

Girl Scouts Michigan Shore to Shore Strategic Plan 2020-2023

In 2019, the Board of Directors put together a Strategic Planning Team to take a deep look at the council and build a vision for our future. The team first focused on crafting deliverable "buckets" -- that is, identifying critical areas of focus and the key outcome components for each area. The team identified; **Membership – Reach More Girls** which we intend to grow, retain, and diversify, **Program – Higher Impact** which we intend to be aligned, equitable, and sustainable, and **Organizational Positioning – Stronger Brand** for which we intend a clear identity, effective branding, and marketing.

As you will see in the plan, we have a great vision aligned to our national organization and focused on growing our council. Our Guiding Principles are the promises that we make to one another and the girls and adults we serve and the lights that will guide our way.

The board approved that plan in March these six key goals:

1. Reach More Girls – Reach and retain more girls from all communities – Customer focus
2. Higher Impact – Deliver consistent quality, outcome driven girl program – Program delivery
3. Increased Investments – Increase society's investment in girls – Funding
4. Effective Operations – Operate like one business moving in one direction – Network Alignment
5. Stronger Brand – Speak with one voice – Unify the movement
6. Improve Culture – Staff retention - Staffing

GSMISTS Strategic Plan 2020-2023

Guiding Principles

- **Reach More Girls** - Provide every girl across the council the opportunity to be a Girl Scout.
- **Higher Impact** - Deliver an equitable, life-changing Girl Scout experience for every girl.
- **Higher Impact** - Offer volunteers a high-quality adult leadership experience.
- **Higher Impact/Increased Investment/Stronger Brand** - Seek and sustain strong community partnerships across the council.
- **Increased Investment/Effective Operations** - Ensure financially sustainable programs and operations.
- **Stronger Brand/Culture** - Align with GSUSA goals, values, and commitment to the Girl Scout movement.

Deliverable “Buckets”

Reach More Girls

Grow, Retain, and
Diversify Membership

Higher Impact

Aligned, Equitable, and
Sustainable Program

Stronger Brand

Organization Positioning with
Identity, Brand, and Marketing

GSMISTS Movement Strategy

2020 > 2021 > 2022 > 2023

