

# Where Your Voice Is Heard

## A Selection of Survey Results & Outcomes from the 2016-2017 Membership Year

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With over 6,000 girl and adult members spread out over 71,000 square miles, it is vital for the Girl Scouts of New Mexico Trails to regularly check in on our membership in order to determine whether our programs are producing the desired impact of building girls of courage, confidence, and character that make the world a better place. With the 2017 membership year the Girl Scouts of New Mexico Trails embarked on a more systematic method of collecting data through surveys of girls, adult volunteers, program facilitators, and staff to begin assessing the strengths and challenges of the Council in fulfilling its mission. Presented here are survey findings that reflect on a diverse range of activities, events, and programs within the Council: Summer Resident Camp, G.I.R.L. Extravaganza, Be~You~Niquely~You, My 3 Sisters, and results from the Voices for Girls surveys from GSUSA.

We hope that these survey results will provoke new thoughts and questions on how the Council can build on its strengths in the current membership year, as well as encourage members to participate in surveys distributed by the Council - make your voice heard!

### Summer Resident Camp 2017

Rancho del Chaparral and Camp Elliott Barker remain important destinations every year for the Girl Scouts of New Mexico Trails. During the summer of 2017 each camp hosted a diverse array of programs for girls to enjoy: from learning how to ride a horse to taking on the challenging ropes course. Girls, parents, and troop leaders completed surveys after the camp experience to help GSNMT plan for the next camp season.



“My overall experience of camp...”

- 4.78 out of 5 Daisy & Brownie campers at Rancho
- 4.43 out of 5 Juniors, Cadettes, Seniors & Ambassadors at Rancho
- 4.58 out of 5 Juniors, Cadettes, Seniors & Ambassadors at Barker
- 4.57 out of 5 Troop & Family Campers

#### Top 5 things parents noticed after their daughter came back from camp:

- made new friends at camp
- displaying improved confidence
- an increasing excitement for the upcoming Girl Scout year
- a willingness/eagerness to try new things
- an increased interest in outdoor activities (hiking, camping, etc.)

**42%** Increase in Camp Registration in 2017

### G.I.R.L. Extravaganza

The Girl Scouts of New Mexico Trails hosted the G.I.R.L. Extravaganza in September at Rotary Park in Bernalillo. Troops, families, and girls from all program levels engaged in hands-on activities that ranged from observing an obstacle course to getting messy with slime and ooblek.

**93.8%** learned something new.

**90.8%** said they are more interested in science because of Extravaganza

**51.9%** would recommend a friend attend next year.

### Be~You~Niquely~You

As part of the Health and Wellness program focus of Girl Scouts of New Mexico Trails, this event was created with the goals of: strengthening self-confidence, deepening self-awareness and igniting self-motivation through interactive sessions on self esteem, self care and fitness. The activities included workshops centered around the following themes: Gratitude, Self-Esteem, The Power of Self, Self-Acceptance and Awareness of the Media's Effect on Self-Esteem.

After the event, girls shared the following insight:

“Girls like me can be leaders”

“I try things even if I may not be good at them”

“I am glad I am me”

“Girls like me can be good at many good things”

**93.4%** “I learned something new today that I can use in my life”

**93.4%** “I learned things that will help me take care of my body”

**92.4%** “I am comfortable and confident with how I look”

### My 3 Sisters

Girl Scouts of New Mexico Trails recently completed the first three series of health and wellness programs focused on increasing knowledge and use of healthy traditional Native American ingredients and cuisine, as well as teaching girls about new cooking techniques and the importance of daily exercise. In addition, portions of the program focused on awareness of diabetes and its impact on pueblo communities and ways to prevent the disease through nutrition and exercise. These programs were coordinated with and delivered to pueblo communities including: Laguna Pueblo during March and April of 2017, Gallup during July of 2017, and Zuni Pueblo in September of 2017. The program has so far reached girls in the second through sixth grades from a variety of schools, public and private, in the areas around where the programs have been delivered.

The participants had increased their interest in the following activities covered in My 3 Sisters:

- Cooking** (4.62 at Laguna, 4.80 at Gallup, 4.36 at Zuni)
- Learning about careers in Culinary Arts** (4.69 at Laguna, 4.18 at Zuni)
- Grocery Shopping** (4.54 at Laguna, 4.40 at Gallup, 4.45 at Zuni)
- Planning Meals** (4.62 at Laguna, 4.36 at Zuni)

### Make Your Voice Heard!

The Girl Scouts of New Mexico Trails invites you to share your thoughts and feelings about Girl Scouting's benefits for girls! To give girls the best programs possible, Girl Scouts of New Mexico Trails is interested in whether girls are enjoying program activities, if they are understanding new materials, and ultimately, if the programs are benefiting them.

Please help us in our research efforts by occasionally completing short surveys about your experiences. We value your honest feedback.

**About the study:** Participation is voluntary; you may end your participation at any time. Your name will not appear on the surveys. Results of this study are solely for research purposes related to Girl Scouts of New Mexico Trails and Girl Scouts of the USA and will not be used for sales or marketing of any kind.

To participate, please visit the following web site: [www.GirlScoutVoices.org](http://www.GirlScoutVoices.org) You may request a paper survey and reply envelope by calling the Council Office at 505.343.1040 or emailing [customer-care@nmgirlscouts.org](mailto:customer-care@nmgirlscouts.org).

We sincerely hope that you will be a part of this effort. Thank you in advance for supporting this research!

## 2017 Girl Scout Voices Count Survey Results

The Girl Scout Voices Count survey is a national survey with girls, parents/guardians and troop volunteers responding to find out what's working, and what's not, in Girl Scouts.

The survey results help GSUSA and local councils understand how to make Girl Scouts the best it can be.

### Troop Leader Responses

139 Troop Leaders responded to the survey, answering questions about their own Girl Scout experience as a volunteer. These leaders include those new to Girl Scouts, as well as those who have been involved for over 10 years. Here is a sample of the survey results:

**23** average number of hours the leaders responding to this survey volunteer for their Girl Scout troop each month: preparing for troop meetings, facilitating troop meetings, filling out paperwork, etc.

**72%** lead multi-level troops

**88%** have a daughter in the troop

**50%** of those responding are Millennials / **43%** are Gen X

**36%** credit the most significant Service Unit support to be organizing events that their troop can participate in.

*It is a big time commitment, but every single minute spent is worth the lives we are touching.*

*Volunteering to enrich girls' lives is a very rewarding experience; it is one of my biggest joys in life.*

*I love getting to know the girls and helping them to have new experiences, challenge themselves, and to work on being better versions of themselves (and myself!).*



### Parent/Guardian Responses

194 responded to the survey, answering questions about their Girl Scout's involvement and growth, as well as their own experiences. Here is a sample of the survey results:

**97.53%** of parents/guardians were involved with their Girl Scout's troop just enough or wanted to be involved more.

**87.11%** of those answering the survey were not leaders

*I would recommend Girl Scouts because it teaches teamwork, helping others, builds confidence, etc.*

*It helped my daughter make new friends with a variety of people. It also introduced her to activities she never would have tried on her own if not for her troop.*

*The social interaction furthers bonds among the girls in activities that go beyond the activity, and into their homes and communities. The girls care, and they come away caring even more. This is what the world needs more of.*

## Girl Scouts of New Mexico Trails Membership by the Numbers:

### Total Membership

3531 girls (31.1% increase)  
2224 adults  
5755 total members

### Membership by grade level

Daisy: 23.6%  
Brownie: 29.8%  
Junior: 23.8%  
Cadette: 17.1%  
Senior: 3.2%  
Ambassador: 2.0%  
K-5: 53.4%  
6-8: 17.1%  
9-12: 5.27%

### Median Household Income:

\$0 - \$34,999: 615 (10.7%)  
\$35,000 - \$49,999: 2111 (36.7%)  
\$50,000 - \$69,999: 2174 (37.8%)  
\$70,000 - \$99,999: 195 (3.4%)  
Greater than \$99,999: 489 (8.5%)  
Unknown: 171 (3.0%)

### Adult Member Age Range:

18-29: 209 (MY2016: 208, +0.5%)  
30-49: 1347 (MY2016: 1270, +6.1%)  
50+: 296 (MY2016: 263, +12.5%)  
Not Reported: 372 (MY2016: 396, -6.1%)

Counties exhibiting growth. The following GSNMT counties increased their membership numbers significantly in 2016-2017, the 2017 membership year:

### Retention

Council: 63.74% (60.42% in 2016)  
Girl: 61.09% (58.16% in 2016)  
Adult: 68.32% (64.47% in 2016)

**Bernalillo** +3.8%  
**Cibola** +215.8%  
**Curry** +29.0%  
**DeBaca** +400%  
**Los Alamos** +3.1%

### Girl Scout Leadership Experience (GSLE), defined.

The GSLE encompasses everything we know about Girl Scouts – troops, camp, patches, cookies, etc. – and enhances these elements with critical leadership processes and outcomes.

All experiences in Girl Scouting incorporate the Discover, Connect, and Take Action keys to leadership. Girls Discover themselves and their values and use their knowledge and skills to explore the world. They Connect with other girls and adults. And, they Take Action to make the world a better place.

Outcomes are what girls gain from the Girl Scout Leadership Experience, the processes are how they gain them. The processes are: girl-led, learning by doing, and cooperative learning.

**McKinley** +12.6%  
**Mora** +25.0%  
**Quay** 0 to 13 girls  
**Rio Arriba** +42.0%  
**Roosevelt** +216.7%

## Girl Scouts of New Mexico Trails

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