Mission
Our purpose— the principle that guides all decisions.
Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Vision
Characteristics of exceptional results; what we aim to achieve.
Girl Scouts of Orange County creates the best leadership development experiences for all girls in Orange County.

Value Proposition
What our Girl Scout movement excels at doing.
Preparing every girl and woman for a lifetime of leadership.

Integrated Brand Platform
The foundation for Girl Scouts’ identity, messaging and visual presentation— a guide for how we operate.
Together, we’ll show the world:
- We’re not just for girls, we’re for EVERY G.I.R.L. (Go-getters, Innovators, Risk Takers, Leaders)
- We don’t just empower girls; we prepare girls to empower themselves.
- Leadership isn’t a label; it’s practiced as an everyday lifestyle.
- We’re not just a program; we’re a membership with lifetime value.

Spirit of Excellence
Behaviors we foster and celebrate across GSOC.
We encourage interdepartmental activities and permeate a team spirit with a shared vision for our future. Honesty, respect, cooperation and professionalism are core to how we operate. We have a spirit of innovation, optimism and fun.
Strategic Plan Outcomes
The impact (in support of our mission and vision) that comes from completion of work in our Strategic Plan.

- Increased number of girl members
- Membership better reflects OC’s diverse demographics
- Higher impact experiences
- Increased number of female leaders
- Increased impact on the world

Strategic Priorities
The focus and direction that guides our allocation of resources.

Strategic Priority 1: REACH MORE GIRLS

Using the following strategies:
- Strengthen understanding among girls and adults within GSOC’s targeted segments that Girl Scouting fits their wants and needs.
- Make it easy to join, renew and volunteer with GSOC.
- Develop a robust network of brand champions across OC (spanning all stakeholder groups) who promote the importance and value of Girl Scouting.

GSOC will achieve the below future state:
- We have a robust pipeline of qualified membership leads with an efficient and effective renewal process for girls and adults.
- We have more adult members (parents and volunteers).

Strategic Priority 2: HIGHER IMPACT GIRL PROGRAM

Using the following strategies:
- Customizable and community-based programs that accommodate members’ lifestyles and needs, while supporting progression and retention and maintaining program quality.
- Girl program infused with 21st century skills with impact that is measureable through documented and quantifiable outcomes aligned with GSUSA.
- Premier program opportunities in relevant focus areas, including STEM, Outdoors, and other areas to be determined by GSUSA and GSOC.

GSOC will achieve the below future state:
- Girl programs are based on targeted segments from psychographic findings, enabling us to attract and retain more diversified girl members representative of the OC population.
- Volunteers and girls embrace enhancements to the National Program Portfolio (NPP) while retaining commitment to the core Girl Scout experience.
- More girls develop entrepreneurial and business skills through participation in GSOC’s Product Sales programs.
- We offer a wide variety of meaningful opportunities through which girls and parents connect.
- We use measured outcomes to enhance future program development and community engagement.
- The Girl Scout Leadership Center is the hub for GSOC STEM, Career Exploration, and Take Action programs.

Strategic Priority 3: HIGHER IMPACT GIRL PROGRAM DELIVERY MODELS (PROVIDERS)

Using the following strategies:
- Varied providers who have increased capacity to deliver consistent, quality, active, and purposeful girl program through a variety of program models.
- Stronger and more consistent services for providers (volunteers, third parties).
- Strengthen our rollout of GSUSA initiatives.
- Variety of program models, including digital and events, which appeal to GSOC members.

GSOC will achieve the below future state:
- We offer a variety of opportunities supported by a system that effectively matches opportunities with providers’ skills, interests, talents and lifestyles.
- We have providers from diverse backgrounds and experiences that reflect our targeted segments.
- We have providers who support a menu of offerings that reflect the cultural diversity and desires of our membership.
- We effectively recruit and retain adults who implement new program models aligned with the lifestyles and needs of our membership.
- Our volunteer management system effectively supports all volunteers through their entire life cycle.
- We have increasingly satisfied members who volunteer for longer periods of time (retention).

Strategic Priority 4: INCREASED INVESTMENTS

Using the following strategies:
- Increase GSOC’s focus on new business and relationship building.

GSOC will achieve the below future state:
- We have more donors, larger gifts, and a progressively increasing investment success rate driven by Girl Scouts’ value proposition.

Strategic Priority 5: EFFECTIVE OPERATIONS

Using the following strategies:
- Operate like one business moving in one clear direction.
- Increase functional and staff capacity.
- Maximize partnerships.

GSOC will achieve the below future state:
- We have a sustainable financial model.
- We actively participate in GSUSA’s co-creation process and effectively manage GSOC’s adoption and implementation of movement-wide, co-created initiatives.
- We uphold a constructive and collaborative culture that is aligned with GSUSA and which encourages learning and self-actualization.
- We have a strong cultural competency in serving Latina girls.
- We maximize our effectiveness, gathering feedback and adapting in a timely manner.
- We keep pace with technology and business advancements.

Strategic Priority 6: STRONGER BRAND

Using the following strategies:
- Align GSOC’s voice with the national movement, with all GSOC stakeholders using the same voice.
- Effectively communicate the value and relevance of Girl Scouts (K-12) to existing and future stakeholders.
- Clearly and concisely convey to GSOC stakeholders how we serve OC’s diverse demographics.
- Effectively communicate the value and relevance of Girl Scouts (K-12) to existing and future stakeholders.
- Clearly and concisely convey to GSOC stakeholders how we serve OC’s diverse demographics.
- Strengthen our responsiveness to parents’ and girls’ wants and needs.

GSOC will achieve the below future state:
- We have increased community engagement.
The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

Girl Scouts are more likely than non-Girl Scouts to...

- Be solution-oriented and less likely to be a bystander
- Be mentally and emotionally stronger
- Have entrepreneurial spirit or experience
- Be better skilled at team-building
- Not experience gender bias
- Exercise empathy and emotional intelligence
- Practice proficiency in a variety of skills and interests (business, STEM, arts/creative, social impact, environment)
- Have real world experiences
- Form stronger female networks personally and professionally
- Overcome failure and fears
- Set ambitious goals and think about the future
- Own her success
- Be optimistic with a “can-do” attitude
- Look for new experiences
- Be skilled at conflict resolution
- Advocate for herself and others
- Self-identify as a leader (at work, school, with friends, and in the community)
- Be financially independent (on average make $10k more than peers as adults)
- Be civically and politically engaged locally and globally
- Experience adventure in the outdoors and healthy living