



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

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

## Agenda Item Submission Form 58th National Council Session

Name of Girl Scout Council(s)

Girl Scouts of Central Indiana

City

Indianapolis

State

Indiana

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?

Discussion Topic

Is this a draft or a final submission?

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, rooted in and elevated by GSUSA's existing data systems and thought leadership, that measures evolving levels of trust girls have in themselves, their communities, institutions, and their future. This girl-centered tool would inform national strategy, guide council programming, and position Girl Scouts as the preeminent voice on the state of girls today.

## REASONS:

1. What is the issue the discussion topic or proposal is trying to address?
2. Are there other ways to address this issue?
3. How does this proposal improve Movement governance or policy? OR How does this discussion topic inform Movement strategy?
4. Does this agenda item have Movement-wide significance? Does it apply to all councils?
5. Is this agenda item time-sensitive? What happens if it is not addressed at NCS 58?

### 1. What is the issue the proposal is trying to address?

Girls across the U.S. are reporting record lows in trust—both in themselves and the world around them—amid rising anxiety, social disconnection, and skepticism toward traditional leadership pathways. Despite this, the Movement lacks a centralized, longitudinal measurement tool that assesses and responds to how girls experience trust. This includes:

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

### 2. Are there other ways to address this issue?

While other organizations publish broad youth data (e.g., Pew Research, CDC, Girl Scout Research Institute), no effort currently brings it together through a recurring, Girl Scout-led, girl-specific lens. By building on GSUSA's existing research capacity and data partnerships, this Index avoids duplicative infrastructure while providing a new, unified resource that combines Movement relevance with national thought leadership.

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

A National Girl Trust Index would offer a powerful tool for data-driven strategy—supporting badge development, program delivery, fund development, advocacy work, and national partnerships. It aligns with the Movement's girl-centered mission and leverages the existing research foundation at GSUSA to amplify our leadership on girl issues.

### 4. Does this agenda item have Movement-wide significance?

Yes. Every council can benefit from access to national and regional insights. Those who opt into deeper participation can use localized data for grant proposals, school partnerships, donor conversations, and programmatic strategy. It also strengthens Movement cohesion, giving all councils a shared story and strategic anchor point.

### 5. Is this agenda item time-sensitive?

Yes. With competing organizations accelerating their investments in girl-focused research and media, the time is now for Girl Scouts to reassert its place as the nation's most trusted voice on girls' experiences. Delaying this effort risks further erosion of Girl Scout relevance, credibility, and competitiveness in a fast-moving landscape.

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## 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.

An estimated \$250,000–\$400,000 annual investment would cover design, data collection, analysis, and national reporting in partnership with an established third-party research firm. By leveraging existing GSUSA research operations, startup costs and operational lift can be minimized.

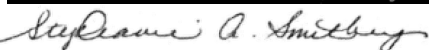
Funding could be supported through:

- National philanthropic partners
- Corporate sponsors aligned with youth and equity
- Tiered participation fees for councils seeking local insights

Over time, the Girl Trust Index will deliver high-value returns through:

- Increased media coverage and brand awareness
- Data-informed fundraising and programming
- Deeper trust with donors, families, and community partners

Ultimately, this tool would institutionalize Girl Scouts as the go-to authority on how girls view themselves, their world, and their future—fueling growth, visibility, and mission impact.



Stephanie Smithey

05/06/2025

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](mailto:BoardOffice@girlscouts.org), copying [abeck@girlscouts.org](mailto: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](mailto:BoardOffice@girlscouts.org), copying [abeck@girlscouts.org](mailto:abeck@girlscouts.org), with the subject line: Final Agenda Item from [INSERT COUNCIL(S)].

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