

LIAISON REPORT

AGENCY: Girl Scouts

LIAISON: Quinn Wood

Youth Development and Social Adjustment

1. Need for Program

This program targets girls ages 5-18. Girl Scouts provides a variety of programming to its participants, including activities about STEM, arts, civics, the outdoors, entrepreneurship, and just for fun. Girls learn about fiscal responsibility through cookie sales, where revenue can be used to pay for membership dues, camp, lodges for troop activities, etc. Scholarships are available to girls who are unable to pay. During the pandemic, girls have been engaged in virtual activities and dropped-off activity kits. In-person troop meetings are now allowed provided guidelines are followed. Camps were not open this Summer due to the pandemic — instead camp activity kits were made available.

This program fulfills United Way of Story County's Health Result 2, Strategy 2.3 priority by offering low-income girls a safe, affordable, and empowering place to socialize and develop life skills. It also addresses United Way of Story County's Financial Stability Result 1, Strategy 3.1 by giving girls an opportunity to practice financial skills involved with selling cookies and raising money for activities. This program fulfills City of Ames' priority #3 of skill development and enhancement through its leadership, fiscal management, and entrepreneurship activities. This program fulfills ISU Student Government's priority #4 by empowering young women for their futures. This program fulfills Story County's priority #2 by providing social and educational activities.

2. Program Strengths

Without the Girl Scouts, fewer women would be involved in leadership positions and STEM fields. Recruitment numbers are on par with last year.

3. Program Weaknesses

It is difficult to retain girls as they get older; after fifth or sixth grade many participants drop out of the organization. It has been difficult to reach out to girls in schools during the pandemic.

Financial Outlook

Though the organization typically has support from cookie sales, membership dues, and private grants it did have to let go of a STEM specialist and tone down its budget. Memberships are currently being offered for free to encourage participation.

Internal Management Practices

The board consists of 12 members and meets every other month virtually. Some board members have previous relationships with the Girl Scouts and some do not.

Agency Suggestions/Comments

Monthly reporting has been difficult due because sometimes staff touch base with participants less than monthly.

GENERAL ASSESSMENT:

Girl Scouts continues to be one of the only girl-only spaces available to young people. It offers leadership and entrepreneurship experience and does so at an affordable cost or no cost depending on the need. This programming meets several of the priorities identified by the funders.