

Business Planning Process Entering the Home Stretch

October 9, 2009 - In August, Girl Scouts in the Heart of Pennsylvania shared our plans to take our Council through an accelerated business planning process that would both help put our Council on a solid financial footing and create a path by which we can best align our mission with the needs and interests of the girls we serve because keeping “Girls First” is our most important guiding principle.

Soliciting feedback from both the girls and the volunteers has been a key ingredient throughout the preliminary stages of this process. In order to do so, both parties were asked to share their feedback/insights/comments throughout the month of September by way of either focus groups and/or online surveys. Nearly 1200 girls and 800 volunteers responded to our invitation and did just that.

The following are some of “headlines” from the hundreds of great ideas received from the volunteers and the girls:

Both girls and volunteers agreed on the following top three programming themes:

- Leadership and Self Esteem
- Health and Wellness
- Community Service

What do the girls want?

- Fun
- Affordable activities
- Modernized camping facilities

What do the volunteers want?

- Excellent customer service
- Flexible store hours or fast delivery of materials
- Improved camp facilities/resources (i.e. flush toilets, showers and specialized staff)
- Streamlined and clear communication from the Council

As GSHPA enters the home stretch of the business planning process, our next challenge is to find a way to realistically match what our girls and volunteers want/need today with a Council infrastructure that is both financially sustainable and flexible enough to match the “way we do business” with the ever changing needs, interests and wants of the girls we serve.

We continue to be very interested in your thoughts and encourage you to submit your feedback by via the following link: <http://www.gshpa.org/feedback.html>

Photos from Volunteer Focus Group – September 12, 2009



Left to right: Mindy Inners (Board – North), Kim King (Volunteer – North)



Left to right: Betsy Keefer (Volunteer – South), Cappy Bush (Board – South) Kim King (Volunteer – North)



Left to right: Patricia Purvis (Staff – Northeast), Brenda Long (Volunteer – South Central), Kate Crowley (Board Chair - North), Jill Wincovitch (Staff – Corporate)



Belinda Stefl (Volunteer – North)