

Girl Scouts of Utah Strategic Recovery Plan

Reach and Retain More Girls

Drive membership success by creating recruitment and retention strategies to reach 1,490 new girls, 3,250 renewed girls (68% renewal of MY21), for a total membership of 5,340 by September 1, 2022.

Increase our racial/ethnic diversity by targeting under represented communities in our recruitment and retention strategies resulting in an increase of our girl and adult members by September 1, 2022.

Adapt current program delivery methods blending virtual and in-person programming in all four national programming pillars reaching 5,000 members (girls and adults).

Utilize data from Girl Scout Voices Count (GSVC) to better understand the needs of members and address needs through program offerings and volunteer support.

Transform the Volunteer Experience

Continue to invest in the new troop leader experience through 18-month onboarding and training, resulting in an increased retention of first-year volunteers to from 57% to 60%, and an increased overall adult member retention to from 73% to 75%.

Provide exemplary support and guidance to further strengthen the volunteer initiative engagement.

Improve the overall usage of the Volunteer Toolkit (VTK) from 30% to 40% by requiring volunteers to utilize this tool for troop and household management.

Relevant Brand

Implement new national brand standards across all departments, ensuring we are all speaking with one voice.

Increase visibility in local and statewide media outside of earned-media cookie season stories.

Increased Investment

Stabilize and maintain financial income streams with ongoing re-evaluation of ways to decrease expenditures

Strategize with Finance and Investment Committee and Board for paying off the Cloud Rim Loan so we can increase our reserves in the long term.

Maintain troop participation in the Fall Product Program resulting in a minimum of 75 troops participating and include a tie-in to the cookie program for additional incentives for participating in both sales for both service units and troops.

Develop strategy that supports the Cookie Program by selling 94,800 cases, having 3,000 girls or 80% of troops participate, and maintaining an average of 380 boxes per girl by May 31, 2022.

Secure Development revenue of \$480,000 by September 30, 2022.

Effective Operations

Stay current with all national initiatives and campaigns, incorporating them in to all council-wide plans.

Continue to evaluate and implement current processes and procedures to support a hybrid work environment.

Update the performance management process by implementing an improved training for staff that incorporates the council strategic goals.

Review current GSU Culture and determine plan for career development and growth resulting in decreased turnover.

Diversity, Equity, and Inclusion

Embrace diversity, equity, inclusion, and racial justice practices at all levels of our organization to help create change in our communities by leading by example in our staff structure, volunteer support, and girl membership.

Provide support and training for GSU staff and volunteers in the areas of diversity, equity, inclusion, and racial justice.

Provide communications support for our work; this includes reviewing all existing content and future publications to ensure inclusive language and avoid any biases.