

2011 Forum Feedback

100th Question # 1: What Ideas do you have to help support and enhance year-long celebration of the 100th for troops, service units associations, and alumnae?

Patch Programs

- 100 hours of service (with a patch)
- Patch programs that end at Rock the Mall
- Patch you can only earn in the 100th year
- Patch with bars that can be earned before Rock the Mall

100 ...Ideas

- 100 lbs of food for the food banks
- 100 hours of service (with a patch)
- Plant 100 trees
- 100 day count down to rock the mall

Engage Current Members & Alumnae

- Reach out to life time members
- Telephone chain to say happy birthday to Girl Scouts
- Create ways for former Girl Scouts to come back
- Heritage workshops
- Event for past Gold/1st Class/Curved Bar/Golden Eaglet recipients; special dinner
- Create an alumnae newsletter to
- Partner active troops with alums to share story; link to telling your story journey

Events & Programs

- Camping jamboree
- Parade
- Service projects
- Girl Scout fun run
- Legacy badges
- Sponsor destination
- Each month highlight a different Girl Scout law
- Day of service preceding/immediate prior to the Interfaith Service
- Plan a family fun event/celebration
- Sponsor GSCNC troops to visit World Centers or the Birthplace
- Sponsor GSCNC troops to attend Centennial Camporee 2012, Georgia council
- Sponsor a Destination to DC
- Write a new song for the 100th
- Create a "kit" featuring Girl Scout heritage
- Integrate 100th into Thinking Day and JGL's birthday
- Hold Roundups

Marketing & Visibility

- Flash mob
- Commemorative cookie
- Sponsors
- GS app
- Google ad
- Facebook ad
- Increase Gold Award Visibility
- Bridging ceremony on March 12th bridging to the next century
- This week in Girl Scouting
- TV ads
- Booth at county fairs
- Yard signs
- List all SU and Association events so others get ideas

Themes

- Celebrating OUR adventure, continue OUR journey

100th Question # 2: How do we create a welcoming and unifying experience for the over 200,000 people at Girl Scouts Rock the Mall?

Materials

- Songbooks
- Record songs with younger voices

Connect People

- Welcome ads in the metro and airports
- Greet people at airport and Union Station
- Sister troops – GSCNC troop with a visiting troop
- Leader buddies
- Pen pals
- Each state or region gets a tent on the National Mall
- Stake for each group with where they are from; peace pole
- Pixie list “buddy troops”
- Plans to reconnect troops after Rock the Mall
- Coordinate at SU or Association level to support troops that need help getting to the Mall

Activities in DC

- Girl Scout passports
- Explore DC patches
- Evening programs at camp all weekend

Pre-Engagement

- Song contest
- Cookie trade with other countries
- Create a patch quilt with squares from councils/troops around the country

Day-off Activities

- Swaps
- Door prizes
- More than just singing – fly kites
- Incorporate all religions into day (Muslim prayer 5x a day)

Accommodations

- Open local university dorms
- Open our camps – provided shuttle buses
- VRE commuter trains for transportation
- Special hotel rates fro Girl Scouts
- Overnights in museums

Marketing

- “Rolling Thunder” entrance to DC
- Famous people

PTF Question #1: What can we do to increase participation in activities and camping at GSCNC Camps?

Adult Participation

- Many leaders not interested in camping – impacts girls ability to camp
- Hold leader overnights to increase adult comfort with camping (@ 3 Forums)
- Increase the number of camp trained adults
- Shorten the length of camp training; divide based on progression (@ 3 Forums)
- Update position codes in Personify to identify camp qualified adults

Marketing

- Not enough marketing of everything we already have
- Create a brochure on camping options
- Make the website easier to navigate (@ 2 Forums)
- Publicize what equipment is available
- Maintain list of camp certified adults willing to support troops (@ 6 Forums)
- Allow troops to book space further in advance (@ 2 Forums)
- Promote pricing in one spot – put grid in *Volunteer Essentials* on web
- Create grid with summary of all camps features – on registration website you have to look at sites one at a time
- Clarify what training is required for day use of camps
- Host open house/tours at camps to encourage use (@ 2 Forums)
- Develop a Short and Snappy training on things to do at camps

- Promote school holiday camping

Program

- Increase opportunities for encampments (@ 5 Forums)
- Hold encampments with a specific program focus
- Leave at least one site available to troops during SUE
- Increase opportunities for core camps (@ 2 Forums)
- Provide training on “how to run” a core camp
- Make more spaces available to smaller troops (@ 2 Forums)
- Offer split weekends – one night stays
- Identify and promote points of interest near camps; troops may plan “off site” trips during their stay (@ 4 Forums)
- Increase the offering of high adventure activities; core camps with high adventure focus; some offsite like horses and caving (@ all Forums)
- Pair experienced campers with new campers; use Pixie List (@ 4 Forums)
- Hold more events/activities that will bring girls (and leaders) to camps for the day (@ all Forums)
- Offer patch/badge/Journey days at camps (@ 4 Forums)
- Continue to engage older girls in camping
- Increase capacity during popular camping seasons
- Offer specific program ideas/kits for leaders to use while camping
- Provide program ideas/activities for winter camping
- Link Gold Award projects to camps
- Survival skills training (@ 2 Forums)
- Offer naturalist training for adults and girls

Data Collection

- Do we know how many girls are camping on non-GSCNC sites each year? (@ 2 Forums)

Capital Improvements

- Improve accessibility; ADA compliance (@ 2 Forums)
- Flush toilets (@ all Forums – specific requests for Virginia camps)
- Build tree houses as another form of outdoor accommodations
- Winterize all buildings to increase capacity
- Increase number of lodges; small lodges for 35 (@ 2 Forums)
- Acquire El Wa Ho for Frederick volunteers
- Create sites to accommodate large troops with 24+ girls

PTF Question #2: How do we strategically prioritize capital investment in GSCNC camps?

Maintenance

- Focus on safety and maintenance first (@ 4 Forums)
- Fix the water systems; Coles Trip and May Flather mentioned (@ 2 Forums)
- Maintain existing hiking trails (@ 2 Forums)
- Upgrade tents rented from Dorr Avenue (@ 2 Forums)
- Focus on older camps first

Invest in Program Elements

- More high adventure with professionally certified adults – charge more for access
- Establish a new resident camp (White Rock one suggested location)
- Provide archery equipment at more camps (@ 3 Forums)
- Ropes courses (@ 3 Forums)
- Establish new hiking trails (@ 2 Forums)
- Focus specific programs at specific camps
- Offer more arts programming (theatre, dance, visual) at sleep away camp for older
- Store tents for primitive sites at camps for easier access

Invest in Infrastructure

- Improve outdoor lighting at Camp Crowell
- Improve kitchen at Stone Lodge (@ 2 Forums)
- Install pools
- Heat the swimming pools
- Install indoor plumbing (@all Forums)
- Do not spend money on indoor plumbing
- Install showers at all camps (@ 2 Forums)
- Increase sites on existing properties to increase capacity
- Convert primitive sites to more popular shelters (@ 2 Forums)
- Commercial kitchens in all camps

Data Collection

- Collect and use statistics on the “requests” for specific camp by location, activities and amenities – invest in camps with highest demand (@ 2 Forums)
- Survey leaders about what they want to see

Other

- Generate revenue by renting out property to other groups (@ 3 Forums)
- Improvements made to camps based on population density near property (more people, more improvements)
- What about looking at non-camp properties - troop house, urban setting (@ 3 Forums)
- Solicit parents and alumnae who used the camps for donations
- Establish budget for each camp

- o What is goal? Increase outdoor education and camping? Increase use of our properties which may include non-campers?