

Strategic Initiatives 2023-2026

The 2023 – 2026 Girl Scouts of North East Ohio (GSNEO) Strategic Initiatives Process was completed over a five month period in late 2023, early 2024. A diverse and robust committee with expertise in a myriad of disciplines, and was assembled by board member Chris Vendetti. In total, 30 individuals were involved in the process, including 11 volunteers and community members, 8 board members, and 12 staff members. The four subcommittees—Attract New Members, Retain Existing Members, Enhanced Financial Stability, and DEI/RJ and Talent—focused on four of strategic priorities identified as part of Girl Scouts of the USA’s (GSUSA) strategy. This ensured that GSNEO was aligned nationally. In total, there were 23 meetings that occurred, with over 48 hours of meeting time. Committee members spent additional hours outside of formal meetings, researching critical items like opportunities, competitors, and potential threats. This work included a current state and gap analysis research, and this research allowed the subcommittees to create focused vision statements and strategic initiatives around each of our priorities.

Vision Statements

ATTRACT NEW MEMBERS

We envision a vibrant and inclusive community where every Girl Scout can discover her potential and become a confident leader, while making friends and having fun. We’ll deliver this through strategic collaboration and passionate volunteers who are engaged, dedicated, and inspired to make a lasting impact on the lives of girls.

RETAIN EXISTING MEMBERS

We envision GSNEO as a community organization where every girl thrives. Our commitment to member retention means sustainable and streamlined processes, for personalized and engaging experiences, fostering lasting connections.

ENHANCED FINANCIAL STABILITY INCLUDING GROWING REVENUE AND ENTERPRISE RISK MANAGEMENT

We strive to be a beacon of innovation and adaptability in fundraising and resource generation to provide a future where every Girl Scout can unleash her full potential.

DEI/RJ TALENT

GSNEO continues to create a lasting positive change, through the power of inclusion and by breaking down barriers, ensuring equal access, and fostering a culture of respect and belonging. Members will be recognized as champions of justice, equality, and unity in their communities and beyond.

Girl Scouts of North East Ohio

Strategic Initiatives

2023-2026

1. GSNEO membership will reflect the population of Northeast Ohio.
2. Explore and expand program delivery models beyond the troop experience. Develop participation models to inform membership on different ways to participate in Girl Scouts.
3. Leverage current members, girls and volunteers, as well as recent alum to recruit new girls and volunteers.
4. GSNEO retention of girls and volunteers will be in the Top 10 in USA.
5. Improve delivery/utilization of Foundational Girl Scout Experience (FGSE) through volunteer education, support, and a year-round culture of appreciation.
6. Create a more seamless customer experience, improving information transfer to all stakeholders, especially volunteers and caregivers, with one primary resource identified for each audience type.
7. Improve property utilization and reservation system/processes while operationalizing new opportunities.

*For more information on the GSNEO Strategic Initiative process, visit:
gsneo.org/strategy*

Girl Scout Mission

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

Who We Are

Girl Scouts of North East Ohio connects girls to a world of possibilities in a positive and inclusive, girl-led environment. Girls are inspired to discover their passions and empowered to reach their full potential through a proven leadership development program. GSNEO serves more than 18,000 girls and 9,000 adult volunteer members throughout an 18-county region consisting of Ashtabula, Carroll, Columbiana, Cuyahoga, Erie, Geauga, Huron, Lake, Lorain, Mahoning, Medina, Portage, Sandusky, Seneca, Stark, Summit, Trumbull, and Tuscarawas Counties. To volunteer, reconnect, donate, or join, visit gsneo.org.