

# Culture of Engagement Survey Report 2024

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To receive a copy of the full report with all appendices, please fill out this form:

<https://bit.ly/gskCOE>

The report is attached in the automated response email.

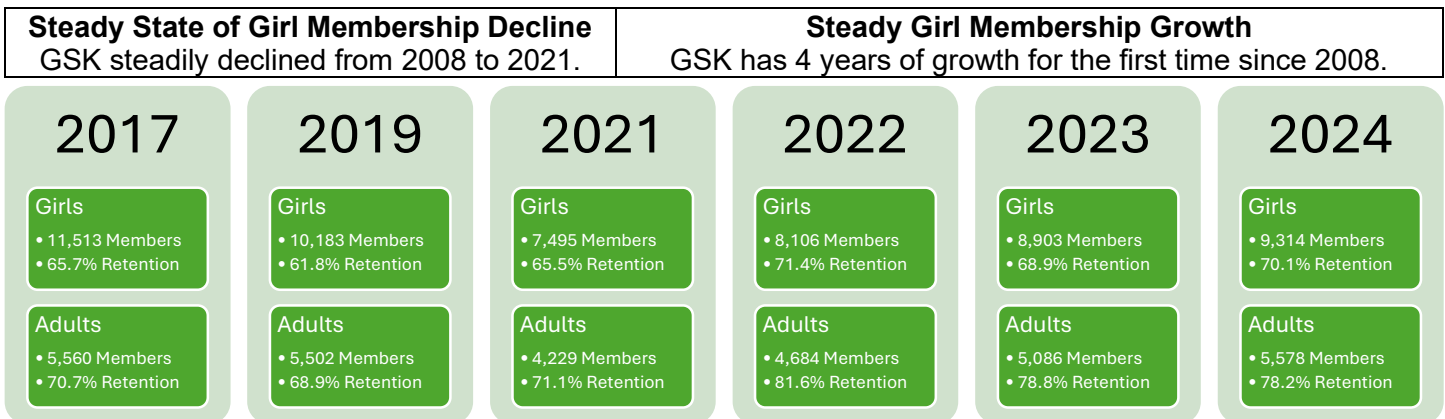
## Survey Objective & Purpose

**Objective** – To seek adult member input about their satisfaction, sense of belonging, engagement, and support of key council functions.

**Purpose** – The survey provides insights and assigns numeric values to leading indicators that predict the future state of the council. It can identify and anticipate trends and what might happen at our council. It identifies areas that place our council at risk and allows for investigation and process changes to mitigate that risk.

## State of Membership

Our post-covid dedicated membership base provides a strong foundation for council growth. These numbers are a lagging indicator used to assess the current membership state of the council at specific points in time.



## Survey Distribution & Responses

- The survey was conducted from October 2<sup>nd</sup> to October 28<sup>th</sup>.
- It was sent to 5,252 registered adults in the 20023-2024 troop year.
  - 447 (8.5%) Started the survey.
  - 414 (7.9%) Answered at least one question.
  - 33 (0.6%) Opened the survey, but did not answer any questions. Their response and demographic data was removed from the analysis.

Year	Responses (Rate)
2017	274 (5.0%)
2019	333 (7.3%)
2021	204 (5.3%)
2023	407 (8.6%)
2024	414 (7.9%)

## Survey Demographic Summary

Demographics compare Survey Respondent and Adult Member percentages.

**Proportionate** – These demographics have a similar percentage between Adult Members and Survey Respondents: Service Area, Race, Lifetime vs Annual, Council Delegation, Decision Influencing, GSK Volunteers, Troop Volunteers, Troop Other, Administrative Volunteers, Primary Caregiver, Troop Grade Level, Troop Leader & Age Range, Troop Leader & Years of Service, Troop Leader & Troop Grade Level.

**Disproportionate** – These demographics do not have a similar percentage Adult Members and Survey Respondents: Age Ranges, Years of Service, and Troop Leader.

- Age Range – There are 15% less survey respondents under age 34 and 19% more survey respondents over age 45 than there are adult members.
- Years of Service - There are 14% less survey respondents with 1-2 years of service and 14% more survey respondents with 5+ years of service than there are adult members.
- Troop Leaders – Our troop leaders responded at a 29% higher rate than non-troop leaders.

## Survey Results Summary – Everyone

The survey results below represent the Everyone responses. Specific results on demographic subgroups can be found in the Survey Results section.

**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?**

Our adult members are slightly more likely (3 points) to recommend Girl Scouts as a place to volunteer in 2024 than they were in 2023. It remains in the Below Expectations category.

2017	2019	2021	2023	2024
18	40	53	30	33

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

Our adult member satisfaction remained steady from 2023 to 2024 in the Exceeding Expectations category.

2021	2023	2024
80	74	74

**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.**

Our adult members sense of community lowered by 1 point from 2023 in 2024 but remains in the Exceeding Expectations category.

2017	2019	2021	2023	2024
60	74	85	76	75

**Please indicate your agreement with the following statements regarding your sense of belonging.**

Our adult members sense of belonging continues to fall steadily since 2021 across all questions. Most remain the Exceeding Expectations category. Based on who I am, I feel heard and perspectives like mine are included in decision making are in the Below Expectations category.

<b>Sense of Belonging – Strongly Agree &amp; Agree</b>			
	<b>2021</b>	<b>2023</b>	<b>2024</b>
Based on who I am, I feel heard.	74	72	70
Based on who I am, I feel respected.	87	83	79
Based on who I am, I feel valued	82	77	72
The organization treats everyone with respect.	77	75	73
Perspectives like mine are included in decision making.	68	64	62

**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.**

Our adult members continue to gauge these topics as important for them to remain engaged/become engaged – with all in the Exceeding Expectations category.

<b>Engagement – Extremely Important &amp; Important</b>			
	<b>2021</b>	<b>2023</b>	<b>2024</b>
Seeing that GSK tries to make the national Girl Scout program as fun and engaging as possible.	82	84	86
Knowing that volunteers such as myself are trusted by GSK.	87	88	90
Seeing that GSK seeks and uses volunteer input when making decisions; provides explanations for decisions made.	91	87	92
Knowing my knowledge, expertise, and skills are valued and used effectively.	87	85	86
Feeling supported by GSK in difficult situations I may encounter.	94	92	91

**Please rate GSK’s support of the following functions.**

Our adult members rate these support functions similarly from 2023 to 2024. Property reservations raised 5 points and the Girl Scout Cookie Program dropped 5 points. It is important to note the cookie price increase in 2024.

<b>GSK’s Support – Extremely Useful &amp; Very Useful</b>		
	<b>2023</b>	<b>2024</b>
Girl Scout badges and journeys	49	49
Girl Scout merchandise	45	44
Girl Scout event information	65	65
Volunteer Toolkit (VTK)	41	40
Event registration	55	56
Adult training	59	59
Property reservations	48	53
Membership renewal	64	66
Membership recruitment	50	48
Girl Scout Cookie Program	68	63

## At Risk Subgroup Scores

All subgroups with at least one At Risk score are summarized below.

Subgroup (Response - % of Total)	Adult Members	Responses	Likely to Recommend	Satisfaction	Sense of Community	I feel heard.	I feel respected.	I feel valued.	GSK treats everyone with respect.	Perspectives included in decision making.
Age Range: 18-24	254	8	13	75%	75%	50%	76%	63%	75%	51%
Race: I Choose Not to Share	297	15	0	73%	87%	64%	71%	72%	86%	72%
Role: GSK Volunteer = No	1782	25	8	56%	62%	54%	67%	58%	50%	46%
Troop Grade Level: Daisy / Brownie	422	29	14	72%	69%	79%	83%	80%	76%	69%
Troop Grade Level: Brownie Only	487	38	13	79%	76%	63%	71%	74%	71%	50%
Troop Grade Level: Senior Only	108	13	8	69%	62%	62%	70%	61%	69%	46%
TL & Age Range: 18-24	18	2	50	100%	100%	100%	100%	100%	100%	50%
TL & Age Range: 25-34	288	30	7	63%	60%	56%	65%	49%	62%	55%
TL & Years of Service: 1-2	353	37	9	64%	62%	63%	69%	60%	68%	57%
TL & Years of Service: 3-4	436	54	3	71%	65%	60%	75%	66%	71%	71%
TL & Troop Grade Level: Daisy Only	214	34	-3	64%	64%	59%	72%	56%	63%	53%
TL & Troop Grade Level: Daisy/Brownie	94	16	-13	57%	44%	69%	75%	63%	69%	63%
TL & Troop Grade Level: Brownie Only	225	26	8	81%	77%	62%	73%	73%	73%	42%
TL & Troop Grade Level: Cadette Only	183	21	29	72%	77%	62%	67%	48%	62%	62%
TL & Troop Grade Level: Senior Only	67	12	0	56%	56%	78%	66%	59%	66%	42%
TL & Troop Grade Level: Ambassador Only	49	3	34	67%	100%	33%	67%	67%	67%	63%

## Open-Ended Response Summary

Audit Committee members and council staff were given all responses and asked to highlight what they believed to be important. Results were received from 2 audit committee members and 7 council staff. Staff are using these comments to refine business processes. The following topics were identified:

- Sense of Belonging - 4.5% of Respondents
- Leader Onboarding, Education, and Engagement - 3.6% of Respondents
- Finances - 2.7% of Respondents
- Communication - 2.2% of Respondents
- Partnership - 1.9% of Respondents

## Recommendation

### Strategic Priorities

Survey results should be taken into consideration as the council revises its Vision & Strategic Priorities.

### At Risk Subgroups

The subgroups are combined into larger logical groups and recommendations have been developed for these groups. Group are prioritized as highest if any subgroups were rated highest.

- **Do Nothing**
- **Process Revision** – Survey results and open-ended responses have identified recommendations and issues that should be addressed now.

Subgroup (Response - % of Total)	Adult Members	Responses	Recommendation
<b>Highest Prioritization</b>			
<b>Troop Leaders with 1-2 Years of Service</b>			
Age Range: 18-24	254	8	<b>Process Revision</b> – Member Support to improve New Leader Onboarding to encompass first 2 years of leadership.
TL & Age Range: 18-24	18	2	
TL & Age Range: 25-34	288	30	
TL & Years of Service: 1-2	353	37	
TL & Troop Grade Level: Daisy Only	214	34	
TL & Troop Grade Level: Daisy/Brownie	94	16	
TL & Troop Grade Level: Brownie Only	225	26	
Troop Grade Level: Daisy / Brownie	422	29	
Troop Grade Level: Brownie Only	487	38	
<b>Cadette, Senior, &amp; Ambassador Troop Leaders</b>			
TL & Troop Grade Level: Cadette Only	183	21	<b>Do Nothing</b> – Consider in future GSK strategic priorities.
TL & Troop Grade Level: Senior Only	67	12	
TL & Troop Grade Level: Ambassador Only	49	3	
Troop Grade Level: Senior Only	108	13	
<b>Lowest Prioritization</b>			
TL & Years of Service: 3-4	436	54	<b>Do Nothing</b> – Improving onboarding and support of 1-2 year troop leaders impacts this group.
Race: I Choose Not to Share	297	15	<b>Do Nothing</b>
Role: GSK Volunteer = No	1782	25	<b>Do Nothing</b> – These results only represent 0.4% of our non-GSK Volunteers.

## Survey Administration

There are two questions in this survey that need to be revised before we administer the survey in 2025. They do not provide actionable data or accurately measure how GSK is doing in these categories.

### Question #1

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.

1. Seeing that GSK tries to make the national Girl Scout program as fun and engaging as possible.
2. Knowing that volunteers such as myself are trusted by GSK.
3. Seeing that GSK seeks and uses volunteer input when making decisions; provides explanations for decisions made.
4. Knowing my knowledge, expertise, and skills are valued and used effectively.
5. Feeling supported by GSK in difficult situations I may encounter.

**Solution** - Statements 2,4, and 5 are redundant with the Sense of Belonging question and should be removed. Statements 1 and 3 should be revised as follows to measure the council's impact.

- Likert Scale: Strongly Agree to Strongly Disagree
  - GSK tries to make the national Girl Scout program as fun and engaging as possible.
  - GSK provides clear explanations for decisions that are made.

### Question #2

Please rate GSK's support of the following functions.

- Girl Scout badges and journeys
- Girl Scout merchandise
- Girl Scout event information
- Volunteer Toolkit (VTK)
- Event registration
- Adult training
- Property reservations
- Membership renewal
- Membership recruitment
- Girl Scout Cookie Program

**Solution** - It is very hard to differentiate between GSK and GSUSA's support of these functions. Therefore, this question does not provide data on actionable items for GSK and should be removed from the survey.

# Appendix A

## 2023 Survey Recommendation Update

## 2023 Recommendations

1. Survey Administration
  - a. 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. - **Added 2 incorrect answers 2024 versus 8 in 2023.**
  - b. Fix: Add Council Delegation Filter to Embedded Data Pull - **Added.**
  - c. Annual survey distribution will provide consistent trend data. - **Currently 2 years in a row.**

**Update:** Recommendations were implemented and resulted in better overall results.

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.

**Update:** Due to the embedded member demographics, we have better subgroup data. We need a couple more years of data before true trends emerge, but some subgroups warrant deeper analysis: Troop Leaders with 1-2 Years of Service, Daisy & Brownie Troop Leaders, and Cadette, Senior, and Ambassador Troop Leaders. Details are provided in the At Risk Subgroup Recommendation section.

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

**Update:** Troop Engagement analysis has started, but needs to be further developed for insights. GSUSA suspended the Troop Leader *Voices Count* Survey in 2023. Many data sources have been created, but dashboards and reports still need to be completed.

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

**Update:** Individual teams have worked on their support functions

5. Vision and Strategy Review in 2024
  - a. Survey results should be referred to as the council updates its Vision and Strategies.



## 2023 At Risk Subgroup Scores & Recommendations

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

2021	2023	Subgroup (Response - % of Total)	2023 Recommendation	2024 Result
-	13	Age Range – 35-44 (151 – 8%)	Watch	27 – Raised 14 points.
26	18	Race – BIPOC (27 – 7%)	Continue Belonging Work	35 – Raised 17 points.
-	0	Race – I Choose Not to Share (15 – 10%)	Continue Belonging Work	0 – Same
-	-13	Troop Grade Level – Senior (15 – 21%)	Further Analysis	8 – Raised 21 points.
-	0	Troop Leader – Brownie (16 – 14%)	Significant revisions to new troop leader support last year - Watch	8 – Raised 8 points.
-	13	Troop Leader – 1 to 2 Years (46 – 11%)	Significant revisions to new troop leader support last year - Watch	9 – Lowered 4 points.

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

2021	2023	Subgroup (Response - % of Total)	2023 Recommendation	2024 Result
-	40	Troop Grade Level - Senior	Further Analysis	66 – Raised 26 points.

Please indicate your agreement with the following statements regarding your sense of belonging. Perspectives like mine are included in decision making.

2021	2023	Subgroup (Response - % of Total)	2023 Recommendation	2024 Result
-	46	Troop Leader - Daisy	Further Analysis	53 – Raised 7 points.
-	39	Troop Leader - Junior	Further Analysis	87 – Raised 46 points.
-	50	Troop Leader - 1 to 2 Years	Further Analysis	57 – Raised 7 points.

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

2021	2023	Subgroup (Response - % of Total)	2023 Recommendation	2024 Result
-	38	Troop Grade Level - Senior	Further Analysis	42 – Raised 4 points.

**Update:** All the scores but 2 raised in 2024. For likelihood to recommend Girl Scouting as a good place to volunteer to a friend, family member, or co-worker; Race – I choose not to share stayed the same and Troop Leader – 1 to 2 Years lowered by 4 points. Even with the higher scores, these remained At Risk in 2024:

- For likelihood to recommend Girl Scouting as a good place to volunteer to a friend, family member, or co-worker
  - Race – I choose not to share.
  - Troop Grade Level – Senior
  - Troop Leader – Brownie
  - Troop Leader – 1 to 2 Years
- Seeing that GSK seeks and uses volunteer input when making decisions; provides explanations for decisions made.
  - Troop Grade Level - Senior