

OPENING KEYNOTE: Future Women Leaders in Tech Wear Green



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SOCAL *Women's Leadership*
SUMMIT



NOVEMBER 4, 2022

girl scouts 



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National President, Girl Scouts of the USA

Agenda

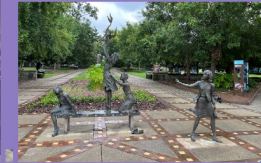
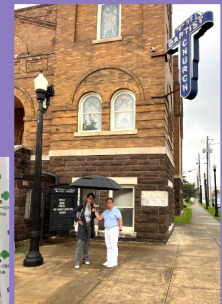
1. ROI of Girl Scouting and Gold Award
2. Brief Overview of GSUSA today
3. Opportunities for Partnership



Our Mission

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









Girl Scout Programs

From Kindergarten to the C-Suite, Girl Scout programs:

- Give girls the know-how to invent the future
- Set girls up with the skills they need to succeed in life
- Inspire girls to love nature and seek adventure
- Prepare girls with the business smarts to take on the world



The Girl Scout Difference

Girl Scouts are more likely to:

- Have an entrepreneurial mindset
- Be technology and digital leaders
- Make the world a better place
- Exhibit stronger leadership skills
- Earn better grades and have higher academic aspirations
- Desire a career in STEM, law or business

Girl Scout programs build 21st Century Skills

Introduce girls to fields and career paths with traditionally low female representation.

Strengthen skills in problem solving, conflict resolution, collaboration and team-building.

How does Girl Scout programming close this gap?

GSUSA has invested in and encouraged girls' leadership for more than a century

71%

of women serving in the U.S. Senate are Girl Scout Alums

5

of the nine female governors are Girl Scout Alums

53%

of women serving in the U.S. House of Representatives are Girl Scout Alums

87%

of Gold Award Girl Scouts agree it gave them skills to succeed professionally

78%

of girls say that because of Girl Scouts, they are considering a career in technology

50%+

of women at NASA are Girl Scout Alums

Why is the Girl Scout mission so important?

Women represent

47%

of the U.S. workforce,
but currently fill less than
28%
of STEM jobs

The U.S. will have
to fill **3.5** M
STEM jobs by 2025,

2 M of those
will remain
unfilled.

Women represent
only
25%
of C-suite jobs in
the top
1000
companies

When it comes to
2021 top-grossing
films,
women were only
25%
of directors,
writers, producers,
EPs, editors, &
cinematographers

1.6M
new skilled
workers will be
needed over the
next decade in
order to replace
our retiring
workforce

Girl Scout STEM Programming

Girl Scouts earn more than half a million STEM badges each year

Creates Digital Leaders

Girl Scouts are more likely to be digital leaders than boys and non-Girl Scout girls.

Girl Scouts are also more likely than non-Girl-Scouts to be interested in STEM fields like app development, robotics, coding, cybersecurity & engineering.

Fuels Interest in STEM

Girl Scouts who do STEM programs are more likely than Girl Scouts who have not done STEM to:

- Want to take more STEM classes
- Want to take more STEM classes in college
- Want a career in STEM

Provides Fun, Educational Experiences

Girl Scout programs are effective because they are fun & educational!

- 95% of girls who did STEM activities in Girl Scouts thought they were fun
- 98% say they had opportunities to learn by doing
- 88% said they learned a lot
- 92% said they tried something new

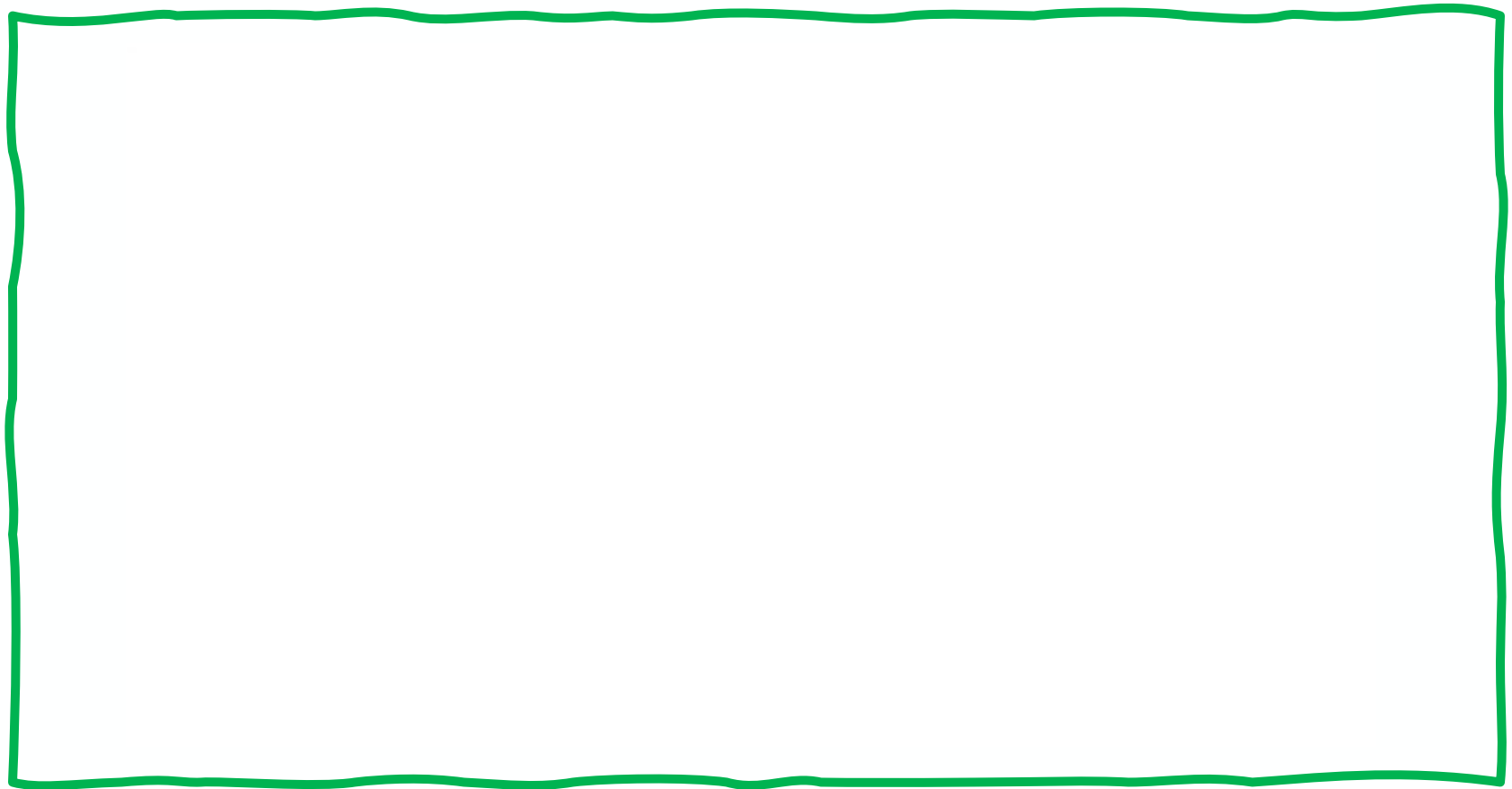
Prepares Future STEM Leaders

Girls engaged in STEM through Girl Scouts were more interested in doing more STEM activities, taking more STEM classes, and having a career in STEM than girls who were not engaged in Girl Scouts.

Girl Scout Programs Help Youth Develop Vital STEM Outcomes for Future Success

- Doing at least one Girl Scout STEM activity increases all STEM outcomes, and doing multiple activities particularly increases girls' understanding of the value of STEM.
- Specifically, if Girl Scouts completed even 1 STEM activity.
- STEM interest increased from 44% to 55%
- STEM Confidence increased 42% to 54%
- Value of STEM increased from 56% to 67%







It's
almost
Girl Scout
Cookie
Season.

Girl Scout Cookie Program

Goal Setting: Girl Scouts set cookie sales goals and with their team, create a plan to reach them.

Decision Making: Girl Scouts decide where, when and how to market their business and what to do with their earnings.

Money Management: Girl Scouts develop a budget, take cookie orders, handle customer money and/or track their money and sales towards their goal.

People Skills: Girl Scouts learn to talk (and listen!) to their customers and learn how to work as a team with other girls as they pitch their business to a variety of audiences.

Business Ethics: Girl Scouts act honestly and responsibly as they run their cookie business, using the Girl Scout Promise and Law as a guide.

The Gold Award



The **Gold Award** is the highest award one can obtain in Girl Scouting and is **the preeminent youth leadership award**.

From building helipads for medical transfers to designing innovative STEM engagement programs, thousands of Gold Award Girl Scouts drive sustainable change in their communities every year.

Gold Award Girl Scouts invest **over 320,000 hours annually** in driving lasting change in their communities.





The Girl Scout Gold Award

The **highest award in Girl Scouting** earned by approximately 4,000 Girl Scouts annually

To earn the Gold Award, Girl Scouts...

- Identify an issue.
- Investigate it thoroughly.
- Get help and build their team.
- Create a plan.
- Present their plan and gather feedback.
- Take action.
- Educate and inspire.

This process can take 1-2 years from inception to the sustainable impact that leaves lasting change in their communities and beyond.

Opportunities for Partnership

Together We Can Deliver Opportunity

What Girls Want

- Opportunities to strengthen leadership skills
- Internships
- Connection to mentors and leaders in the community

Opportunity

Partnership to build a strong, local pipeline of prepared women leaders

What the World Needs

- More women leaders
- Engagement with local community
- Opportunities to give back/volunteer



What can you do to support GSGLA?

Become a Mentor and Share Your Expertise

- Volunteer to lead a program to help build girls' knowledge and self confidence in STEAM

Sponsor a Council Robotics Team

- Help GSGLA rebuild its 15-year history legacy in having local Girl Scouts participate in the FIRST Tech Challenge robotics program

If you'd like to donate to GSGLA STEAM initiatives or mentor Girl Scouts about STEAM please go to www.girlscoutsla.org



What can you do to support Girl Scouts?

Support programs that raise awareness of the skilled trades:

- Support technology programs
- Scholarships for Gold Award Girl Scouts
- Support Girl Scout Badge development to include more STEM activities

Engagement opportunities

Invite Girl Scouts to:

- Participate in industry trade events presenting colors, making poster presentations, etc.
- Tour facilities and meet industry professionals
- Participate in hands-on training to explore careers in the technology industry



American Rental Association Member Girl Scouts and Karen P. Layng, GSUSA National Board President, at the 2021 ARA Leadership Meeting.

Encourage women employees to get involved as leaders in the community with Girl Scouts

- Invest in volunteer and mentorship opportunities through the Girl Scout network
- Break down barriers to entry with strategic marketing to women leveraging the Girl Scout membership and alumni network
- Encourage women employees to serve on local Girl Scout Council boards
- Are you a Girl Scout alum? Join the alumni network!

Check Out www.girlscouts.org for more information on how to get involved with Girl Scouts in your community.



Thank You

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