

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:**

We transitioned our programs from in-person to virtual in Spring 2020. Our Girl Experience and Outdoor teams quickly developed at-home kits and virtual programs for Story County Girl Scouts. For example, Girl Scout camp was canceled this summer (Girl Scout residential and day camps are continuous June-August in a typical year). GSGI transitioned our in-person camp experience to camp kits – boxes shipped to Story County girls for the months of June, July, and August – containing an at-home camp experience. June’s kit focused on outdoor skills, July’s kit was art at camp, and the August kit was “all things camp”. Each kit contained activities girls could do at home, including supplies, camp trading post items, and a parent camp resource so girls and their families could have a taste of camp at home. The kits were accompanied by secure links for instructional videos, and girls were able to participate in virtual camp sing-alongs and “campfires” with GSGI staff. At the same time, our Girl Experience team worked to transition our other staff-led programs to kits and online/virtual experiences, as well. For example, Girl Scouts at Home is online programming for girls to do badge activities, have fun at home experiences, challenges, and more. Each activity is made for individual girls to complete themselves and they also make great virtual troop meetings. Girl Power Can’t Be Quarantined is a DIY Girl Scout Challenge Story County Girls Scouts completed at home with their families. Girls completed activities and challenges in STEM, Arts and Culture, Entrepreneurship, Outdoor, Healthy Living, Civic Engagement, and Just for Fun. We have also created program kits, which combine our active, hands on Girl Scout educational experiences with on demand virtual instruction, as well as online opportunities for community interaction. For example, in October we launched our Mission to Space kits, based on our popular in-person Space Camp program. Each kit includes everything girls need to complete their missions. Girls are assigned five missions in space: Mission One: Investigate the Moon; Mission Two: Discover our Sun; Mission Three: Explore the Stars; Mission Four: Meet our Solar System; and Mission Five: Mars Lander Challenge.

In these ways, we have been able to continue providing programs and experiences in our four key areas: STEM, outdoors, entrepreneurship, and life skills. Girl Scout troops were able to begin meeting in-person in August (following health guidelines from the CDC and IDPH). Many troops

have continued to meet virtually or combined outdoor, socially distanced troop meetings with virtual meetings. Story County Girl Scouts have remained active throughout the summer and fall. For example, Story County Girl Scouts worked on their Pets and Adventure Badges, went on weekend camp outs, did geocaching, went to Climb Iowa, learned about cybersecurity, and worked on Silver Award projects (community service projects). We also transitioned our troop leader trainings to virtual/online, as well. Story County Girl Scout troop leaders participated in our Brownie Level troop leader training, Troop Leader Foundations, Fall Product training, and Zoom training.

In response to the COVID-19 pandemic, we also made the decision to provide free membership for 2021 to new and returning Girl Scouts. This decision comes with a significant cost to our organization and was necessary to support our Girl Scouts and their families during these challenging times.

2. 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 Scout Voices Count 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.

In 2020, we also began a monthly survey of Story County troop leaders. The survey reports on troop meetings and activities (frequency and content), troop leaders' training attendance, community service projects, and challenges. This has been an extremely helpful addition to our Story County reporting, data, and communication with troop leaders.

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

We collected all of the above-mentioned data at the intervals specified.

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:

In Story County, we currently have 288 renewed and 39 new girls, as well as 168 renewed and 39 new adult volunteers (in total, more than last year). The 2020 Girl Scout Voices Count survey

states that: 98% of GSGL Girl Scouts report moderate to high Sense of Self; 96% report moderate to high in Positive Values; 85% report moderate to high in Challenge Seeking; 87% report moderate to high in Healthy Relationships; and 85% report moderate to high in Community Problem Solving.

As mentioned above, Story County Girl Scouts remained active and involved throughout the COVID-19 pandemic. Just in the month of November, Story County Girl Scouts camped out November 6-8, had a private movie party, worked on their Silver and Gold Award projects, learned about Election Day and the history of women's right to vote, learned to make paper beads, and worked on their Democracy badges (including guest speaker Alisa Frandsen of the Ames Community School District Board).

3. Barriers Encountered (please refer back to the corresponding ABF 5(O) and provide an update on the barriers encountered from July 1 to date):

Our major challenges were COVID-19 related. As previously mentioned, we canceled our Girl Scout camp in Summer 2020, as well as all other in-person staff-led programming. Troops were able to begin meeting in-person in August. We managed these challenges by offering the aforementioned at-home kits and online/virtual programs and trainings. Three of our major fundraising events were moved to virtual events, resulting in decreased attendance and revenue. We also canceled our much anticipated Gimme S'More Mud Run held each September at Camp Sacajawea (most Story County Girl Scouts participate in this event). Our membership numbers are slightly behind previous years, as a result of the fact that schools are not meeting in-person and/or allowing outside groups to partner at this time. That said, we are happy with our membership numbers, given the circumstances, and our numbers are some of the highest in the nation for Girl Scout council membership. Our Girl Scout Cookie Program is transitioning to principally virtual and online. Associated with the transition to virtual and online events were technology challenges – for our staff and also for troop leaders. We were able to overcome these barriers by creating Zoom training for Story County troop leaders and GSGL staff. We also invested in additional Zoom licenses.

4. 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):

We currently have 288 renewed and 39 new girls in Story County, as well as 168 renewed and 39 new adult volunteers. We anticipate these numbers to increase through Spring 2021.

5. 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?

No – we do not turn eligible clients away. In the past, we have offered financial assistance to girls and their families for membership and uniform/book fees, as well as camp financial assistance. In 2021, we are offering all members, new and returning, free membership. We are also evaluating

our current camp financial assistance policies and looking into increasing the amounts we provide for camp assistance.

6. Comments:

Please let me know if you'd like any more detailed information on anything – our staff has done an amazing job of transitioning our programs and our Story County members have been nothing short of remarkable in their dedication to everything Girl Scouts.