

GSUSA Voices Count National Survey 2017 GSGWM FAQs

What are the 2017 Girl Scouts Voices Count Surveys?

Girl Scout Voices Count is a national survey of girls, parents, and troop volunteers that is conducted each year by the Girl Scout Research Institute (GSRI), a group of researchers who work at GSUSA. At Girl Scouts, we care about your experience, and we want to hear from you! The survey results help GSUSA and local councils understand how to make Girl Scouts the best it can be.

When is the survey being sent out?

The first survey email invitations were sent out on April 3. The survey will close on April 30. GSRI will be sending out reminder emails on April 12, 20, and 28.

How much time does it take to complete a survey?

It will take about 15 minutes to complete a survey, but may vary depending on your responses to open ended questions.

Who sends the survey invitations? Is it the same for girls and adults? Should I check my spam folder?

The survey invitations will come from Qualtrics, the online software GSRI uses for surveys. Invitations for girls will be sent to their parent's email address. Be sure to check your spam folder if you can't find the email.

The **sender name** on the email will say "Girl Scouts of the USA" and the reply-to email address will be noreply@qemailserver.com. The **subject line** will differ for each customer group and for each reminder; however, every subject line will begin with either "Girl Survey," "Parent Survey," or "Volunteer Survey."

Will I receive an invitation to take a survey?

If you are a **registered girl member** – Yes! Parents will receive a unique invitation for each child who is a Girl Scout. The header for the surveys will read: "Girl Scouts Annual *Girl* Survey: We want to hear from your girl!" Within the body of the email, the girl participant's name will be listed. If you have more than one girl registered as a member, this will help you identify who should be taking each survey.

If you are an **adult who is a parent and/or troop leader** – Yes! The header for these surveys will read either:

- Girl Scouts Annual *Parent* Survey - Please tell us your thoughts
- Girl Scouts Annual *Troop Leader* Survey – Please tell us your thoughts

NOTE: GSRI will be sending parents of girls 13 years old and younger an email asking them to give consent for their girl to take the survey. There will be a two links in their email to choose from:
(a) Yes, and my girl is available to take the survey now—this link will directly open the girl survey;
(b) No – this link will opt them out of this survey
Younger girls, especially Daisies and Brownies, will most likely need some adult help to fill out a survey.

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My sister/mom/caregiver/daughter received a survey invitation, but I didn't – why?

If you are a **girl** who wants to complete a survey, ask your parents to check their email to see if they received an invitation for you. If not, have them check their spam folder. If that doesn't work, ask your parents to contact GSRI at GSVoicesCount@girlscouts.org and they can help with sending a survey invitation to your parents.

GSRI will **not** be sending survey invitations to adults who are **not** troop leaders or **not** parents of a girl who is currently a Girl Scout in April. However, they are **planning to survey other types of adults in May** and will be sharing information with councils soon about how to participate. If you are in this group of adults (not currently a parent of a current Girl Scout nor a current troop leader) and would like to participate in upcoming opportunities to share your thoughts about Girl Scouts, you can let us know at GSVoicesCount@girlscouts.org.

What kinds of questions are in the survey?

Each survey group – girls, parents, troop leaders – will receive slightly different questions. Everyone will be asked about how satisfied they are with their Girl Scout experience and how likely they are to stay in Girl Scouts in the coming year.

Other questions may include: what is unique and special about Girl Scouts, reasons for staying in or leaving Girl Scouts, the kinds of activities girls do in Girl Scouts, relationships with other girls and with adults in Girl Scouts, the support parents and troop leaders receive from GSUSA and the council, the benefits of being a troop leader and why it is important to participate in Girl Scouts.

This year, surveys will also measure the girl outcomes that were revised in 2016.

Who will be able to see my answers?

Your survey answers are used for research purposes only, and they are private (a girl's troop leaders won't see them). You will never be personally identified in any publication, written or spoken. The results of this survey are only for the use of your council and Girl Scouts of the USA. You will not receive any sales or marketing contact as a result of your participation.

Are there any special rewards being offered for taking the survey?

GSRI is offering, for those that complete the survey among each customer group (girls, parents, troop leaders), a chance to win one of twenty \$50 gift cards.

I'm trying to take the survey and having technical problems – what should I do?

If you're having a problem, email GSVoicesCount@girlscouts.org. Because this is a national survey, GSGWM is not able to fix technical problems directly. GSRI should reply within 24-48 hours.

What if I have questions or want more information about the survey?

For more information about the survey, email GSVoicesCount@girlscouts.org. Because this is a national survey, GSGWM is not able to send out survey invitations or fix technical problems.

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It is hard for my younger girl to complete the survey since she is still learning to read and type. Why are younger girls given such hard surveys?

Researchers know that it is difficult for some younger girls to take surveys but it is so important to hear from girls of **all** ages. With this in mind, researchers think it is better to ask younger girls to complete surveys with some technical help from adults so that their voices are represented in the results. The council does other types of in-person data collection with younger girls that is easier for them to participate in, but we can't reach nearly as many girls that way. We really appreciate the time and energy younger girls and their caregivers put into completing surveys.

So this is a national survey, not a council survey. Does the council also send out surveys?

Sometimes. The council also conducts surveys, either at in-person events, after council events, or in regards to programs for girls and adults. This varies from year to year.

Why is it important for me to take the survey? How will survey results be used?

It is very important for the council and GSUSA to hear directly from girls and adults about what is happening (or not!) for them in Girl Scouts. The survey is a great way to collect the same kinds of information and feedback from a large group across councils. This allows us to see and try to understand big trends and differences between groups, regions, councils, etc.

Councils and GSUSA use survey results to improve our programs and customer service. We really want to know and understand your Girl Scout experience. If you had a great time or see areas for improvement this year and receive a survey invitation, please let us know so that we can keep doing what works or make changes to better fit your needs.

What other kinds of research projects does Girl Scouts do? Can I read about any of them?

The Girl Scout Research Institute does all kinds of cool research about girls, Girl Scouts, and other topics, including: the benefits of Girl Scouts for girls and alumnae, Girl Scout outdoor experiences, girls/Girl Scouts and STEM (Science, Technology, Engineering, and Math), the Gold Awards, the cookie sale and entrepreneurship, trends in girls' well-being, Girl Scouts and academic success, and more!

You can read more about GSRI and read some of their reports here:
<http://www.girlscouts.org/en/aboutgirl-scouts/research.html>.