girl Scouts."

69% say "I can describe the benefits my girl gets from Girl Scouts."

69% say "My girl worked towards meaningful goals at Girl Scout meetings."

66% say "My girl got opportunities in Girl Scouts that she would not otherwise have had."



¹GSUSA, The Girl Scout Impact Study, 2017.

²GSUSA, Having It All: Girl Scouts and Financial Literacy, 2013.

³GSUSA, More Than S'mores: Successes and Surprises in Girl Scouts' Outdoor Experiences, 2014.

⁴American Camp Association, Directions: Youth Development Outcomes of the Camp Experience, 2005.