



girl scouts of central texas

Mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

CEO: Paula Bookidis

Team Members: Sherry Wolfe, Laura Terrill, and Wendy Riley

Website: www.gsctx.org

Measuring What Matters Goal Statement:

- Develop data that demonstrates the impact of programming on girl retention
 - What is the amount of programming that impacts retention? (per girl/holistically/pillar)
 - What is the mix of programming that impacts retention? What do we need to offer programmatically?

Progress achieved to date:

- 1) Deep dive into pre-existing data streams
- 2) Identified gaps in data
- 3) Focus group selection criteria
- 4) Question brainstorm for Focus Group

What key lessons did your team learn throughout the Measuring What Matters series?

- We learned about multiple ways of potentially collecting data in a focus group setting
 - Avoiding bias in questioning
 - Incorporating diversity in participants (how they participate with our programming & also Girl Scout characteristics)
- We learned more about the types of data that our organization already collects

What challenges or roadblocks did your team encounter along the way? How were these addressed, or how do you plan to address them moving forward?

- **Roadblock:** The pandemic slowed down our progress with forming focus groups
- **Time Management:** We planned this project during a slower part of our year, but our organizational priorities shifted quickly
- **Focus group delivery:** We would have probably planned for in-person focus groups, but have needed to shift how we envisioned this aspect of data collection
- **Challenge:** Data we gather this year won't reflect a "typical" Girl Scout experience with programs

Looking Ahead

Next steps toward achieving our evaluation and data goals:

- Finalize question for focus groups
- Create a timeline for focus group data collection and data evaluation
- Recruit girls and parents to participate in focus groups
- Create a strategic plan to make meaningful evaluation a part of our annual schedule
- Develop surveys that are informed by our focus group data to use in the future

Girl Scouts of Central Texas

Measuring What Matters

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About Girl Scouts of Central Texas



Mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

We're the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success.

The inclusive, all-female environment of a Girl Scout Troop creates a safe space where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves. In addition to learning new skills, Girl Scouts thrive in five keyways.



Develop a strong sense of self.



Seek challenges and learn from setbacks.



Display positive values.



Form and maintain healthy relationships.



Identify and solve problems in the community.

About Girl Scout Programming

Girl Scouts enjoy a collection of engaging, challenging, and fun activities that empower their passion for success and adventure. Girls Scouts offer girls opportunities to participate in a troop activities, service unit (community) level events, and council programming. Girl Scout programming aligns with four program pillars.



STEM



Life Skills



Outdoors



Entrepreneurship



Project Overview



We applied for MWM because we want to **develop data that demonstrates the impact of council-led programming on Girl Scout retention.**

For instance, some of the questions we would like to answer are:

- What is the amount of programming that impacts retention?
- What is the mix of programming that impacts retention?

With the goal of being able to **articulate the impact of programming on Girl Scout retention**, being able to ask girls the "right" questions about their program experiences, and identify the variables which affect our membership retention rate.



Key Learnings

- We learned about multiple ways of potentially collecting data in a focus group setting
 - Avoiding bias in questioning
 - Incorporating diversity in participants (how they participate with our programming & also Girl Scout characteristics)
- We learned more about the types of data that our organization already collects



Challenges & Roadblocks



- **Roadblock:** The pandemic slowed down our progress with forming focus groups
- **Time Management:** We planned this project during a slower part of our year, but our organizational priorities shifted quickly
- **Focus group delivery:** We would have probably planned for in-person focus groups, but have needed to shift how we envisioned this aspect of data collection
- **Challenge:** Data we gather this year won't reflect a "typical" Girl Scout experience with programs

Progress Achieved to Date

1. Deep dive into pre-existing data streams
2. Identified gaps in data we are already collecting
3. Focus group selection criteria
4. Focus group question outline



Future Work



- Create a timeline for focus group data collection & evaluation
- Recruit focus groups
- Conduct focus group interviews
- Analyze data & identify trends
- Discuss findings within the department
- Discuss findings cross-departmentally
- Make decisions about future changes to surveys, program offerings, etc.
- Create a strategic plan to make meaningful evaluation a part of our annual schedule