

Strategic Learning FAQs

Why did the Council want to undertake Strategic Learning?

Strategic Learning is a methodology for creating and implementing breakthrough strategy that is being deployed across *The Movement*. Many other councils across the nation have already completed their own Strategic Learning process. GS-NCCP had done something similar several years ago, but we felt that it was important to better understand who we are as an organization, uncover our challenges, identify our strengths, and increase opportunities for girls and volunteers across our 41-county region.

What is the Council hoping to gain from Strategic Learning?

The outcome of this process will be a plan for the next 3 years that will help us further our mission of building girls of courage, confidence and character who make the world a better place. Unlike traditional strategy planning, which aims at producing one-time change, Strategic Learning drives continuous adaptation.

What are some of the membership and volunteer trends that the Girl Scout Movement is facing?

Nationally, Girl Scouting is seeing a decline in membership, most dramatically in the K-5 age group. Girls in this age group tend to make up the largest segment in Girl Scouting. Significant declines in membership in this age group may ultimately impact the number of older girls participating as well as the annual Cookie Sale which is where most councils derive a significant portion of their revenues that allow them to deliver programming. GS-NCCP has seen small declines in membership, the bulk of which has been in the K-5 area. While we have not experienced declines in our annual Cookie Sale, fewer girls are participating each year but the girls who are participating are selling more boxes. This is not a sustainable model and something that we felt needed to be addressed.

From a volunteer perspective, nationally, Girl Scouts is seeing a shift in the kind of volunteer that wants to participate in the Movement. Locally and nationally, we are seeing adults who want to be more of the episodic volunteer versus taking on the traditional troop leader role. This is causing more girls to be waitlisted and often forced to participate in Girl Scouting through other pathways.

Who participated in the Strategic Learning process?

Volunteers, girls, board members and staff participated in the Strategic Learning process and comprised the Strategic Learning Team. The volunteers came from a variety of volunteer roles as well as different parts of our 41 county area. The Strategic Learning Team met over a series of weekends as well as conference calls over a three month period of time that began in July and wrapped up in late October.

What was the outcome of Strategic Learning?

The Strategic Learning Team was able to develop a “winning proposition” which will be the guiding principle that all Strategic Learning activities will work to accomplish. Additionally, the process yielded five key priorities which will be the focus areas of our three year action plan.

The winning proposition that the Strategic Learning Team defined for our three year plan is:
Girl Scouts – North Carolina Coastal Pines is the premier, sustainable organization for girls that inspires and empowers them to reach their potential through fun, memorable and unique experiences.

The key priorities were:

- Volunteer Support and Structure
- Development of Classic/Traditional Troops with an emphasis on K-5
- Recruiting alumnae and strengthening the bond to Girl Scouting
- Underserved areas/growth potential
- Diversification of funding

From these priorities, subcategories were defined and action plans have been developed to address each one. You can find more specific information about these key priorities on the Council website.

What does this mean for me as a volunteer, parent or girl?

Over the next three years, GS-NCCP will be working to close the gaps in areas of volunteer support and structure, K-5 classic troops, underserved areas, recruitment of alumnae and diversification of funding so that girls, parents and volunteers will have a much more customer focused and enriching experience in Girl Scouting. The Council is working hard to be easier to do business with and share with the general public how relevant and important we are to the development of girls and young women.

The GS-NCCP staff has truly taken Strategic Learning to heart and has incorporated many of the key learnings into their departmental work plans. Additionally, they are using the data from Strategic Learning to make more data driven decisions about staffing, programming options, volunteer training and structure and many other issues to ensure that they are building the best foundation possible for our Girl Scouts and volunteers.

Where can I find more information on Strategic Learning?

GS-NCCP has a page on our Council website dedicated to Strategic Learning. It is located at <https://www.nccoastalpines.org/all-about-girl-scouts/strategic-learning>. Here you can find more information on the process, the outcomes and the key initiatives. Specifically, there are several PowerPoint decks that include detailed information about the key learnings and how they will be shaped into the 3 year action plan. We will update it periodically as more action plans are executed and provide information on what the results of implementation are.

Is there going to be another phase of Strategic Learning?

Over the next three years, the Council will be continually evaluating the progress of the action plans that have been developed. We will be putting together ad hoc teams to ensure that we are achieving our

Winning Proposition. If you are interested in serving on an ad hoc team, please let us know by emailing strategiclearning@nccoastalpines.org.