

Girl Scouts of Middle Tennessee (GSMT)

Regional Non-Profit Engaging Girls in Leadership Development, 15,000 members

Data Analysis of Opportunity & Latina Outreach Strategy

In the first phase of work with GSMT, the Culture Shift Team conducted a data analysis project to determine if Latina membership was on par with demographics of the 30+ county membership area. Results showed membership under-indexed in the Latina community. Focus groups with members and non-members revealed that brand awareness of the 100-year-old Girl Scouts organization was not strong within the Latino community. The CST helped the client develop a culture-driven strategy to build brand awareness, increase intentional community outreach, engage families, and share the value of membership in the Girl Scouts organization.

Action Plan included the following:

- Demographic data analysis of a 15,000-member organization in comparison to the demographic profile of the organization's 30-county membership area specifically on ethnic Latina identity. Findings indicated that rural counties in addition to urban areas should be expecting a steep increase in the number of Latina girls as a percentage of the entire youth population aged 4-18. Findings indicated the organization under-indexed with Latina members vs Latinas in the community.
- Conducted four focus groups, two sessions with members and two sessions with non-members. The themes identified through these sessions outlined the importance of a culture-driven, rather than language-driven strategies for recruitment and membership retention. Particularly poignant were the themes that (a) there was very low brand awareness for Girl Scouts whose parents grew up in Latin America, and (b) the cultural expectation that the family, rather than the girl, is the member among first- and second- generation Latino families.
- Presentation of data results was followed by training in the Multicultural Lens to provide a framework for strategic discussion for key leaders, the board of directors, and relevant staff. Staff outlined areas in their processes that needed flexibility and agility to be inclusive of the first-generation Latino culture. The organization designated an outreach team to build relationships with key influencers in the community. CST presented candidates for a newly created Latina Membership Manager. Discussed key components to improving data collection and a membership dashboard to match strategic objectives.
- CST helped the client develop outreach strategies aimed at key pillars of (1) brand awareness, (2) recruitment, and (3) programming. Communication tools were developed to culturally and linguistically capture interest and engagement from community leaders, potential members, and their families.
- As per the request of the client, CST identified candidates for a new internal position, the client hired one of the proposed candidates as their new Latino Community Membership Manager.
- In 2019, CST supports the client by providing guidance on communication strategy and tools for all internal and external key stakeholders. Communication and outreach tools include video production and social media. The client is completing a three-year strategic plan and will look to intentionally include Latino community outreach efforts for their next mid-term plan.