



2018-2021

Strategic Roadmap

Mission

The principle that guides all decisions.

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

Value Delivery

Where we excel.

In preparing girls for a lifetime of leadership.

Movement Alignment

The foundation for Girl Scouts' identity, a guide for how we operate.

Together, as one Movement, we'll show the world:

- We're not just for girls, we're for every **G.I.R.L.**
- We don't just empower girls, we prepare girls to empower themselves.
- Leadership isn't a label, it's an everyday lifestyle.
- We're not just a program, we're a membership with lifetime value.

Spirit of Excellence

Our culture and behaviors we embrace.

At GS-NCCP we promote a culture of appreciation, inclusivity, and **E.P.I.C.** leadership (**E**mpathy, **P**ossibility **T**hinking, **I**nnovation, and **C**ourageous **L**eadership) among members and foster a spirit of excellence, collaboration, and teamwork in all that we do.

Strategic Outcomes

In a spirit of collaboration and excellence, focused on the delivery of our mission, the impact of our Strategic Plan will be:

- Increased membership - we will reach more girls.
- Increased retention - members will continue their Girl Scout journey because we consistently deliver on our brand promise to, “build girls of courage, confidence, and character, who make the world a better place.”
- Increased awareness - the value of our program will be synonymous with leadership development for girls.

Our Strategic Priorities

The focus that will guide our tactical decisions and the allocation of our resources.

Reach More Girls

GS-NCCP will achieve a desired future state where:

Girl Scouts - North Carolina Coastal Pines is representative of the communities we serve, and every girl who wants to be a Girl Scout will have the opportunity.

GS-NCCP will achieve this by:

- making it as easy as possible for members to join and renew;
- simplifying troop startup;
- increasing accessibility to the Girl Scout program;
- building community partnerships that provide a path to continued involvement in the Girl Scout program; and
- providing girls with diverse economic backgrounds the support they need to participate in the Girl Scout program.

Volunteer Engagement, Training & Support

GS-NCCP will achieve a desired future state where:

Volunteers receive the training, support, and resources they need to confidently deliver the Girl Scout program.

GS-NCCP will achieve this by:

- ensuring co-leaders and volunteers receive a positive onboarding experience and essential training for their roles;
- providing targeted support to new and multi-level troops;
- maximizing utilization of the Volunteer Toolkit;
- ensuring access to troop meeting, troop management, and program delivery resources for all grade levels;
- providing grade-level and “how-to” program delivery training for co-leaders across all 41-counties; and
- actively promoting a culture of appreciation, inclusivity, and E.P.I.C. leadership among all members.

Program Delivery

GS-NCCP will achieve a desired future state where:

All girls within the 41-counties we serve will have access to high-quality, innovative, impactful, and consistent programming aligned to the Girl Scout Leadership Experience and that allow for the attainment of Girl Scouts’ five outcomes.

GS-NCCP will achieve this by:

- increasing utilization of our camps and council properties including outdoor program delivery support;
- expanding program opportunities and support for older girls/troops;

- providing targeted program delivery tools and resources for co-leaders to extend their delivery of the Girl Scout Leadership Experience, and
- expanding access to programming in all 41 counties we serve.

Mission and Brand Relevance

GS-NCCP will achieve a desired future state where:

Girl Scouts is synonymous with leadership development for girls.

GS-NCCP will achieve this by:

- amplifying the **G.I.R.L.** brand platform and key program outcomes across all stakeholder groups;
- increasing public awareness of the benefits of our mission and our expertise in leadership development for girls; and
- elevating the value of the Girl Scout Gold Award.

Organizational Effectiveness

GS-NCCP will achieve a desired future state where:

Staff and volunteers will work in a spirit of collaboration to develop agile processes and systems that refine efficiencies and maximize the utilization of resources.

GS-NCCP will achieve this by:

- continuing to focus on diversification of funding;
- identifying opportunities and processes that increase efficiencies and strengthen our delivery of the Girl Scout mission; and
- improving organizational efficiencies to maximize the allocation and utilization of resources.

Retention

GS-NCCP will achieve a desired future state where:

Members choose to continue their Girl Scout journey because we consistently deliver a unique, inclusive, and meaningful experience for girls and deliver on our brand promise to “build girls of courage, confidence, and character, who make the world a better place.”

GS-NCCP will achieve this by:

- cultivating parent and family engagement;
- increasing utilization of all aspects of the National Program Portfolio;
- increasing the use of Girl Scouts’ leadership progression toward the attainment of our highest awards; and
- providing increased opportunities for alumnae engagement and volunteerism by community partners.