DISCOVER
Discover

Connect
Discover

CONNECT

Take Action

Girl Scouts of South Carolina - Mountains to Midlands
Council Unification

Strategy Map
to empower, inspire and influence the girls who will make a difference in the world
Council Unification

Strategy Map

Property Plan
she sees
she sees
Goals

Aligning property to meet girl’s programmatic needs and interests

Reach and serve a membership share of 20,000 girls
Vision of Long-Range Program & Property Committee

To provide safe and inviting indoor and outdoor properties offering a diverse range of unique, hands-on educational and engaging recreational activities supporting Girl Scout goals.
Getting Started

- Formation of Long-Term Planning Committee
- Long-range property plan
Where We Are Today

- Board-approved recommendations
- Announcement of plan and action items
Plan Benefits
Benefits

• Enhanced programming
• Destination-quality sites
• Empower girls to Discover. Connect. Take Action.
• Solid foundation for long-term growth
Benefits

• Reallocation of resources to programming
• Attract and retain more girls
A Future We Can All See

- A unified council: 1 vs. 4
- Partnerships
- Destination sites
- Quality programs
- Increased membership
- More volunteers
- Greater support for troop leaders
- Stewardship
- A stronger community presence
Benefits

• The Arts
• Outdoors
• Healthy Living
• Leadership Training
• Science, Technology, Engineering and Math (STEM)
• Business Enterprise
kayaking

I see a CLEANER greener ENVIRONMENT

A proud CONFIDENT COURAGEOUS GIRL SCOUT

AND CRAFTS AND all sorts of ENERGIZING ways to learn NEW things
Destinations that Inspire

- Every site a destination
- Where girls want to be
- Transportation options to support travel to destination sites
- Mission-focused, girl-centered
- Safety, functionality and accessibility
Office Space

- Multi-use properties
- Incorporation into program facilities
- Outbased = community presence
Resident Camp

- Improved amenities and capacity
- HVAC, bathrooms, dining hall, parking improvements
- On-site program staff
- Horse program
- Serve girls year-round
- Available to other groups
CAMPS with HEATING and AIR

OVERNIGHTS with MY friends!

i see swimming POOLS

telling STORIES by the CAMPFIRE
How We’re Getting There
Huts and Houses

Aiken and Clinton

- Serve large number of girls
- Affordable
- Modest improvements
- Extend leases
- Explore options for enhancements
Huts and Houses

Newberry

• City Offer

• Look for New Location
Troop Camps

• Fell short in assessment criteria

• Will be sold, assets reinvested
Troop Camps

• Fell short in assessment criteria

• Will be sold, assets reinvested

  • Camp Blue Cloud
  • Camp Cofitachiqui
  • Camp Drew
  • Camp Ponderosa
  • Camp Star Fort
  • McCormick Lot
Troop Camps

Camp Wistagoman

- Met Assessment Criteria
- Opportunity for Program Growth

Will be retained
Established Camp

Camp Mary Elizabeth

• Potential business enterprise destination site
• Developing committee to pursue partnerships for improvements
• Twelve-month study to determine next steps
Resident Camps

Camp WaBak

- Met Assessment Criteria
- Opportunity for Program Growth

Will be retained

Developing revised master plan for infrastructure & site expansion

A destination site
Resident Camps

Camp Congaree

- Camp amenities lacking
- Need destination site in state capital

Will be sold

Dollars reinvested into a new Mountains to Midlands Facility

Summer Programs to Continue
Outdoor Opportunities

• Partnership with GSESC

• Additional Outdoor Space
Office Space

Spartanburg

Will be closed

Maintain a Spartanburg presence
Fold services into Greenville location
Office Space

Mauldin

- Offers limited program support on site
- Only six miles from Greenville location
- Limitations & restrictions on expansion

- Sell property
- Redirect dollars to programming
- Fold services into Greenville locations
Office Space

Greenville

- Tight lease agreement
- Serve out three years of lease
- Fold Mauldin & Spartanburg services into this location
Office Space

Columbia

- Costly, underutilized with the realigned structure
- Not ideal location for easy access & convenience
- No community presence

- Year 3 of a 10-year lease
- Negotiations on current lease and/or subleasing
- Relocate in the new Mountains to Midlands facility
Mountains to Midlands
Urban Leadership Center

- Leadership center – a destination in our state’s capital
- Indoor program facility, possibly featuring
  - Specialty arts
  - Indoor climbing wall
- Overnight facilities
- Meeting rooms, girls lounge
- Girlz Gear shop, office space

Girl Scouts of South Carolina - Mountains to Midlands
Urban Learning Center
How We Decided
Guiding Principles

- Vision statement
- Program research findings
- National trends and best practices
- Board-identified priorities and strategies
- Council core values and strategy map
- The Girl Scout Leadership Experience
Assessment Criteria

- Destination
- Program match
- Usage
- Previous plans
- Partnerships
Back to Basics

Serving girls through programming offered in an environment where girl-led, hands-on, cooperative learning can take place.
Identifying the Opportunity

- Best practices comparison
- Over 30% operating budget used for property & related program expenses
- National standard = 10% to 15%
- Opportunity to reassess and reinvest in programming
Doing Our Homework

• Review of property and national trend data
• Visited all the sites
• Hired a consultant to conduct an objective program assessment
• Feedback invited from more than 17,000
  • online surveys
  • mailed surveys
  • focus groups and town hall meetings
  • small group and individual interviews
They want Girl Scout places to be **DESTINATIONS**: exciting locations that provide the activities they like. Locations that offer unique features, both environmentally and through the actual facilities found there. Different types of venues, with programs that address their different ages, interests and preferences. They want to learn in ways that are fun and engaging. They want to go places and stay overnight. They want to be part of the planning experience. They want it to be about them.
Next Steps

- Creation of new ad hoc committee to execute the plan
- Enact the standing Program Committee
- Communications Plan
Timeline – Months 1 – 3

- Dialogue with constituencies
- Property committee formed; Program Committee enacted
- Real estate agent secured
- Properties on the market
Timeline – Months 4 – 6

• Support services refined for volunteers
• Monitor sales status
• Begin exploration of leadership center site options
• Issue RFP for Master Plan, revisions and site plans
• Prepare closing of Mauldin office by fiscal year and Spartanburg at calendar year lease end
Timeline – Months 6 – 18

- Master plan work – designs and site work
- Plan/implement 2010 summer program changes
- Research ability to raise funds to continue execution of program & property timeline
she sees
A PLAN FOR MOVING OUR COUNCIL INTO THE FUTURE BY PUTTING GIRLS FIRST.

Today's girl sees the world from a different point of view. One filled with new places, faces, and endless activities to choose from. Join us as we embark on an exciting new initiative that will enhance the personal growth and leadership development programs we offer girls, and in doing so, draw them more fully into the Girl Scout experience.

It's the future of Girl Scouts. It's the future she sees.

www.sheseesthefuture.org
she sees