



## Long-Range Property Planning Frequently Asked Questions

### **What is *Her Vision of Tomorrow*?**

Girl Scouts in the Heart of Pennsylvania (GSHPA) is completing a council-wide strategic assessment process of programs and properties that serve future Girl Scouts in our council. *Her Vision of Tomorrow*, our long range program and property planning initiative, created an opportunity for us to better understand what programs are important to all girls, given the world we live in today.

As responsible stewards of our Girl Scout resources, we must continually assess and adapt our resources to focus on the future. It is a recommended best-practice that this process is done regularly to ensure GSHPA invests strategically in our properties based on the ever-changing needs of girls and families as well as market demands and membership feedback. We are committed to providing girls with safe, rewarding experiences at camp and in other outdoor environments.

### **Who is overseeing this process?**

A Long-Range Property and Program Planning Committee (LRPPPC) was established to conduct a thorough review of our property portfolio in order to meet the programmatic needs of all girls. The Committee is comprised of a broad mix of passionate Girl Scout volunteers, board members, community experts and staff. The committee has analyzed member feedback, statistical data, population trends, and industry best practices before making any recommendations. [Meet the Committee.](#)

### **What is the current status of the Initiative?**

Since September 2016, the members of the Committee have visited camp properties, gathered and considered input from girls and adult volunteers via surveys and focus groups, analyzed volumes of statistical and financial data and conducted site visits to all seven camp properties, along with visits to other like properties. On November 2, 2017, the Board of Directors for GSHPA will make decisions on the future use of the properties and related programs offered at those properties, factoring in the work and recommendations of the LRPPPC.

### **How long will this planning process take?**

The initial estimate of 9-12 months for completion was extended for several months to ensure all of the data and feedback is thoroughly researched. The LRPPPC began its work in late 2016, and will complete its assessment, as of the November 2, 2017 Board of Directors meeting. View an estimated [timeline](#).

### **How will the membership hear of the results?**

Throughout this strategic planning process we have shared regular updates with our membership on the project status and Committee findings. These updates are posted on the [Her Vision of Tomorrow](#) webpage, council-wide events (example Regional Governance Meetings and the Annual Meeting) and via email communication and regular mail communication to members. Additionally, local media have produced updates in many communities. Please see our [Long-Range Property and Program Planning webpage](#) for a full calendar listing of events to hear updates and the method to provide feedback.

### **How are volunteers engaged in the process?**

Our council volunteers play an integral part in the development of *Her Vision of Tomorrow* from providing feedback through surveys, interviews, focus groups, and serving on the Long-Range Property and Program Planning Committee.

We rely heavily on our volunteers, parents, girls, and troop leaders to provide us with the feedback necessary to refine and innovate all of our programs to best meet the interests and needs of Girl Scouts. This is your chance to tell us how you currently engage in outdoor experiences at our camp properties and what you hope to see in the future.

Share your ideas and suggestions on how we can make our programs and properties better for girls of today, tomorrow and beyond by sending an email to [feedback@gshpa.org](mailto:feedback@gshpa.org).

### **How is input from membership being gathered?**

In the initial phase, we gave all of our Girl Scouts the opportunity to have a voice and share their vision of tomorrow. We invited all girls to participate in an online survey or paper survey to gather insight into their camp experiences and what we can do to improve our programs to better meet their interests and needs. We also conducted onsite focus groups with girls. In addition, we invited adults to participate in an online survey.

We wanted to ensure that information is gathered from a cross section of the membership that represents a diverse range of experience, backgrounds and geographical locations throughout our council.

### **Why assess Girl Scout programs that have been around for many years?**

Girl Scouts is committed to ensuring all girls have access to life-changing experiences and exciting activities in a safe environment. Our organization strives to provide each generation of girls with relevant, fun activities they will always remember. To ensure this happens, we must continually review and adapt our resources to focus on the future, while honoring the memories and experiences that have shaped our past. Our founding principles and core values very much remain the same today as when established in 1912, but we must continually make programmatic changes to appeal to modern girls.