

# FY23 – FY26 Strategic Plan

## Guiding Principles:

Every decision we make will be principled and consistent with the Girl Scout Promise and Law and these guiding tenets:

**Mission Focused:** We build girls of courage, confidence, and character who make the world a better place and keep this central to every activity.

**Fun-infused:** We are intentional about bringing joy to the Girl Scout Leadership Experience for all our membership.

**Ethically Driven:** We conduct ourselves with the highest degree of professionalism, civility, transparency, and integrity in all our interactions.

**Engaged Leadership:** We develop thoughtful, accountable, and motivational leaders across our community.

**Resilient Council:** We promote the health, morale, and wellbeing of each member of our community to create a welcoming and inclusive environment where every member can thrive.

**Vision:** To be the preeminent girl leadership organization in central and northeast Pennsylvania where every girl has a supported place to discover her unique path.



<b>Focus</b>	<p>Deliver an inclusive, distinctive, full life-cycle experience for girls.</p>	<p>Expand pathways to engage volunteers in a variety of high-quality experiences.</p>	<p>Align brand experience and awareness with brand promise.</p>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Weave council and partner-led programming with troop and Juliette programming across GSHPA footprint.</li> <li>• Empower all girl members to become long-term Girl Scout advocates.</li> <li>• Fully utilize existing and generate new funding and program partnerships to expand into new markets including underserved communities.</li> <li>• Evaluate, develop, and test new delivery models that support a girl’s desire to continue her Girl Scout Experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Redesign volunteer recruitment to attract volunteers year round with diverse backgrounds and skillsets.</li> <li>• Provide ongoing training and support to all troop and service unit volunteers, with an emphasis on the first two years and program level transition years.</li> <li>• Foster transparent, timely, and multi-directional communication.</li> <li>• Cultivate meaningful volunteer relationships through formal and informal volunteer recognition.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate to the broader community the impact of Girl Scouting.</li> <li>• Enhance Highest Awards program and expand community awareness of its impact.</li> <li>• Showcase successful Girl Scout alumnae throughout GSHPA.</li> <li>• Ensure our <i>promise to girls</i>—a four-pillar, Girl Scout Leadership Experience (GSLE) for all Girl Scouts—is the standard for every girl experience.</li> </ul>

**Our Foundation:** A strong and resilient Girl Scout Council is a foundational requirement to successfully execute our mission. We must:

**Recruit and Retain.** We will recruit and retain volunteers, staff, and board and committee members who reflect the diversity of the communities we serve, embody the Girl Scout Promise and Law, and support every girl in her Girl Scout Leadership Experience.

**Educate and Train.** We will educate and train to meet the evolving requirements of volunteer and staff positions to maximize the Girl Scout journey for every girl.

**Promote Organizational Wellbeing.** We will use best practices across every domain to maintain and grow a high-performing nonprofit organization:

- Board Governance
- Finance
- Fund Development
- Human Resources
- Operations
- Public Relations