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Girl Scouts of the Northwestern Great Lakes, Inc.

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## **A Strategic Vision for the Future of Girl Scouting**

Girl Scouting has been meeting the diverse needs of girls for 100 years. Girls needed us in 1912, and they continue to need Girl Scouting today.

As Girl Scouting prepares for its second century of providing leadership experiences for girls, Girl Scouts of the Northwestern Great Lakes, or GSNWGL, is rising to meet the challenges of an ever-changing environment and the unique needs of girls in our area.

Faced with the realities of increasingly competitive recruitment and funding environments, outmoded volunteer management systems and limited strategic partnerships, we have developed a comprehensive strategy to re-focus our resources.

While GSNWGL will continue to support programming for all girls in kindergarten through grade 12 across Wisconsin and Michigan's Upper Peninsula, we will concentrate our resources on troop pathways for girls in kindergarten to grade three in market areas with the highest density of girls.

We came to these decisions through a focused effort driven by volunteers, board members, staff and community members from across the council. We included a wide range of perspectives from both internal and external stakeholders to identify the best solutions for the key challenges facing GSNWGL today. Task group members conducted comprehensive situational analysis of research and data to provide the context for much-needed change and focused direction.

Our goal is to re-energize GSNWGL, with commitment to inspire and prepare a strong corps of passionate people; diversify revenue streams for long-term sustainability; deliver innovative, relevant, multi-faceted programming that adapts at the speed of girls; develop and leverage a robust portfolio of strategic partnerships and relationships; and communicate, through today's many channels, consistently, transparently and effectively until the true message of our brand is heard, loud and clear.

We hold the door wide open for individuals easily to play a role in making our Council the place girls choose to experience fun, friendship, adventure and leadership.

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