



Girl Scouts of the USA
420 Fifth Avenue
New York, NY 10018-2798

Agenda Item Identification Code
(For National Board Office only):

Agenda Item Submission Form 58th National Council Session

Name of Girl Scout Council(s)

Girl Scouts of Central Indiana

City

Indianapolis

State

IN

If a group of councils is submitting a single agenda item, all councils must be listed on this form.

Is this council(s) submitting a Discussion Topic or Proposal?

Is this a draft or a final submission?

Write the following information exactly as the council wishes it to appear in the *Workbook* if accepted for the agenda.

TITLE OF PROPOSAL OR DISCUSSION TOPIC

Establishing a National Girl Trust Index to Center Girl Voice and Strengthen the Movement's Strategic Relevance

STATEMENT OF PROPOSAL OR DISCUSSION TOPIC, QUESTION, OR ISSUE

(Proposals should be written in the form of a motion)

TOPIC, QUESTION, OR ISSUE

or

THAT

or

TO

To explore the creation and long-term implementation of a National Girl Trust Index, an annual research initiative led by Girl Scouts that measures the evolving levels of trust girls have in themselves, their communities, institutions and their future—and uses this data to drive council programming, national partnerships, and Movement-wide visibility.

REASONS:

1. What is the issue the discussion topic or proposal is trying to address?

Trust is declining among youth across the United States, and girls are uniquely impacted—experiencing record levels of anxiety, social disconnection, and disillusionment with leadership pathways. There is currently no girl-centered national benchmark that measures or responds to how girls feel about trust in themselves, their peers, or the systems meant to support them. For example:

- **Themselves:** self-confidence, self-worth
- **Peers and Community:** friendships, schools, mentors
- **Institutions:** government, media, law enforcement, nonprofits
- **The Future:** climate, equality, safety, opportunity

2. Are there other ways to address this issue?

While other organizations (e.g., Pew Research Center) collect youth-related data, none provide a recurring, Girl Scout-led, girl-specific trust index that both diagnoses the state of girls and inspires national action. This tool would be distinctive in its girl-led insights, council-level relevance, and mission alignment.

3. How does this proposal improve Movement governance or policy? OR How does this discussion topic inform Movement strategy?

This Index would provide councils and GSUSA with actionable insights that inform badge development, partnership opportunities, advocacy priorities, and strategic alignment. It supports the Movement's call for girl-centered innovation and elevates Girl Scouts as the leading expert on the state of girls today—fueling relevance, growth, and impact.

4. Does this agenda item have Movement-wide significance? Does it apply to all councils?

Yes. Councils across the nation would benefit from the national report, while those who opt in could access regional data to guide programming, grant proposals, and partnership conversations. It also provides a unified narrative for the Movement—placing Girl Scouts at the forefront of girl trust, belonging, and leadership.

5. Is this agenda item time-sensitive? What happens if it is not addressed at NCS 58?

If not addressed now, we miss a critical opportunity to reestablish Girl Scouts' national thought leadership and relevance—especially as competitors continue to grow in visibility. Inaction may result in further disconnect between our programming and the evolving needs of today's girls, weakening our position with funders, schools, and families.

FINANCIAL IMPACT STATEMENT FOR PROPOSALS

Indicate the projected expenditure and impact on resources for councils and the national organization, for a five (5) year period.

The initial investment for developing the National Girl Trust Index is estimated at \$250,000–\$400,000 annually. This includes survey design, data collection, analysis, and reporting in partnership with a credible third-party research firm. Costs can be offset through national sponsorships, philanthropic grants, and tiered council participation fees for localized data access.

Over time, the Index is expected to become a high-value asset for the Movement—driving national media visibility, informing mission-aligned funding opportunities, and equipping councils with data to improve programming, deepen community trust, and strengthen donor stewardship. The long-term return far outweighs the cost, positioning Girl Scouts as the nation’s most trusted source on the experiences and perspectives of girls.

Signature and Printed Name of chair, council board of directors

Date of council board meeting

Open Comment and Collaboration Period: April 7-May 14, 2025

To submit for Open Comment and Collaboration, completed forms must be emailed to BoardOffice@girlscouts.org, copying abeck@girlscouts.org, with subject line: Draft Agenda Item from [INSERT COUNCIL(S)].
Please note that if a group of councils is submitting a single agenda item, the submission form should be signed by each council’s board chair.

Final Submission Deadline: May 30, 2025

Final submissions, signed off by your council(s) board chair must be emailed to BoardOffice@girlscouts.org, copying abeck@girlscouts.org, with the subject line: Final Agenda Item from [INSERT COUNCIL(S)].

If additional space is needed, please attach a separate page.