



# 2011– 2014 Strategic Plan

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

STRATEGIC FOCUS	VISIBILITY	RECRUITMENT & RETENTION	INNOVATION	FUND DEVELOPMENT	CAPACITY
<b>2011 PRIORITIES</b>	<p>Build a robust and focused marketing strategy for the Council</p> <p>Implement 100th anniversary initiatives</p> <p>Advocacy - Develop one-voice “public policy” agenda statewide around our signature programs - Live Healthy/Lead Healthy; Girlz R.U.L.E.™; and STEM</p>	<p>Integrate program model &amp; pathways consistently throughout the council</p> <p>Expand the concept of the Hispanic Membership &amp; Marketing Initiative (HMMI)</p> <p>Expand our signature programs - Live Healthy/Lead Healthy; Girlz R.U.L.E.™; and STEM</p>	<p>Implement process improvement for operations throughout the Council</p> <p>Create customer (care) relations unit</p> <p>Provide professional development programs for staff &amp; volunteers</p>	<p>Stabilize fund development infrastructure and create an extensive training component to position GSOFCCT to achieve \$5 million in annual contributed income and build a \$10 million investment portfolio</p>	<p>Implement a high-performance governance system giving our members, both girls and adults, appropriate voice in Girl Scouting in the state</p> <p>Create a master plan for all council properties</p> <p>Position the council for long-term financial stability and growth with a \$20 million annual operating budget</p>
<b>INNOVATION</b> <span style="float: right;">➡</span>					
<b>TECHNOLOGY STRATEGY AND IT INFRASTRUCTURE</b> <span style="float: right;">➡</span>					
<b>STRATEGIC PARTNERSHIPS/ALLIANCES</b> <span style="float: right;">➡</span>					

## GROWTH STRATEGY