**MID-YEAR REPORT FOR OUTCOME PROGRESS**

***Reporting for: July 1 – November 30 of the current year!***

**Agency Name: Girl Scouts of Greater Iowa**  
  
**Program Name: Girl Scout Leadership Experience**  
Brief Description of Program:

1. **Program/ Service Outcome (Change/ Benefit to Clients/ Community) – please refer back to the corresponding ABF 5(O) and provide an update on program/ service outcome from July 1 to date:**

In summer 2019, Girl Scouts released 27 new STEM badges and 12 Outdoor – High Adventure badges for all grade levels. The Girl Scout Research Institute (GSRI) published “Today’s Girls Tomorrow’s Entrepreneurs” in Fall 2019. The research demonstrates girls are entrepreneurially minded and Girl Scouts gives them an entrepreneurial edge: 79% of Girl Scouts (compared to 52% of non-Girl Scouts) have an entrepreneurial mindset and 91% of Girl Scouts (compared to 71% of non-Girl Scouts) are interested in being an entrepreneur. Girl Scouts is the leading entrepreneurship organization for girls – our Girl Scout Cookie Entrepreneurship program focuses on five key entrepreneurial skills: goal setting, decision making, money management, people skills, and business ethics.

We are committed to the mission, outcomes, and pillars of programming we outlined in our funding application. The mission of Girl Scouts is building girls of courage, confidence, and character, who make the world a better place. The four pillars of Girl Scouts are: 1) STEM – giving girls the know-how to invent the future; 2) outdoors – inspiring girls to love nature and seek adventure; 3) life skills – setting girls up with the skills they need to succeed in life; and 4) entrepreneurship – preparing girls with business smarts to take on the world. Girl Scouts serves girls K-12 through our badge programs, outreach programs, camps and field trips, our cookie entrepreneurship program, travel opportunities, and so much more. These programs are all girl-led, which allows girls to try new things and develop their interests/passions. We help girls in our community develop socially, learn traditional and innovative skill sets, have fun, and become involved in our community. The five outcomes of Girl Scout programs are: 1) Strong Sense of Self; 2) Positive Values; 3) Challenge Seeking; 4) Healthy Relationships; and 5) Community Problem Solving.

1. **Measurement Used (How Often, Tools Used) – please refer back to the corresponding ABF 5(O) and provide an update on measurement used from July 1 to date:**

GSGI measures success by the number of renewed and new Girl Scouts in Story County each membership year, as well as the three-year membership retention rate in Story County. We know that proficiency in the five outcomes of Girl Scout programming increases significantly when members are engaged for three or more years. This data is collected annually through our membership database.

The annual Girl Voices survey also gauges the success of our programs by measuring Girl Scouts’ development in the five outcomes of Girl Scout Programming. Girl Scouts self-report their confidence and capacity in 1) Sense of Self; 2) Positive Values; 3) Challenge Seeking; 4) Healthy Relationships; and 5) Community Problem Solving. This data is collected through online surveys distributed by Girl Scouts of the USA and is Girl Scout council-specific.

GSGI collects data from our various social media outlets, as well. Our Official GSGI Leaders Group Facebook page offers GSGI troop leaders a staff-monitored platform where they can connect with each other and GSGI staff. Members offer real-time feedback on GSGI programs. This is generally qualitative data and has proven to be helpful in assessing program effectiveness and client satisfaction.

1. **Measurement Update (Please provide update on measurement data collected based on the ABF 5(O) from July 1 to date):**

Our database is updated in real-time, so we have accurate numbers of Story County Girl Scout membership and renewals daily. The Girl Voices survey is distributed in the spring and results are released in the summer. Our Official GSGI Leaders Group Facebook page continues to be monitored day and evenings by GSGI staff members. GSGI staff answer questions, provide resources for, and receive feedback from Story County troop leaders.

1. **Outcomes Achieved (Result to Clients/ Community) – please refer back to the corresponding ABF 5(O) and provide an update on the outcomes achieved from July 1 to date**:

Our membership year extends from October 1, 2019 through September 30, 2020. Currently, there are 392 girl members in Story County (317 renewed from 2019) and 188 adult members in Story County (155 renewed from 2019). According to the 2019 Girl Voices survey data (released in Summer 2019), 96% of Girl Scouts in Iowa report as medium to high in Sense of Self, 97% report as medium to high in Positive Values, 87% report medium to high in Challenge Seeking, 90% report medium to high in Healthy Relationships, and 82% report medium to high in Community Problem Solving.

Examples of the meaningful projects Story County troops are working on this year are:

* Troop 00479 raised $1,053 for Bag of Blessings. The money was used to purchase 50 duffle bags and over 400 comfort items to fill the bags with. The girls also made cards for each bag. The bags were delivered to children in foster care. The girls learned about children in foster care and some of the hardships they face. The girls felt empathy for these children and wanted to help them in any way they could.
* Troop 01055 (group one) wrote, edited, filmed, and acted in a video about preventing bullying. The video was for students in grades 4-7. The girls learned about different types of bullying and what to do to prevent it, in addition to the technical skills involved in film creation and production. The girls also learned to work together and delegate different parts of the project.
* Troop 01055 (group two) built an insect house for insects to build nests and hibernate in over the winter. They also planted a pollinator garden to attract pollinating insects such as bees and butterflies. The garden and insect house were planted and installed at Heartland Baptist Church in Ames. The church plans to maintain both in the future.
* Troop 01138 worked with the local Raising Readers organization and put together a book drive. They collected 139 books and placed the raisingreaders.org stickers on each of the books so they could be distributed to local individuals and groups.

**Barriers Encountered (please refer back to the corresponding ABF 5(O) and provide an update on the barriers encountered from July 1 to date):**   
  
We recently hired a STEM specialist to serve our council. STEM programming for girls is of utmost importance and we will be expanding our programming. STEM badges can be intimidating and challenging for troop leaders to approach with their troops. With out STEM specialist developing new programs and opportunities for Girl Scouts and troop leaders to engage in, the challenge that can accompany STEM badge work is being met.

1. **Clients Served (please refer back to the corresponding ABF 5 Service Statistics and provide an update on number of clients served from July 1 to date):**

**Staff Use Only:**Change/ Benefits demonstrated for client/ community? Yes No  
Quantifiable Outcome Measures? Yes No  
Outcomes Reported? Yes No

We are currently serving 392 girl members in Story County and 188 adult members in Story County.

1. **Have you had to turn any clients away that desire to participate in this program? If so, why? If so, how many? If so, when?**

Girl Scouts of Greater Iowa does not turn eligible clients away. We offer financial assistance to girls who may be unable to join due to financial constraints (based on free- and reduced-lunch guidelines). We also provide first-time troop leaders with a one-time opportunity for membership fee financial assistance.

1. **Comments:**