

Where Your Voice Is Heard

A Selection of Survey Results & Outcomes from the 2015-2016 Membership Year

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With nearly 6000 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 2016 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: Camp CEO, Summer Resident Camp, BFF, Year End Activity Reports for troops, and results from the Girl Scout Research Institute .

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 2016

Rancho del Chaparral and Camp Elliott Barker remain important destinations every year for the Girl Scouts of New Mexico Trails. During the summer of 2016 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 high above the forest floor. Although each session of camp was unique, we asked the girls attending the same questions regarding their camp experiences to determine how camp was developing girls of courage, confidence, and character.

Favorite activities at our camps:

Challenge Course
Ropes Course
Canoeing/Kayaking
Rock Climbing

The Horse Program

The horse program continued to get high marks, with 92% who participated saying they “loved it.”

Camp, Troop & Family Camp Responses

4.55 out of 5 the overall experience of camp

The highest rated activities for troop/family camp participants were: horse riding, archery, challenge course, ropes course, and field games. Various aspects of camp also received very high marks, including the counselors, dining areas, and the check-in process.

Roar ‘n Snore

85.11% of the **K-5th grade girls** responding the event was either “good” or “great.” The most popular activities were earning the Roar and Snore patch and exploring the zoo.

86% reported that it was good or great. The more popular parts of the event for the older girls, 6th grade and older, included the movie and interviewing Zoo volunteers and staff, which **62%** of the CSAs did.

43% of the CSAs surveyed stated they are now more interested in volunteering at the BioPark as a result of speaking with volunteers and staff, while **77%** of them responded they might have more of an interest in pursuing education and careers in biology and other animal science fields

Adults attending Roar ‘n Snore:

75% of parents/adults rated the event as “good” or “excellent” overall, while **86%** reported that the event was “good” or “excellent” for the girls they brought with them.

Roar and Snore continues to be a strong tradition within GSNMT. Regarding the intent to return next year, only **5%** stated they don’t think they will attend a 2017 Roar and Snore. Some parents mentioned they were surprised at how well their girls took charge and handled the adversities that occurred overnight.

BFF: Be a Friend First

BFF: Be a Friend First is an innovative program to teach middle-school age girls the fundamentals of healthy relationships, bullying prevention, and peace-making in their schools and communities. In making their way through the aMAZE! curriculum, the girls explored difficult issues such as peer-pressure, gossiping, and stereotyping.

Girls participating in the program filled out pre- and post-program surveys, in order to assess how their knowledge and attitudes toward bullying had changed over the course of the program. There was significant growth in the girls awareness of how bullying might occur in their schools and communities and a willingness to safely intervene in creating peaceful resolutions to incidents of bullying. Girls said they were **more likely** to agree with the following as a result of attending this program:

- 87%** “I will let my friends know when I think they are good at something”
- 80%** “If I see a friend starting to get into a fight, I will help them calm down and back away”
- 77%** “I like myself for who I am, no matter what others think”

“BFF taught me how to recognize bullying”

“It taught me to accept myself for who I am”

“Me and my friends finally resolved our problems”

Girl Survey

(Survey of girls participating in Girl Scouts during the member year, covering a variety of aspects of Girl Scouting, with a focus on the troop pathway)

4.57 out of 5 Overall satisfaction with Girl Scout experience

81% indicated they would re-register

The girls were asked about their reasons they intended to stay, and the highest-rated contributors to their decision: to have fun, to be with friends, to do outdoor activities/camping, learning and trying new things, travel, and earning badges.

Adult/Parent Survey

(Survey of Adults and Parents regarding aspects of their participation in the troop pathway)

4.46 out of 6 Overall satisfaction with Girl Scout experience

69% had stated that their girl had either already re-registered for 2017, or had clear intentions of returning

Parents were also asked about their perceived impact on girl's development as a result of participating in GS. Parents cited improvements in their girls' confidence, friendships, and ability to work as a team member. Positive impact on academic performance was the least likely to be mentioned in the survey responses. Parents were also asked about the unique benefits of the GS experience for their girls, and the most likely responses were: character development, staying with a group of girls from year to year, confidence building, and discovering and developing individual interests.

Troop Volunteer Survey & Year End Activity Reports

Troop Volunteer Survey

4.12 out of 6 Overall satisfaction with GS experience

71% indicated they had or would re-register

Volunteers who indicated they would return cited the following reasons as influencing their decisions: wanting to help girls reach their potential, daughters like being in GS, spending time with their daughters, and belief in the GS mission.

Year End Activity Reports

The Year End Activity Reports are completed by troop leaders each year. These reports provide Council staff with insight into how girls are achieving the outcomes established within the GSLE framework.

94% of leaders reported their troop would be returning next year; those asked about not returning answered that either their daughter was graduating or their daughter was not rejoining GS for 2017 for some other reason.

The most common activity areas GS troops focused on in 2017 were: Adventure, Animals, Community Service, Craft, and Outdoors. Travel was often cited as a popular GS activity area of focus as well.

When asked about information resources that troop leaders find the most useful, those surveyed responded with: Service Unit meetings, GSNMT website, and Regional Managers, in that order of frequency.

Girl Scouts of New Mexico Trails Membership by the Numbers:

Total Membership
3485 girls
2137 adults
5622 total members

Membership by grade level

Daisy: 22.55%
Brownie: 30.96%
Junior: 25.54%
Cadette: 15.75%
Senior: 3.15%
Ambassador: 1.92%

K-5: 79.05%
6-8: 15.75%
9-12: 5.07%

Retention

Council total: 60.42%
Girl: 58.16%
Adult: 64.47%

Median Household Income:

\$0-35K: 335 (9.61%)
\$35-50K: 1319 (37.85%)
\$50-70K: 1393 (39.97%)
\$70-100K: 138 (3.96%)
\$100K+: 270 (7.75%)

Adult Member Age Groups:

18-29: 208 (9.73%)
30-49: 1270 (59.43%)
50+: 263 (12.31%)
(not reported): 396 (32.01%)

Counties exhibiting growth. The following GSNMT counties increased their membership numbers significantly in 2015-2016, the 2016 membership year:

Colfax	117.4%	50 in 2016, 23 in 2015
Mora	128.6%	16 in 2016, 7 in 2015
San Juan	6.6%	243 in 2016, 228 in 2015
San Miguel	12.7%	71 in 2016, 63 in 2015
Union	40%	28 in 2016, 20 in 2015
Valencia	8.4%	167 in 2016, 154 in 2015

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.

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 You may request a paper survey and reply envelope by calling the Council Office at 505.343.1040 or emailing GSNMTinfo@nmgirlscouts.org.

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