



Strategic Plan

2015-2018

The Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law

The Girl Scout Law

I will do my best to be honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.



**Building girls of
courage, confidence,
and character,
who make the world
a better place.**

Strategic Plan

The Strategic Planning Team consisted of board members and staff who joined volunteers from across the council to envision the future of Girl Scouting in Greater South Texas. Their job was to determine key priorities for delivering the best experience possible for our Girl Scouts. This work will set the direction for the council for 2015-2018.

The team began work in October 2014. They did intensive research to discover the most urgent priorities of Girl Scouts of Greater South Texas. After reviewing and discussing council data, surveys, and research, the team began to develop a strategy that will help the council move forward in achieving our mission. Addressing the key priorities identified by the strategic team will result in adult and girl experiences that are valuable, engaging, and girl-led. A meaningful experience will keep girls and volunteers engaged so they continue to benefit from Girl Scouts.

Our Winning Proposition

Girl Scouts of Greater South Texas will provide enhanced support and training to volunteers to assist them in delivering a high quality girl led experience.

Customer Focus

Girl Scouts of Greater South Texas will focus on recruiting girls in grades K-5 in Corpus Christi, Victoria, and Laredo. We will emphasize retention in K-5 troops and volunteers and offer outdoor programming and girl led experiences.

Key Priorities

Communication: We will utilize multiple methods to deliver information to all stakeholders in a timely and effective manner.

Technology: We will improve accessibility and efficiency through the use of technology.

Visibility: We will use creative methods to market the Girl Scout message and brand.

Volunteer Focus: We will meet the needs of volunteers to deliver a high quality adult experience.

Girl Experience: We will meet the needs of girls to deliver a high quality girl experience.



Communication: We will utilize multiple methods to deliver information to all stakeholders in a timely and effective manner.

Current State: Challenges communicating.

Future State: Improve communication within the organization.

Communication Objectives:

- Social Media: Utilize Social Media to communicate frequently with our stakeholders, internal and external audiences how they want to be engaged.
- E-blasts: Collect and update e-mails from every registered member on a quarterly basis. Use to send Council Newsletter, In Motion Program Calendar, and Council Updates on a quarterly basis: Fall, Winter, Spring, Summer, and special editions.
- Unified Messaging and Branding: Incorporating our brand voice in daily correspondence with our key audiences. Develop a clear and concise message for each department.
- Quarterly meetings: with staff, service unit managers, trainers, program committee members, product sales cabinet, etc.
- Improve internal communication to share with new and existing staff. Functional Roster and FAQ sheet.

Technology: We will improve accessibility and efficiency through the use of technology.

Current State: Missing a lot of opportunities to use technology well.

Future State: Utilizing technology wisely to increase accessibility and efficiency.

Technology Objectives:

- Customer Engagement Initiative (Spring of 2017): Stay abreast and proactive of CEI process. Update council website to GSUSA web-site platform for 2015-2016.
- Utilize Google to share documents and information internally.
- Offer multiple training methods for volunteers and staff. (In person, webinars, etc.)
- Continue providing the necessary equipment to ensure that goals are being accomplished.

Key Priorities

Visibility: We will use creative methods to market the Girl Scout message and brand.

Current State: Currently there is little knowledge about Girl Scouts of Greater South Texas.

Future State: Girl Scouts of Greater South Texas is known as a leadership development organization for girls.

Visibility Objectives:

- Marketing and Membership will collaborate to develop and deliver a unified recruitment campaign.
- Create media database for all regions of the Council with updates on a quarterly basis.
- Develop a communication toolkit for volunteers.
- Create a recognition program for community partners.

Volunteer Focus: Meet the needs of volunteers to deliver a high quality adult experience.

Current State: Volunteers find the process difficult, lengthy, inconvenient and daunting.

Future State: Volunteers will find the process easy, timely, convenient, and a WOW factor.

Volunteer Focus Objectives:

- Evaluate onboarding and support process Council-wide in preparation for implementation of CEI.
- Create a volunteer process in Google drive for all staff to track and improve our volunteer support system.
- Train staff that have contact and/or direct responsibilities with volunteers.
- Provide volunteer satisfaction:
 - Review forms to avoid unnecessary paperwork.
 - Provide personalized communication.
 - Re-evaluate our trainings and add a WOW factor.

Key Priorities

Girl Experience: Meet the needs of girls to deliver a high quality experience.

Current State: Low retention and low market share indicate that many girls do not have a consistent high quality experience to which they want to return.

Future State: Increased retention and market share as a result of a girl-led experience.

Girl Experience Objectives:

- Concentrate on heavy recruitment (90%) in the fall to give girls the opportunity to join.
- Train volunteers with a greater focus on a girl-led experience including Journey and badge programs
- Develop an Outdoor Challenge Program.
- Facilitate a “Girl Talk” at the Annual Gathering to gather girl input on future girl scout programs for each level.
- Greater emphasis on our Bronze, Silver, and Gold Award to promote our highest awards for girls to earn.

Measurement of Success:

- Retention of girls and volunteers- an increase of 2% each year will be an indication of girl and volunteer satisfaction.
- Outdoor program- backyard* and progression experience- Increased outdoor activity participation measured by the council “Outdoor Challenge Patch Program”
- Girl and volunteer membership growth- will increase a minimum of 3% each year.

*local outdoor activities, focused on introductory learning and fun activities to be held anywhere.



Strategic Learning Team

Deborah Branch, Board Chair- Sponsor
Lea Peacock, CEO- Sponsor
Sylvia Anciso, COO- Facilitator

Amanda Avila
Mari Guillen
Allie Zamora
Frances Cervantes
Margaret Alejandro
Rosie Lehman
Veronica Garcia
Carol Rausch
Judy Kestner
Mario Gracia
Veronica Montez
Claudine Benavidez
Corina Melendez
Edna Arriaga
Penny Falian
Ofi Alvarez
Maria Lucia
Corina Melendez

Gap Champions

Responsible for “closing the gap” for the assigned priorities.
They will remain in the role until the objectives are complete.

Alicia Luevano

Claudia Menchaca

Amanda Avila

Caroline Roel

Shauna Cooke

Girl Scouts of Greater South Texas

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