

Culture of Engagement

Survey Results 2023

girl scouts 
of kentuckiana



Survey Distribution & Responses

- Open from October 11 to November 1.
- New for 2023 - Distributed to 4,752 Adult Members via email link. Their personalized link connects their demographics and volunteer data to their survey responses. The link keeps the responses anonymous.
- 407 Responses
 - Service Area representation, membership type (annual vs lifetime), and race are evenly distributed.
 - Respondents were disproportionately older and their years of service were higher than our membership.
 - Members who had renewed by September 15th were disproportionately higher than those who had not.

Survey Responses (Response Rate)

2017	2019	2021	2023
274 (5.0%)	333 (7.3%)	204 (5.3%)	407 (8.6%)



**Satisfaction,
Engagement,
and Belonging**

State of Membership

Our Post-Covid dedicated membership base provides a strong foundation for council growth.

Steady Girl Membership Decline

Council Girl Membership in steady state of decline since 2008.

Steady Girl Membership Growth

GSK has 3 years of growth for the first time since 2008.

2017

11,513 Girl Members
65.7% Girl Retention

5,560 Adult Members
70.7% Adult Retention

2019

10,383 Girl Members
61.8% Girl Retention

5,502 Adult Members
68.9% Adult Retention

2021

7,495 Girl Members
65.5% Girl Retention

4,229 Adult Members
71.1% Adult Retention

2022

8,106 Girl Members
71.4% Girl Retention

4,684 Adult Members
81.6% Adult Retention

2023

8,903 Girl Members
68.9% Girl Retention

5,086 Adult Members
78.8% Adult Retention

Covid

Isolation and online schools had a negative impact on our membership.

Post-Covid Base

Dedicated members provided a strong base for growth.

Net Promoter Score Questions

The Net Promoter Score (NPS) is an indicator of both loyalty and growth. It is based on one question assessing the likelihood of recommending volunteering with Girl Scouts of Kentuckiana to others. The way people answer the question creates three ways to group members:

- **Promoters** rated the recommendation question a 9 or a 10. They are considered loyal enthusiasts who will refer others to Girl Scouting, fueling growth.
- **Passives** rated the recommendation question a 7 or an 8. They are satisfied, but unenthusiastic about Girl Scouts and are unlikely to recommend volunteering to others.
- **Detractors** rated the recommendation question a 6 or below. They are unhappy about their Girl Scout experience and can damage the brand and impede growth through negative word-of-mouth.

How to Calculate NPS Score

NPS = Promoters – Detractors

$$\text{NPS} = 48\% - 18\% = 30$$

GSUSA NPS Benchmarking Scale

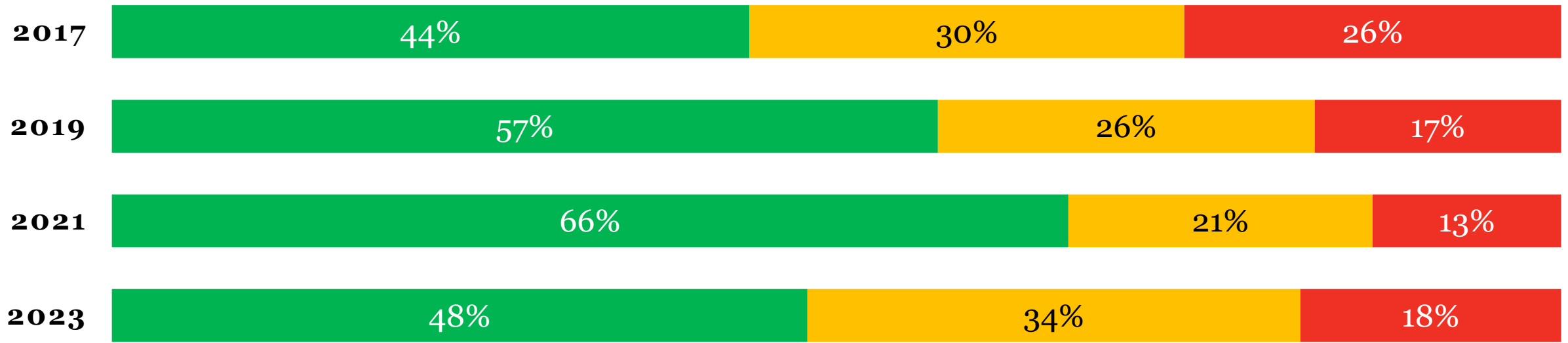
50+ = Exceeding Expectations

35-49 = Meeting Expectations

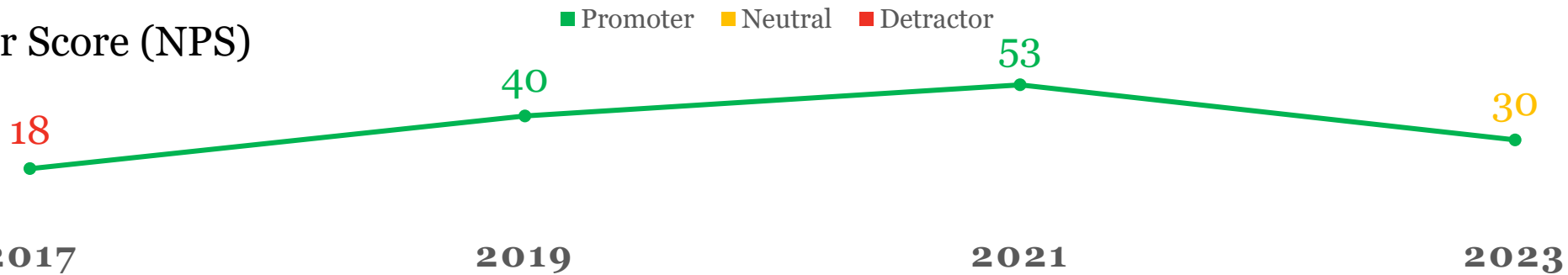
20-34 = Below Expectations

Less than 20 = At Risk

Based on your volunteer experience over the past troop year, how likely are you to recommend Girl Scouting as a good place to volunteer to a friend, family member, or co-worker?



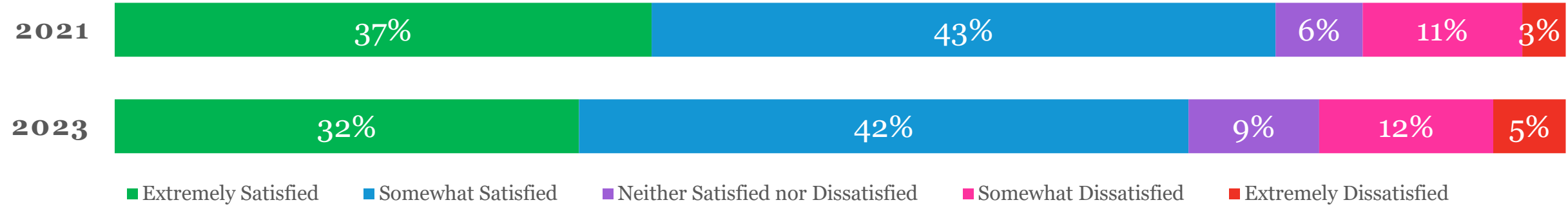
Net Promoter Score (NPS)



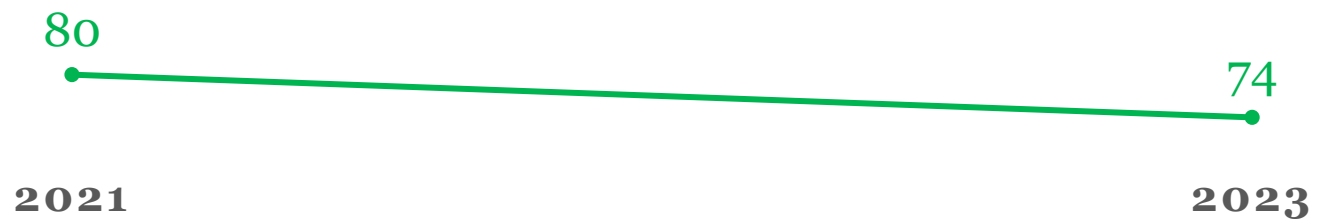
Responses:
2021: 186
2023: 384

Scores are color coded based on the GSUSA NPS Benchmarking Scale.

How would you rate your satisfaction with your volunteer experience at Girl Scouts over the last year?



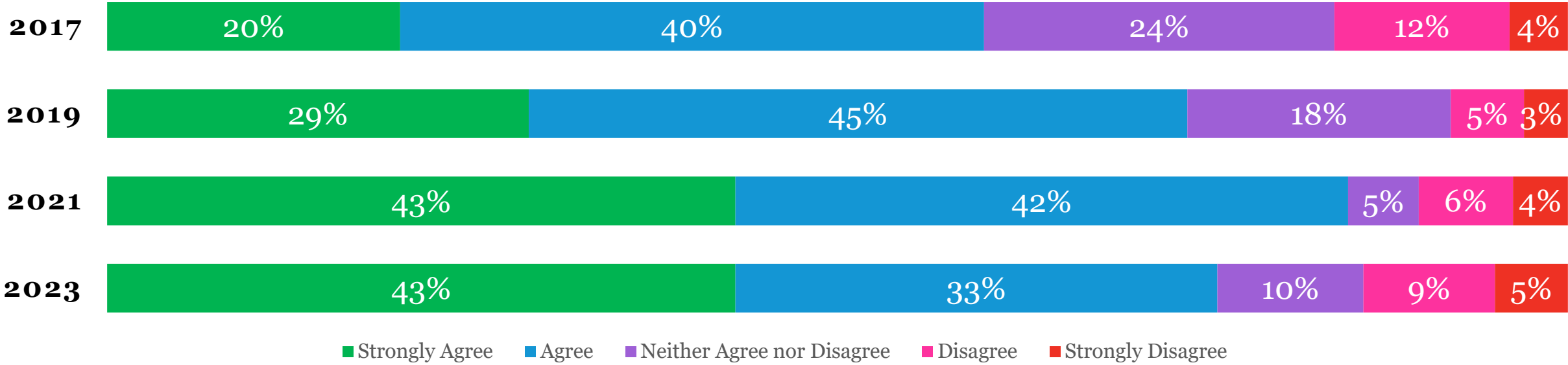
Somewhat Satisfied & Extremely Satisfied



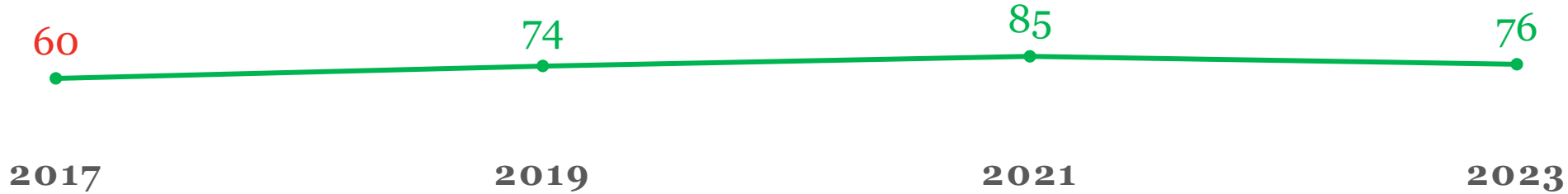
Responses:
2021: 186
2023: 385

Scores are color coded based on the GSK Likert Benchmarking Scale.

Please rate your agreement with the following statement: Girl Scouts of Kentuckiana is a place where I feel a sense of community and feel valued, which inspires me to play an important role in changing the lives of the girls we serve.



Strongly Agree & Agree



Responses:
2021: 186
2023: 377

Scores are color coded based on the GSK Likert Benchmarking Scale.



Recommendations

Recommendations

1. Survey Administration

- Fix: Add a Back Button to the Survey: Several comments were made in the “What is it about your volunteer experience that makes you "strongly disagree" with the statement in the previous question?” that they had answered incorrectly but could not go back to correct their answer.
- Fix: Add Council Delegation Filter to Embedded Data Pull
- Annual survey distribution will provide consistent trend data.

2. Watch - Revisions to the survey attaching our member demographics to all responses means we do not have comparative data from 2021. We need to watch results in subgroups to determine if there are specific strategies needed next year.

3. Further Analysis – Complete troop engagement analysis that includes data from Culture of Engagement, *Voices Count*, and membership data.

4. Review and Analyze GSK Support Function Results and Where GSK Can Have Impact versus where GSUSA controls much of the work.

5. Vision and Strategy Review in 2024

- Survey results should be referred to as the council updates its Vision and Strategies.



Appendix

Adult Members vs Survey Responders

Service Area – Proportionate <input checked="" type="checkbox"/>		
Service Area	Survey	Adult Member
Metro	45%	45%
Southern Indiana	18%	17%
Heartland	14%	12%
Caveland	10%	11%
Pennyroyal	5%	7%
Bear Creek	8%	8%

Our Service Area representation is evenly distributed.

Age Ranges – Disproportionate <input checked="" type="checkbox"/>		
Age Range	Survey	Adult Member
18-24	1%	6%
25-34	14%	25%
35-44	40%	40%
45-54	25%	18%
55-64	8%	6%
65+	12%	5%

Our volunteer age representation is not evenly distributed. More older members take the survey than younger.

- 18-34 has 15% survey vs 31% adult member
 - 16% difference – Gain of 7% from 2021
- 45-65+ has 45% survey vs 29% adult member
 - 16% difference – Gain of 12% from 2021

Race – Proportionate <input checked="" type="checkbox"/>		
Race / Ethnicity	Survey	Adult Member
White	80%	77%
BIPOC	7%	8%
I Choose Not to Share	4%	3%
Not Reported	9%	12%

Our Race representation is evenly distributed.

Lifetime vs Annual – Proportionate <input checked="" type="checkbox"/>		
Membership Type	Survey	Adult Member
Lifetime	72%	71%
Annual	28%	29%

Our Lifetime vs Annual Membership representation is evenly distributed. We had a gain of 12% participation from Annual Members.

Survey Improvement Recommendation Results

Issues with the 2021 Survey with **2023 Improvements**

- No adults ages 18-24 participated in the survey.
 - **3 completed**
- Age breakdown is not representative of council membership.
 - 33% Membership 18-34 versus 11% Survey Respondents - 22% Gap
 - **31% Membership 18-34 versus 15% Survey Respondents – 16% Gap (6% Gain)**
 - 67% Membership 35-65+ versus 89% Survey Respondents - 21% Gap
 - **25% Membership 18-34 versus 40% Survey Respondents – 15% Gap (6% Gain)**
- Survey has too much content and blurs objective:
 - 32 Total questions
 - Demographic & Volunteer Data (11 questions)
 - **7 Total Questions**
 - **29 Demographic & Volunteer Data Points Automatically & Anonymously Connected to Survey Responses**
- Respondents dropped off at the matrix questions.
 - Started Survey – 204
 - Q16 – Training Methods Matrix – 163
 - Q18 – Volunteer Support System – 151 – 74% Completion Rate
 - **407 Started / 366 Answered Last Question – 90% Completion Rate (16% Gain)**
- Average time to complete survey = 21.2 minutes.
 - **4.3 minutes (Saved 16.9 minutes)**

Please indicate your agreement with the following statements regarding your sense of belonging. *Statements 1 & 2 of 5*

Based on who I am, I feel heard.



Based on who I am, I feel respected.

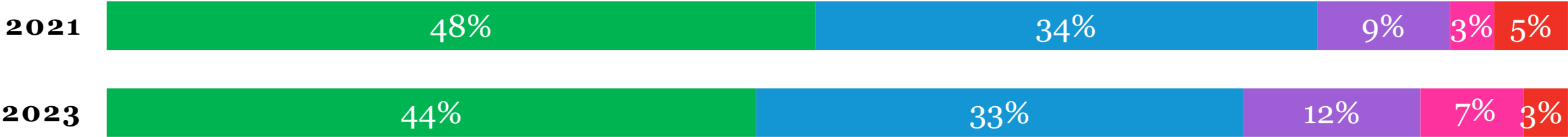


■ Strongly Agree ■ Agree ■ Neither Agree or Disagree ■ Somewhat Disagree ■ Disagree

Responses:
2021: 151
2023: 377

Sense of Belonging (continued) *Statements 3-5 of 5*

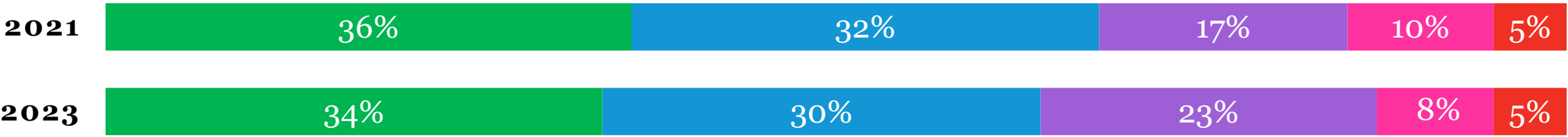
Based on who I am, I feel valued.



The organization treats everyone with respect.



Perspectives like mine are included in decision making.



■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Somewhat Disagree
 ■ Disagree

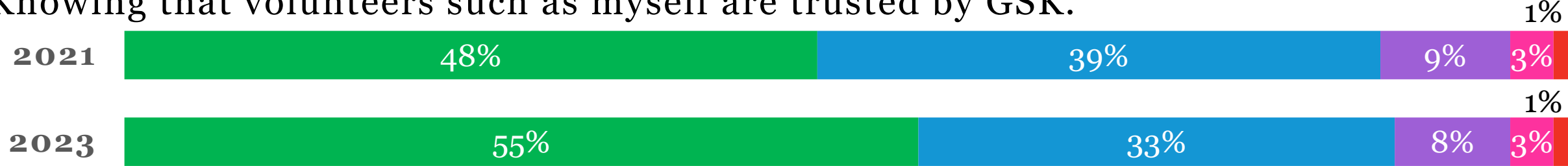
Responses:
 2021: 151
 2023: 377

Please indicate the importance of each of the following for you to remain engaged/become more engaged as a volunteer with Girl Scouts of Kentuckiana. *Statements 1 & 2 of 5*

Seeing that GSK tries to make the national Girl Scout program as fun and engaging as possible.



Knowing that volunteers such as myself are trusted by GSK.

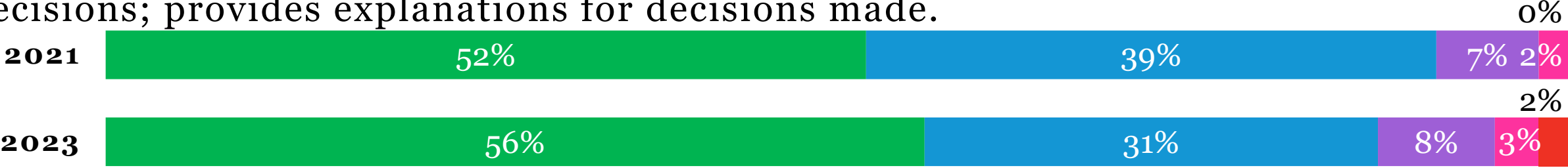


■ Extremely Important
 ■ Very Important
 ■ Moderately Important
 ■ Slightly Improvement
 ■ Not At All Important

Responses:
 2021: 151
 2023: 370

Engagement (continued) *Statements 3-5 of 5*

Seeing that GSK seeks and uses volunteer input when making decisions; provides explanations for decisions made.



Knowing my knowledge, expertise, and skills are valued and used effectively.



Feeling supported by GSK in difficult situations I may encounter.



■ Extremely Important
 ■ Very Important
 ■ Moderately Important
 ■ Slightly Improvement
 ■ Not At All Important

Responses:
 2021: 151
 2023: 370



2021 After Action