A Study of Retention Between the Cadette and Senior Level of Girl Scouting in the Kentuckiana Girl Scout Council

Diane M. Weigel
A STUDY OF RETENTION BETWEEN THE
CADETTE AND SENIOR LEVEL OF GIRL SCOUTING
IN THE KENTUCKIANA GIRL SCOUT COUNCIL

A Thesis
Presented to
the Faculty of the Department of Physical Education
and Recreation
Western Kentucky University
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In Partial Fulfillment
of the Requirements for the Degree
Master of Science

by
Diane M. Weigel
May 1982
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A STUDY OF RETENTION BETWEEN THE CADETTE AND SENIOR LEVEL OF GIRL SCOUTING IN THE KENTUCKIANA GIRL SCOUT COUNCIL

Diane M. Weigel May 1982 79 pages
Directed by: Dr. Alton Little, Dr. William Kummer,
and Dr. Thomas Dunn

Department of Physical Education and Recreation Western Kentucky University

This study was made in attempt to identify the characteristics of a troop program in which tenth grade girls had been involved and to determine why they did or did not continue in Scouting. A survey instrument was devised and pretested to validate and improve upon the questionnaire. The questionnaires were distributed through the mail to 190 girls who had been registered in the Kentuckiana Council Scouting program in 1981. All girls, despite their present status in Scouting, were asked to complete and return the survey. The questions pertained to such areas as years involved in Scouting, frequency of meetings, most and least enjoyable activities, family involvement, reasons for remaining in Scouting and reasons for dropping out of the program. The responses of 131 girls who returned the questionnaire to the researcher were tabulated. The data were accumulated and analyzed. The survey indicated that the Kentuckiana Girl Scout Council had a high Cadette/Senior retention rate for this period of time. A profile of the Scouting program of a girl who had remained in the program was made with recommendations, based on the analysis of the study, to encourage the retention of older girls. It was suggested, according to the findings of the study, that in order for girls to
continue into the upper levels of Scouting, they needed to be recruited at a young age, involved in program planning, and feel as though Girl Scouting is fun. Leader retention and uniforms were not found to be significant factors in retention or dropping out of Scouting. Additional research was recommended by simultaneously comparing two or more Councils.
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The writer acknowledges with sincere appreciation the assistance given during the preparation of this study by the members of the committee—Dr. Alton Little, Chairman and Director of the study; Dr. Tom Dunn; and Dr. Biff Kummer.

Grateful appreciation is extended to the Kentuckiana Girl Scout Council for the contribution of funds and support to complete the study.

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The researcher is indebted to each of you.
CHAPTER I

INTRODUCTION

Girl Scouting was founded in 1912 by Juliette Low. The purpose of the organization, then called Girl Guides, was to teach self-reliance and resourcefulness to young girls. Much of the early Scouting program was based on plans which Sir Robert Baden Powell of England had made for the Boy Scout program that was already in existence. Savannah Georgia was the founding place for the first troops, but the enthusiasm and membership quickly spread.

Scouting has continued to grow. Currently, over 3 million girls and adults in the United States are involved in what is known as "the largest voluntary organization for girls in the world." At the end of September, 1980, eleven percent of the U.S. girl population between the ages of 6-17 held Girl Scout memberships. Twenty-four percent of U.S. girls aged 6-8 were members. A decline in older girl membership has become evident, and the reasons for this are complex and varied. This study represents an attempt to assess the determining factors considered when a girl drops out of Scouting or chooses to re-new her membership. An attempt has also been made to compare troop programs, to determine the likes and dislikes of the girls involved, and to measure the effectiveness of the current national programs in meeting the needs of this age group. An effort has also been made to present the findings in a useful, reliable form to be used as a guideline for future program planning in the upper levels of Girl Scouting.

"Without volunteer efforts, we couldn't exist. The world is changing everyday in so many ways. But common goals and values persist. And the benefits of
being a Girl Scout today are stronger than ever. While we're now involved in a wider range of activities, projects and other interests, we are still what we always were, young women with a need to develop their potential. To learn. To discover. And to grow. Together we can do it."
Statement of the Problem

The purposes of this study were
1) to identify the characteristics of a troop program in which tenth grade girls had been involved
2) to determine why they did or did not continue in Scouting

Definition of Terms

The following terms were defined as applicable to this study:
1) **Girl Scout** - any girl between the ages of 6-18 who joins the Scouting movement and accepts the promise and laws. 3
2) **Brownie** - any girl from ages 6-9 in grades 1-3; the entry level of Girl Scouting. 4
3) **Junior** - the second level of Scouting for girls 9-12 years old in grades 4-6. 5
4) **Cadette** - the third program level of Scouting for girls 12-15 in grades 7-9. 6
5) **Senior** - the final level of Scouting for girls 16-18 in grades 10-12. 7
6) **Upper level** - in terms of this study, upper level indicates girls of Cadette or Senior level.
7) **Kentuckiana Girl Scout Council** - one of over 330 Girl Scout Councils in the United States. The particulars of this Council, geographically, are the fifty Western Kentucky counties and six in Southeast Indiana. A map of this area can be found in Appendix A.
8) **Service Center** - A strategically located resource center fully staffed within the Council to serve a specific number of the designated counties. In the Kentuckiana Council there are five of these in existence now.
9) **Calendar year**- The Girl Scout membership year is October 1 to September 30.

10) **Retention rate**- percentage of girls re-registering in Girl Scouting programs.

11) **Scoutership**- a fund designated to give financial aid to girls in need. Use of this money is restricted to Girl Scout activities.

12) **Wider Opportunity**- any experience for the girl outside of the troop meeting.

13) **G.S.U.S.A.**- the accepted abbreviation for the organization known as Girl Scouts of the United States of America, with National Headquarters in New York City.

14) **Challenges**- an "invitation" for Cadette and Senior Scouts to test their performance in actual projects in their community.

15) **Interest Project Patches**- the recognition given to girls who "learn by doing" through in-depth exploration.

16) **Signs**- special recognition for Junior Girl Scouts which cover a wider range of activities than badges.

17) **Badges**- one of the forms of recognition utilized by G.S.U.S.A. for girls in the Junior, Cadette, and Senior program levels.

**Delimitations**

The study was delimited:

1) to girls of the Cadette program level eligible to go on into Senior Scouting, 9th-10th grades

2) to girls of the Kentuckiana Girl Scout Council

3) to the membership year 1981 as compared to those registering for 1982

**Limitations**

The study was limited:

1) to the truthfulness of the responses of the girls
2) to the number of responses received

Questions in Lieu of a Hypothesis:

1) What was the retention rate of the Kentuckiana Council in the Cadette/Senior level for 1982?
2) What factors influenced the decision of Cadette girls to drop out of Scouting or to advance in the program?
Footnotes

Chapter I


4Ibid., p.11.

5Ibid.

6Ibid.

7Ibid.

CHAPTER II

REVIEW OF RELATED LITERATURE

According to Jerald Bachman, as stated in Dropping out—Problem or Symptom, "Dropping out is neither good nor bad. It is a symptom rather than a cause of new troubles or a cure for old ones."¹

The problem of school dropouts has received the attention of many an educator. It is a general understanding that a high school diploma, if not a college degree, is the prerequisite for a competitive job in our business world today. Among the reasons listed as the cause of student dropout are boredom with academia and finances.² Many adolescents are eager to earn money of their own; many feel that the subjects taught in school do not lead to nor prepare them for future vocations. The school system requires attendance until age sixteen. Leisure time activities are totally different; it is thought by some individuals that clubs and interest groups are learning experiences. Due to format and lack of standards, they cannot be stressed in the same manner as education. Working with volunteers is a totally different situation. They do not have to attend or participate. Their attendance and participation is dependant upon self-motivation. They will maintain their membership only as long as it remains pleasurable.³ This is a leisure time experience and free time is precious. Just as they volunteered to be in your organization, "they can volunteer out."⁴ One of an organization's goals should be personal growth which is offered through involvement of the group and the members in specific activities. Setting goals is a very
important part of an organization. It is important for the members to feel a measure of success, accomplishment and pride. They have given up the role of passive spectator by joining a group.

A point in favor of volunteer groups is that membership can be selective, whereas the school system must admit every child and keep them until a specific age. More rigid requirements for membership can minimize attrition. The way people become part of a group directly affects the entire membership; if just anyone can join, pride in belonging may be low. A more selective membership process, in most cases, results in greater commitment. Individuals realize they were selected for a reason and that not just "any warm body" can fill their shoes or perform the functions they can within the organization.

The membership process may be a major problem in Girl Scouting: Any girl can join at any program level by merely paying a three dollar per year membership fee, accepting the promise and laws, and obtaining the approval of her parent or guardian. A girl can attend one troop meeting or event and never "show up" again. In the Caveland Service Center, the former Community Development Director, Nancy Wilhite, stated that:

"Many girls register early in the fall with troops so that they can attend the annual "Sleep-In". This event has the largest participation of any other single event, over 1,300 in the fall of 1980 alone. The event seems to be worth the entire registration/membership fee for many girls; all for this one activity."

The researcher, as a full-time staff member of the Kentuckiana Girl Scout Council, observed that the "Sleep-In" was introduced in 1979 as a recruitment tool to register a large portion of the total membership at the beginning of the new calendar year. It is an annual, all-night event for girls and adults who have registered
by October first. Many consider the "Sleep-In" as a kick-off for the new Scouting year.

Membership is the blood of the Girl Scout organization. Without members, in growing numbers, the organization would cease to exist. As quoted in the 1979 Annual Report, the Beliefs and Principles of the Girl Scout movement are as follows:

We, the members of Girl Scouts of the United States of America, united by a belief in God and by acceptance of the Girl Scout Promise and Law,

And inspired by the aims of the Founder of the Scout movement, Lord Baden-Powell, and of the Founder of the Girl Scout movement in the United States, Juliette Low,

Do dedicate ourselves to the purpose of inspiring girls with the highest ideals of character, conduct, patriotism, and service that they may become happy and resourceful citizens.

We believe that the motivating force in Girl Scouting is a spiritual one.

We affirm that the Girl Scout movement shall ever be open to all girls and adults who accept the Girl Scout Promise and Law.

We maintain that the strength of the Girl Scout movement rests in the voluntary leadership of its adult members, in the cooperation and support of the community, and in the affiliation with Girl Guide and Girl Scout movements of other countries through the World Association of Girl Guides and Girl Scouts.

We declare that the democratic way of life and the democratic process shall guide all our activities.

We hold that ultimate responsibility for the Girl Scout movement rests with volunteers.

It would seem that our unsettled youth would be eager to cling to something solid, such as the Girl Scout movement; but in many cases the program building process has too much adult enforcement. The youth of today are tired of being treated as children, they can readily lose interest in programs that do not accept them as young adults. Constant updating of programs is vital for
effectiveness in holding on to membership in the upper levels. The Girl Scout organization consciously tries to update traditional activities. An attempt is being made to create a new image for the entire Girl Scouting movement by eliminating older stereotypes. To support the idea that Girl Scouting is trying to keep or establish an appeal for the adolescent age group, a career education program was implemented in 1978. When asked why the program was developed, G.S.U.S.A. responded that it was "designed to help adolescents in Girl Scouting develop skills and abilities in order to make more effective career choices." Previously, in 1974, G.S.U.S.A. also stated that "the retention of girls and adults is a serious problem in Girl Scouting." In 1980-1981 only 8% of the Cadettes bridged and went on to Senior level Scouting, according to national statistics. Locally in the Caveland Service Center, the retention rate of Cadettes for the same time period was 8.29. In addressing practices to help retention, G.S.U.S.A. recommends:

1. more support for new leaders
2. ratio of staff to number of girls
3. opportunities to meet with other Scouts and share opportunities with girls
4. more attention to development of community resources
5. keeping track of girls who move and notify the new Council.

To retain all girls in Scouting, special appeals must be made for special populations. In 1978 recruitment brochures were developed for Black and Hispanic adults. These brochures made the minority groups feel more a part of Girl Scouting; they were featured on the pamphlet and could see themselves in the familiar uniform of a Scout.

G.S.U.S.A. staff and volunteers attended the American Indian Leaders Conference and the National American Indian
Women's Conference to extend the program to girls on and off reservations.

Two new books were designed to appeal to today's girls, to invite short or long-term participation, and to involve the wider community through the use of local adult consultants. Overall, the program for 12-17 year old Girl Scouts emphasized leadership development and self-actualization for young women, within the ethical traditions and context of Girl Scouting. It clearly aimed at assisting in the development of young women who will not be neutral about their world and who will leave the world better and stronger than they found it. 17

All of these ideas would improve retention; but there is one factor that would help the Scouting experience: leader realization that retention starts in the lower levels. Many troop leaders do not accept this view, and it is our job to convince them. The girls must realize that Scouting goes beyond the troop meeting. Community involvement is one of the first steps toward that awareness. 18

"The thing that really fascinates a Girl Scout is another Girl Scout... all that they have in common through the Scouting movement but all that is different from their own background." 19

Following these ideas, Wider Opportunities were created. Many of these opportunities are designed for the older Scout to increase her awareness of Girl Scouting in other areas. Some Wider Opportunities for the Senior Scout are both national and international. A report by a Senior Scout to the Membership Development Department states that

"My international opportunity, a trip to Argentina, turned my goals inside out. At the time I was a high school senior. Now I'm a junior in college and a humanities major. That experience...is responsible for the fact that I love to travel, that I speak and tutor in Spanish, that I volunteer a lot. I make friends easily, am
confident, ambitious, and happy to be alive - all because I was/am a Girl Scout!"20

Not every girl can be fortunate enough to participate in an international Wider Opportunity, but those who do come away feeling happy that they are a Scout and that such opportunities are available for that reason. The overall Girl Scout program is heading in the right direction, that of retaining girls in the upper levels by providing them goals to work toward and possibly attain. The reality of higher retention is complicated.

In spite of the efforts for retention, the number of Cadette Scouts bridging to the Senior level of Girl Scouts is still very low. This study was undertaken for that reason.
Footnotes

Chapter II


6 Astin, Preventing Students From Dropping Out, p.148.


8 Nancy J. Wilhite, interview held during meeting of Caveland Service Center staff, Bowling Green, Kentucky, November, 1980.


15 Diane Weigel, Retention Director, statistical chart, December 1980.
17 G.S.U.S.A., Annual Report, p.3.
19 Ibid., p.1.
20 Ibid., p.2.
CHAPTER III

PROCEDURES

Introduction

The specific procedures utilized in this study can be classified into the following categories: 1) review of related literature and topics, 2) selection of respondents, 3) the survey tool and distribution, 4) data collection, and 5) data analysis.

Review of Related Literature and Topics

Statistical work done as a part of the position of full-time Kentuckiana Girl Scout Council Recruitment and Retention Director, lead the researcher to the selected topic. In February of 1981, there were 1033 girls registered in the Brownie program level and only twenty-six in the Senior level. These statistics were cause for concern. Why did a continuous decline appear in older girl membership from one program level to the next?

A letter of inquiry was sent to the National Headquarters to gather information on previous studies of this nature. (A copy of this letter can be found in Appendix B). Although there may have been other such studies done, efforts to locate one eluded the researcher. No reference to such a study was made in correspondence with Dr. Adrienne Minnick of the Research Department at National Headquarters. Permission was requested to undertake such a study if one had not been done in recent years or done regarding the Kentuckiana Girl Scout Council. (See Appendix C for sample letters leading
to permission to investigate within the Kentuckiana Girl Scout Council and Appendix D for an inquiry of related literature).

After researching related literature, the specific program level to be studied was decided. (See Appendix E for correspondence containing the related literature available through G.S.U.S.A.). Thus, it was determined that a study of the Cadette/Senior membership would be valuable.

**Selection of Respondents**

Since the researcher was analyzing the Scouting program between the Cadette/Senior bridging population registered in May of 1981, the respondents were already on file.

**The Survey Tool and Distribution**

After further correspondence with Dr. Adrienne Minnick and Dr. Denise Sizer of the Research and Information Department of G.S.U.S.A., the contents of the survey tool, a questionnaire, were formulated. (Copies of the written correspondence can be found in Appendix F). This questionnaire was pretested using Scouts from Senior Troop #780, Bowling Green, Kentucky. (A list of the pretest participants appears in Appendix G). The questionnaire, (Appendix I), was developed to supply information about different Scouting programs in which the desired population had participated. The pretest revealed no problem areas with the instrument; thus, the research questionnaire was mailed to the 190 girls, via bulk mail, who had been registered in the Kentuckiana Council Scouting program in 1981. The names and addresses were supplied by the Membership Department at the Girl
Scout Headquarters. The cover letter (Appendix H) accompanied the survey; and a self-addressed, stamped envelope was included for the convenience of the respondent.

After two weeks, one hundred nine (51.3%) of the Scouts had responded to the questionnaire. At this time, a second letter and questionnaire were mailed to those who had not responded. (A sample of the follow-up letter appears in appendix J). This mailing was sent as first class mail. Thirty-four more replies were received after this mailing, giving a total of one hundred forty-three or 75.2%. Five were returned as undeliverable by the Post Office, and three more were unanswered. Four of those that were completed did not designate whether or not they had remained or dropped out of Scouting and were, therefore, excluded. A total working sample of one hundred thirty-one surveys, 68.84%, were received by mid-January, the closing date. No additional responses were received.

Data Analysis

The data were analyzed by means of standard statistical methods appropriate to this study, i.e. frequency distributions and/or percentages. Each of the questions included an explanation, and a table was used for those with multiple answers.

The findings were based upon the data from the study. Conclusions were drawn from the findings, and recommendations based upon these conclusions were suggested for future studies and research.
CHAPTER IV

ANALYSIS OF DATA

The research was conducted by the survey method in the form of a questionnaire. This questionnaire was delivered through the postal service to all ninth grade Cadettes registered in May of 1981.

The twenty-six questions contained in the survey were analyzed individually and attention directed to the points of interest.

Question one: How many years have you been in Girl Scouting? (check one)

1-4   5-7   8-10

Of the 131 responses received pertaining to the number of years in Scouting, twenty-five (18.6%) responded that they had been in Scouting from one to four years. Thirty-eight Scouts (29%) designated five to seven years involvement, and sixty-eight (51.9%) answered that they had eight to ten years in Scouting.

Of the seventy-eight still active Scouts responding to this question, more than half (56.4%) indicated eight to ten years involvement. Almost half (45.3%) of those who had dropped out responded that they had been in Scouting eight to ten years also.

Question two: How many years have you been under the direction of your latest leader? (check one)

1-3   4-5   6 plus

18
Ninety-three of the 130 Scouts (71.5%) responded that they had been under the direction of their latest leader one to three years. Twenty-six girls (20%) answered four to five years with the leader, and eleven (8.5%) responded six plus years. Of the girls that had dropped out of Scouting, forty-four (83%) were under the direction of the latest leader one to three years. Of those that still belonged to the Girl Scouts, forty-nine (63.6%) had their current leader one to three years.

Question three: How often did your troop meet? (check one) ___ weekly ___ bi-weekly ___ monthly ___ other (please specify)

The majority of troops met weekly as indicated by 79.2% of those that had dropped out of Scouting and 75.6% that remained in Scouting. These figures represented 101 girls (77%) of the 131 responding to this question. Twenty-four girls (18.3%) belonged to troops that met bi-weekly, and only six (4.5%) met monthly.

Question four: Were meetings and outings held during the summer months as well as during the school year? (check one) ___ yes ___ no

Meetings and outings were held during the summer months in 50.3% of the troops as indicated by sixty-seven of the 128 responses. Sixty-one girls (47.6%) did not belong to troops that met during the summer months. More than half (57.9%) of the seventy-six girls still involved in the Girl Scout program indicated that they did meet during the summer months while twenty-three (44.2%) of the fifty-two drop-outs did not meet during the summer.
Question five: Did you ever go on an extended trip with the troop? (longer than 3 days and 2 nights) (check one) ___yes ___no

Seventy-seven girls (59.2%), forty-seven of which are still in Scouting, had gone on extended trips with their troop. Fifty-three girls (40.8%) indicated that they had not gone on such a trip. The 130 responses to this question showed that 43.4% now are out of Scouting and 56.6% re-registered.

Question six: Were you given the opportunity as a troop to design your own troop uniform within the Girl Scout guidelines? (check one) ___yes ___no ___don't know

The two girls who did not respond to this question account for the total number of responses being 129.
Twenty-nine girls (22.5%) did not know, while thirty-seven (28.7%) indicated "yes." The majority of sixty-three girls (48.8%) answered negatively. Thirty-one (58.5%) of the girls who had dropped out responded that they did not have an opportunity to design a uniform, while thirty-two (42.1%) of those still belonging to the Girl Scouts also indicated that they were not given that opportunity.

Question seven: Do you feel as though there was an adequate amount of girl involvement in the plans for the troop program? (check one) ___yes ___no ___don't know

A majority (74%) of the 131 girls responding to this question, ninety-seven Scouts, indicated that they felt as though there was enough girl involvement in troop program planning. Twenty-eight girls (21.4%) did not think that there was adequate girl planning involved, and six
Scouts did not know. Of those girls who had dropped out of Scouting, 33.9% did not feel as though there was enough girl planning as did 12.8% of those who had re-registered.

Question eight: What activities did your troop participate in that you found most enjoyable? Least enjoyable? (please indicate the most enjoyable with a "1" and the least with a "2". Disregard all others mentioned).

- Camping
- Sports
- Social
- Service
- Arts and Crafts
- Community involvement
- Travel
- Fund raising
- Badge work
- Other (please specify)

Only fifty-six girls (42.7%) of the total group answered this question properly. The most and least enjoyable activities were camping, as indicated by 62.5%, and fund raising, chosen as least favorite by 26.7%. Badge work was indicated as the second least favorite activity (25%) and arts and crafts (17.8%) the third. The combined total of the other favorite activities equaled 39.2%.

Question nine: Did your troop ever conduct a fund raising event other than the Council Calendar and cookie sale? (check one)

- yes
- no
- don't know

Eighty-three girls (64.3%) of the 129 responding, indicated that their troop had participated in an additional fund raising event. Fifty-seven of these Scouts (68.6%) have remained in the program. Thirty-seven girls (28.6%) indicated that they did not belong to troops that conducted fund raising other than the calen-
Question ten: Was any family adult (parent, aunt, uncle, guardian) actively involved in the Girl Scout program? (check one)

Yes __
No ___

Eighty-nine (68.9%) of the 129 girls responding had family adults involved in the Girl Scout program. Forty girls or 31% indicated that no family adult had taken part in Scouting. Fifty-six (62.9%) of those answering "yes" are still in Scouting, while the other thirty-three girls (37.1%) have dropped out. Of the forty girls answering "no" twenty-one (52.5%) are still in Scout programs, while slightly less, nineteen girls (47.5%) have dropped out.

Question eleven: Do you or did you have any sisters that were Girl Scouts? (check one)

Yes __
No ___

All 131 Scouts surveyed responded to this question inquiring if a sister(s) had been in Scouting. A majority of eighty-three girls indicated that they had a sister in Scouting. Forty-eight girls (36.6%) did not. Fifty-two (62.6%) of the eighty-three girls with a sister(s) in Scouting are still involved. Seventy-eight girls answering this question are currently in Scout troops, and twenty-six (33.3%) of them never had a sister(s) in Scouting.

Question twelve: Did you take part in any of the following Girl Scout trainings? (check all that apply)

None
First Aid
Canoeing/Swimming/Boating certification
Counselor-In-Training
One hundred thirty-one girls specified the training in which they had taken part. (See Table I for the trainings engaged in by these girls).

**TABLE I**

Participation in Girl Scout Trainings

<table>
<thead>
<tr>
<th>Girl Scout Training</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>28</td>
<td>21.3</td>
</tr>
<tr>
<td>First Aid</td>
<td>76</td>
<td>58</td>
</tr>
<tr>
<td>Canoeing/Swimming/Boating</td>
<td>60</td>
<td>45.8</td>
</tr>
<tr>
<td>Counselor-In-Training</td>
<td>20</td>
<td>15.2</td>
</tr>
<tr>
<td>Activity Task Force</td>
<td>8</td>
<td>6.1</td>
</tr>
<tr>
<td>Kentuckiana Tune-Up</td>
<td>45</td>
<td>34.3</td>
</tr>
<tr>
<td>Other</td>
<td>19</td>
<td>14.5</td>
</tr>
</tbody>
</table>

First Aid was the most frequent training these Scouts had participated in, as indicated by seventy-six (58%) of the respondents. Water training was the second highest training attended as shown by sixty (45.8%) responses. The most common answers specified as "other" were camp certification, day camp, and mother's aid/babysitter training.

Question thirteen: Do you know what a **Scoutership** is? (check one)  ____yes  ____no
A Scoutership was familiar to seventy-five girls for 60% of the 125 responses. Fifty girls (37%) did not know what the term represented. Of the seventy-five girls who knew what a Scoutership was, forty-nine (65.3%) remained in Scouts while the other twenty-six girls (34.6%) had dropped out. Of those designating that they did not know what this term meant, twenty-four had left Scouting and twenty-six remained members.

Question fourteen: Were you ever encouraged to apply for a Wider Opportunity? (check one for each) __yes __no
If yes, did you apply? __yes __no

A total of 123 girls responded to this question. Over half (62.1%) of the girls still in Scouting were encouraged to apply for a Wider Opportunity. Sixty-six girls, 53.6% of the total population, responded that they had been encouraged to apply, while slightly less, fifty-seven (46.3%), were not encouraged to apply.

Question fifteen: Did you ever attend an Annual Council Meeting? (check one) __yes __no

The majority of the 124 respondents, ninety-one girls (73.3%), did not attend an Annual Meeting. Thirty-three girls (26.6%), twenty-two (66.6%) of which are still in Scouting, have attended an Annual Meeting.

Question sixteen: Did you ever meet a Council staff person? (check one) __yes __no

A Council staff person had been introduced to ninety-eight of the 122 Scouts answering this question. This represents 80% of those responding. Only twenty-four girls responded "no" they had not met anyone from the Council staff.
Question seventeen: Did you ever visit your local Girl Scout office? (check one) __yes __no

Eighty-three girls had visited their local Girl Scout office for a majority of 65.3% of the 127 responses. Forty-four girls, (34.6%), indicated that they had not visited the local office. Seventy-one percent of those that had visited the local office also indicated that they were still in Scouting.

Question eighteen: Did you earn any of the following in Girl Scouting? (check all that apply)

___badges
___interest project
___patches
___signs
___challenges
___other (please specify)

Two girls did not answer this question about recognitions earned in Scouting, one still in the program and one who had dropped out. Table II illustrates the responses of 129 Scouts.

**TABLE II**

Recognitions Earned in Scouting

<table>
<thead>
<tr>
<th>Recognition</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badges</td>
<td>124</td>
<td>96.1</td>
</tr>
<tr>
<td>Signs</td>
<td>66</td>
<td>51.1</td>
</tr>
<tr>
<td>Interest Project Patches</td>
<td>76</td>
<td>58.9</td>
</tr>
<tr>
<td>Challenges</td>
<td>84</td>
<td>65.1</td>
</tr>
<tr>
<td>Other</td>
<td>25</td>
<td>19.3</td>
</tr>
</tbody>
</table>

Almost every girl (96.1%) had earned badges. The next most common recognition earned was the Girl Scout challenge, as indicated by eighty-four (65.1%) girls. Twelve girls indicating "other" specified the First Class award; six had earned the Silver Leadership award; and three the
Gold Leadership award. Other recognitions revealed baking/sewing honors, service bars and a Girl Scout of the Year award. Over half of the girls still in Scouting earned each type of recognition. Of those who had dropped out, over half had earned badges and challenges, and less than half had earned signs and interest project patches.

Question nineteen: Do you think that too much importance is placed on earning these recognitions? (check one) ___yes ___no

A negative response was the most frequent answer given by the 120 respondents. Ninety-eight girls (81.6%) indicated that they did not feel as though too much importance was placed on earning recognitions. Twenty-two girls (18.3%) stated that they felt too much importance did exist.

Question twenty: How important are these awards to you? (check one)
___not important at all
___moderately important
___very important

This question was answered by 123 girls. Of those responding, fifty-nine girls (47.9%) indicated that these awards were "moderately important" to them. Closely behind with 44.7% were the fifty-five responses indicating that awards were "very important". Only nine respondents (7.3%) indicated that recognitions were "not important at all".

Question twenty-one: Did your troop work on any part of "From Dreams To Reality"? (check one) ___yes ___no

One hundred sixteen girls responded to this question. The "From Dreams To Reality" program was not utilized by 63.7% of the troop programs. Thirty-six percent did take part in this program.
Question twenty-two: Did you own a Cadette handbook? (check one for each) ___yes ___no

Badge book? ___yes ___no

Table III best summarizes the responses to this question about owning handbooks and badge books.

TABLE III

Handbook and Badge Book Possession

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cadette Handbook</td>
<td>100 (82.6)</td>
<td>21 (17.3)</td>
<td>121</td>
</tr>
<tr>
<td>Badge Book</td>
<td>64 (60.9)</td>
<td>41 (39.)</td>
<td>105</td>
</tr>
</tbody>
</table>

Of the seventy-four girls still in Scouting that responded to this question, sixty-one (82.4%) owned a Cadette handbook and thirty-nine (52.7%) owned a badge book. Of the forty-seven that had dropped out, thirty-nine (82.9%) owned a handbook and twenty-five (53.1%) owned a badge book.

Question twenty-three: Which of the five worlds did you earn the most badges in? (check one)

- World of People
- World of Today and Tomorrow
- World of Well-Being
- World of the Arts
- World of the Out-of-Doors

If you are still in Scouting, please answer #24 as your final question. If you have not re-registered in the Scouting program this year, please go to questions 25 and 26.
Eighty-nine respondents chose one world, as was desired for a total response of 67.9% to this question. The most popular of the five worlds of badge work was the World of the Out-of-Doors. Sixty-one girls (68.5%) indicated this option. The World of People accounted for 13.5% of the responses. The World of Well-Being and the World of the Arts accounted for 7.9% of the total. The least popular choice was the World of Today and Tomorrow with just .2% of the responses.

Question twenty-four: Which of the following have kept you in Scouting again this year? (check all that apply)

- friends still members
- relationship with leader/co-leader
- activities enjoyable
- opportunities
- future career preparation
- other (please specify)

Seventy-eight girls (59.5%) indicated that they were still involved in Scouting. The reasons that were listed are best illustrated in Table IV.

### TABLE IV

Reasons for Remaining in Scouting

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Possible Responses</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>friends still members</td>
<td>78</td>
<td>80.7</td>
</tr>
<tr>
<td>51</td>
<td>relationship with leader/co-leader</td>
<td>78</td>
<td>65.3</td>
</tr>
<tr>
<td>73</td>
<td>activities enjoyable</td>
<td>78</td>
<td>93.5</td>
</tr>
<tr>
<td>61</td>
<td>opportunities</td>
<td>78</td>
<td>78.2</td>
</tr>
<tr>
<td>37</td>
<td>future career preparation</td>
<td>78</td>
<td>47.4</td>
</tr>
<tr>
<td>24</td>
<td>other (please specify)</td>
<td>78</td>
<td>30.7</td>
</tr>
</tbody>
</table>
Enjoyable activities was the main reason for returning to the Scout program as indicated by seventy-three respondents (93.5%). Friends still being members was indicated by 80.7% of the girls and opportunities in Scouting attributed to keeping 78.2% of the girls involved.

"Other" responses were as follows and in order of their frequency:
1) meeting other people
2) parental pressure
3) had always been involved

Question twenty-five: Which of the following aided in your decision to leave Girl Scouting? (check all that apply)

___ plan to re-register later this year
___ friends no longer members
___ cost
___ activities not geared to personal interests
___ change of school
___ change of leader
___ uniform
___ lack of uniform
___ no troop to go into
___ troop meeting place/time not convenient
___ not enough boy/girl interaction
___ joined another organization/club (please specify)

___ boring, not enough new experiences
___ other (please specify)

Fifty-three girls indicated that they were no longer involved in Girl Scouting and indicated the following reasons for dropping out. Table V gives these reasons for leaving the Girl Scout program. (See Table V on the following page).
## TABLE V

Reasons for Leaving Girl Scouting

<table>
<thead>
<tr>
<th>Number of Responses</th>
<th>Possible Reasons</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>plan to re-register later this year</td>
<td>53</td>
<td>13.2</td>
</tr>
<tr>
<td>15</td>
<td>friends no longer members</td>
<td>53</td>
<td>28.3</td>
</tr>
<tr>
<td>6</td>
<td>cost</td>
<td>53</td>
<td>11.3</td>
</tr>
<tr>
<td>15</td>
<td>activities not geared to personal interests</td>
<td>53</td>
<td>28.3</td>
</tr>
<tr>
<td>6</td>
<td>change of school</td>
<td>53</td>
<td>11.3</td>
</tr>
<tr>
<td>7</td>
<td>change of leader</td>
<td>53</td>
<td>13.2</td>
</tr>
<tr>
<td>3</td>
<td>uniform</td>
<td>53</td>
<td>5.6</td>
</tr>
<tr>
<td>2</td>
<td>lack of uniform</td>
<td>53</td>
<td>3.7</td>
</tr>
<tr>
<td>14</td>
<td>no troop to go into</td>
<td>53</td>
<td>26.4</td>
</tr>
<tr>
<td>16</td>
<td>troop meeting time/place not convenient</td>
<td>53</td>
<td>30.1</td>
</tr>
<tr>
<td>11</td>
<td>not enough boy/girl interaction</td>
<td>53</td>
<td>20.7</td>
</tr>
<tr>
<td>18</td>
<td>joined another organization/club</td>
<td>53</td>
<td>33.9</td>
</tr>
<tr>
<td>23</td>
<td>boring, not enough new experiences</td>
<td>53</td>
<td>43.3</td>
</tr>
<tr>
<td>19</td>
<td>other</td>
<td>53</td>
<td>35.8</td>
</tr>
</tbody>
</table>

The fact that Scouting was boring to twenty-three respondents (43.3%) influenced their decision to drop out. Eighteen respondents indicated that they joined other organizations, among which were church groups, band/chorus, and sport teams. The troop meeting place/time was not convenient as indicated by sixteen girls (30%), and the fact that friends were no longer members and the activities were not geared to personal interests were
designated by 28.3% alike. More than half of the "other" responses indicated that there "just wasn't enough time" to continue in Scouting along with other new activities. One girl stated that the name "Girl Scout" proved to be the subject of too much pressure by peers.

Question twenty-six: Do you think that you will return to Scouting as an adult volunteer? (check one) ___yes ___no

In what position? (check all that apply)

___troop leader/co-leader
___trainer
___committee member
___community volunteer
___school/area recruiter
___fund raiser
___program specialist ie. badge work, outdoor skills, songs and games
___campus Scout
___other (please specify) __________

Forty-eight (90.5%) of the girls that had dropped out of Scouting responded to this question. Fourteen girls, 29.1% of the total respondents, indicated that they did not plan to return to Scouting as an adult volunteer. Twenty-three, 67.6% of the thirty-four girls indicating that they would return to Scouting, stated that it would be as a leader/co-leader. "Other" responses combined for the remaining answers, many of which were blank after the "yes." Four of the girls designated their work as adult counselors in Girl Scouting.
CHAPTER V

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

A. Findings

Question one:
Over half of the 131 girls included in the study had been involved in Scouting eight to ten years. Over half of those retained had also been in this length of time.

Question two:
An overwhelming majority of the girls still in Scouting had not been under the direction of their latest leader more than three years as was also the case with the girls that had dropped out.

Questions three and four:
Weekly meetings were the most common among the troops surveyed. Also, summer meetings and outings were engaged in by slightly more than half of all the girls.

Question five:
The majority of the girls in and out of Scouting belonged to troops that had gone on extended trips.

Question six:
The girls were not given the opportunity to design their own uniform as indicated by sixty-three of the 129 responding girls.
Question seven:

Girls being involved in the planning process played a key part in the troop program of the majority of the girls responding.

Question eight:

This question presented a problem to most of the population surveyed. Most girls checked more than the one desired answer; the pretest failed to show the confusion that did arise over this question. Less than half of the total population answered this question properly by indicating their most and least enjoyable activity. It was evident from the few responses received that girls currently in and out of Scouting enjoyed camping and disliked fund raising.

Question nine:

The major segment surveyed responded that they did conduct additional fund raising activities. This factor can be assumed to have some bearing on retention. More of the girls still involved with a Scout program had raised additional funds than the total of all who had dropped out, whether or not additional fund raising was involved in their program. With additional monies from such an event it is assumed that camping, travel and other enjoyable activities are more feasible.

Questions ten and eleven:

The responses to these questions revealed that Scouting is a family event. The majority of the respondents indicated that they did have a family adult and/or sister(s) involved in the Scout program. Over 62% of the girls still in Scouting had an adult involved; the same percentage of those retained had a sister(s) in the program at some time.

Question twelve:

First Aid was the most common training offered to girls through the Girl Scout program. Water certification was
the second most common training engaged in through the troop program with a Service Center sponsored music/dance workshop as third. Many responses indicated that no trainings of any kind were engaged in by the girls.

Questions thirteen and fourteen:
When asked if the girls knew what a Scoutership was, a slight majority answered "yes." Many girls were encouraged to apply for Wider Opportunities, but very few did.

Questions fifteen, sixteen and seventeen:
Girl attendance at an Annual Meeting was very low. A Council staff person had been introduced to the majority of the Scouts, and most girls had visited the local office. Of those retained, 71% had visited the local office.

Questions eighteen, nineteen and twenty:
Badges, as expected, were the main recognition earned by the majority of the girls responding; many had also earned challenges, interest project patches and signs. Girls that had been in Scouting at the time of the transition from the previous recognition program to the present one designated their specific achievements. The majority of the girls did not feel as though too much importance was placed on earning these recognitions, but that they were moderately important to them personally. Of the girls still involved with the Girl Scout organization, most indicated that recognitions were very important to them.

Questions twenty-one and twenty-two:
The "From Dreams To Reality" program was utilized in just over one-third of the troop settings, while the traditional Cadette handbook and a badge book were owned by the majority of the girls.
Question twenty-three:

The World of the Out-of-Doors was the area in which the majority of the girls had earned the most recognitions. The other worlds combined did not total the number indicated for the out-of-doors.

Question twenty-four:

This question was to be answered only by girls that were still members of the Girl Scouts. Seventy-eight responses indicated that the main reason for remaining in the program was because the activities were enjoyable. The fact that friends were still involved was the second most important factor, and the opportunities available through Scouting was rated as third. "Other" responses indicating reasons for remaining in Scouting were dominated by the fact that the program offered the opportunity to meet other people, that there had been parental pressure applied to continue membership or that they had just always been involved, indicating that it was a part of their way of life.

Question twenty-five:

Fifty-three girls indicated that they were no longer involved in Girl Scouts. Boredom was the main factor for dropping out as indicated by a majority of the respondents. Many girls stated that they did not have enough time to do everything they wanted and therefore had to drop out of something, namely Scouting.

Question twenty-six:

Most of the girls that had dropped out of Scouting indicated that they would return as an adult volunteer. The majority of these girls planned to be a leader or co-leader.
B. Conclusions

Comparing national retention statistics for the transition of these two program levels in Girl Scouting, Cadette to Senior Scouts, the Kentuckiana Girl Scout Council is atypical. The national retention rate for 1980-1981 was 8%. Of the 131 girls responding to this study, seventy-eight were still members for a 59.5% retention rate. The study included a possible 190 girls and even if all of those that did not respond to the questionnaire had dropped out of Scouting, the retention rate would remain at 41%. The high retention rate and a few other variables that were anticipated to have an effect on retention proved negative; this was quite puzzling. The reader can draw his/her own conclusions. The conclusions of the researcher were as follows:
1) New girl membership in the upper levels of Girl Scouting is very uncommon.
2) The longer girls are involved in Scouting the more likely they are to advance to the Senior level.
3) Retention of the same leader did not have an effect on girl retention.
4) Most troops met weekly and did have summer outings.
5) An extended trip was a part of most troop programs.
6) If the girls purchased or wore uniforms, they did not have a choice in deciding the design.
7) Most troop activities were jointly planned by the girls and leaders.
8) Troops needed money for programing and as a result they conducted additional fund raising. They did not enjoy these activities, but affluence, or lack of it, directly related to enjoyable activities, which in turn kept girls in Scouting.
9) Scouting is a family event, and the involvement of other family members did effect retention.
10) The Council staff members have met many of the girls outside the office despite the fact that many do visit their local office.

11) Recognitions were a big portion of the troop program although the girls were not pressured into working on them.

12) "From Dreams To Reality" is not utilized in many of the troop programs.

13) Girls that leave Scouting usually do so on a favorable note and will return as adult volunteers.
C. Recommendations

This study represents an attempt to identify factors that influenced the decision of Cadette girls to either drop out of Scouting or to advance in the program. The hopes of the researcher were to pinpoint the good and bad of what now exists through the eyes of the girls. As a result of this study the following recommendations were suggested:

1) Since girls do not join Scouts for the first time in the upper levels, strong recruitment efforts should be made at an early age.
2) Since the summer is a more leisurely time of the year, meetings should be conducted during this time.
3) Girl involvement in planning should be of the utmost importance.
4) Since girls enjoy Girl Scout planning, they should be included in greater numbers, especially at Annual Meetings.
5) Recognitions should be utilized but not over stressed.
6) Fun is a primary concern and should be considered foremost.
7) Additional research should be conducted comparing two or more Councils simultaneously.
8) A greater number of girls should be included in a pretest. The girls in this pretest may have been too homogeneous to reveal any problems that other girls might have with the questionnaire.
9) Statistical significance should be applied to such a study.
APPENDICES
APPENDIX A

MAP OF KENTUCKIANA GIRL SCOUT COUNCIL
APPENDIX B

LETTER OF INQUIRY
February 19, 1981

Ms. Florez
GSUSA
830 Third Avenue
New York, NY 10022

Dear Ms. Florez,

Hello! How have you been? It has been quite some time since Program Conference in Indianapolis, but I remember how helpful you were then and am once again turning to you for information.

I am finishing up my Masters degree and am about to embark on a thesis. I have chosen the broad topic of retention of girls going into Cadettes and Seniors; I haven't decided exactly which group I want to deal with just yet, but need some statistics as a beginning point. I also need permission of the National Organization to conduct the study and information on any other studies of this nature that have been done in the past. All of this composes a very "raw" idea and I would appreciate any input you have. Ideas, comments, information, suggestions, etc. that you can offer would be very helpful.

I feel as though an in-depth study of this type could be of great value to my council as well as GSUSA. I am sure that I will be in contact with you many times in the future; let me thank you now for your help- and that includes passing this letter on to another membership specialist if you cannot help me.

Briefly, my plans are as follows: I feel as though we lose many girls after they "bridge" to the next program level in the spring. Is the reason for this a change of schools, peer pressure, not enough programs geared to the interests of this age level, the lack of involvement over the summer, or what? I plan to obtain statistics on girl membership in 50 of our 56 counties, I am only surveying the Kentucky counties, not those in Indiana, even though they are a part of our council. I will also keep a record of the girls who "bridge" or
attend Cadette/Senior Weekend activities and then follow up with a questionnaire to those that do not re-register in the fall.

As I stated earlier, this idea is quite undeveloped and I am open to any suggestions etc. from you. Above all, I do need the permission of GSUSA to proceed with this and information on any stipulations that they may impose. Could you, please, help me expedite the initial procedures? I'll await a response from you or another National representative. Thank you for your time.

Sincerely,

Diane M. Weigel
Recruitment & Retention Director

cc: Don Long, Executive Director
    Nancy Wilhite, Community Development Director
February 27, 1981

Diane M. Weigel  
Recruitment and Retention Director  
Kentuckiana Girl Scout Council  
Caveland Service Center  
1128 Magnolia  
Bowling Green, KY 42101

Dear Ms. Weigel:

I received your letter regarding assistance on your thesis in relation to retention of Cadette and Senior Girl Scouts. You certainly have selected a challenging subject. The best person to assist you on this project is Dr. Adrienne Minnick, Research and Evaluation Analyst, and I have forwarded your letter to her.

I am interested in receiving a copy of your conclusions so please keep me in mind.

Good luck.

Sincerely,
February 27, 1981

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Kentuckiana Girl Scout Council  
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Good luck.

Sincerely,

Grace Florez  
Director, Membership Development

GF: ak

cc: Adrienne Minnick
APPENDIX C

PERMISSION TO DO STUDY
March 4, 1981

Ms. Diane M. Weigel
Recruitment and Retention Director
Kentuckiana Girl Scout Council
Cleveland Service Center
1128 Magnolia
Bowling Green, KY 42101

Dear Diane:

Grace Florez brought me your letter yesterday and we are excited about your proposed thesis topic. It indeed will be of extreme value to GSUSA!

Nationally, we haven't done a study recently that would be of any real help to you. Your thesis will be very timely because of all the recent materials that have been developed for the older girl.

I was interested in looking at the statistics, September 1980, to find that 8% of the Juniors bridged to Cadettes and 8% of the Cadettes bridged to Seniors. Although the percentages are the same I would feel that if you focused on the Juniors and Cadettes, your findings would be very valuable because it is between these age levels that the greatest loss of membership is found. Then, nationally, as deemed necessary, we could adjust the next age levels accordingly.

I assume that you are choosing the counties in Kentucky because you are familiar with this area. I used to be the Executive Director of Bartholomew County in Columbus, Indiana, so I personally am more conscious of your leaving out those "six" counties in Indiana than most would be!!!

Most girls do "bridge" at the end of troop meetings in the Spring and this was based on the old theory that girls would look forward to the new group in the Fall if she was introduced to it at the beginning of the summer. It doesn't seem to work out that way! Be sure that all your troops in your sample do bridge in the Spring.

Will you be contacting girls who dropped out? If so, be very cautious in writing your questions for them and also in the time span of your contact and their last troop meeting. Experience has shown us that girls relate to the present well and tend to tie an event of the past with their present situation rather than the real reasons for dropping at the time. (For example, if you asked me today why I dropped out of Girl Scouting last Spring, I would probably answer that I joined the girl's basketball team and it conflicts with the troop meeting. In
the Spring, my friends were pressing me to quit and continued to press me throughout the summer - this was the real reason for my dropping - but my being questioned now I give the basketball team as the reason.) So, if you need some help on what or how to ask this group, send on a draft of your questions and we'll review them for you.

A letter of introduction from your Executive Director would give you entry into the troops. It should give the purpose of your study and how the findings will be used in your council, "the findings of the survey will be available to all who participate and hope that they will enable us to serve girls of this age better in the future" - or something that makes the participants a part of the survey. They love to see the results of their efforts!

You have named four major variables, are there any others you feel important enough to include?

What period of time will your study cover - perhaps you could have a span of three years? Go back to records of a year ago, September 1979, use the records of this past September 1980 and get the ones of September 1981, this would give you a firm base of data for your conclusions.

Basically, your steps should be:

1. Formulate your problem.
2. Design the study, methods to be used, sample, and practical constraints (time, costs, personnel).
3. Methods and techniques to be used and determined.
4. Collection of data.
5. Analysis and interpretation.

Our only stipulation is that you give us a copy of your thesis for the GSUSA Library.

Please feel free to call on me as you proceed. I will be anxious to hear what you have chosen and how you are developing your survey.
Best wishes for continued success.

Sincerely,

(This is a copy of the original which was retyped for binding purposes, due to inappropriate spacing. See original on pages 51 and 52).
March 4, 1981

Ms Diane M. Weigel  
Recruitment and Retention Director  
Kentuckiana Girl Scout Council  
Cleveland Service Center  
1128 Magnolia  
Bowling Green, KY 42101  

Dear Diana:

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You have named four major variables, are there any others you feel important enough to include?

What period of time will your study cover - perhaps you could have a span of three years? Go back to records of a year ago, September 1979, use the records of this past September 1980 and get the ones of September 1981 - this would give you a firm base of data for your conclusions.

Basically, your steps should be:

1. Formulate your problem.
2. Design the study, methods to be used, sample, and practical constraints (time, costs, personnel).
3. Methods and techniques to be used and determined.
4. Collection of data.
5. Analysis and interpretation.

Our only stipulation is that you give us a copy of your thesis for the GSUSA Library.

Please feel free to call on me as you proceed. I will be anxious to hear what you have chosen and how you are developing your survey.

Best wishes for continued success.

Sincerely,

Adrienne K. Minnick, Ph.D.
Research and Information Services
APPENDIX D

RELATED LITERATURE INQUIRY
April 22, 1981

Dr. Adrienne K. Minnick
G.S.U.S.A.
830 Third Ave.
New York, NY 10022

Dear Dr. Minnick:

Hi! How are you? Things are very busy here, but school and spring activities winding down so it will be "over" soon... only to start in on summer school and fall recruitment!

I have completed the first three chapters of my thesis and am quite interested and involved in the study. My related literature (chapter II) is quite skimpy and I need more readings to add. I have used the approach of school drop-outs, membership problems and youth groups. I also have included a special section on wider opportunities and the "Dreams To Reality" program. To me, these are attempts to hold on to older Scouts as their interests grow and change. I would like to add more on this but can't seem to find too much more here. I know that you told me that there isn't much available on what I'm studying, but recently I came across a few older issues (1978) of Girl Scout Leader magazine which had some related articles as features dealing with retention and older-girl membership in general. It was pure luck that we still had these copies in the office and even more luck that I came across them. Girl Scout Leader magazine is not indexed in the Reader's Guide or anything else from what I can find. I feel as though there must be some kind of record of such publication features at National. There may even be copies of these in your offices and I would appreciate any of this. Can you find out anything about these?

I have decided to study retention of Cadette/Senior Scouts for this coming year and possibly incorporate past years through an independent investigation of some type. At any rate, my tool, a questionnaire, will be developed this summer and tested by my jury of experts, of which I hope that you will serve. After registration in the fall, about October 15, I will contact all of the girls
in our Council, all 56 counties, that have not re-registered and work directly with this "drop-out" segment. My thesis will be completed by May of 1982. I have made plans to spend some time with our Registrar in Louisville at the Council office this coming summer.

In the documents section of our university library, there is a listing about a G.S.U.S.A. annual membership report but I am not making much progress getting hold of this on an inter-library loan. Can anyone in the New York office help with this?

As I said before, I plan to develop the questionnaire over the summer and would appreciate any suggestions you have on this matter. I need to have answers that can be measured on a computer scale and, therefore, cannot use any open-ended questions. Plus, my cover letter needs to be strong and clear, but not too forceful.

Once again, any suggestion, comments, past writings, etc. would be helpful - thank you! Sorry for the mumble jumble of this letter, but my thoughts are scattered. I'll await your reply.

Sincerely,

Diane M. Weigel
To: 
Dr. Adrienne Minnick  
GSUSA 830 Third Ave.  
New York, NY 10022

From: 
Diane Weigel  
c/o 1128 Magnolia Ave.  
Bowling Green, KY 42101

Subject: letter of April 22, 1981  
Date: 5/15/81

Message: Haven't heard any response to my last letter and thought that I'd drop you another note with a copy of the letter enclosed. Will be registering for summer school classes on May 26th so I need to plan out my work for this summer in regards to my thesis and the questionnaire I plan to use. Do hope that you have some positive information and leads for my research. Thank you again for your help and consideration. Hope to hear from you soon.

Signed: Diane Weigel
APPENDIX E

RELATED LITERATURE RESPONSE
Friday, May 22, 1981

Dear Diane:

I am so sorry that I haven't gotten an answer off to you, but I have been out of the office part of the time, and "moved" when here.

It has been over ten years since The Leader had a yearly index. In scanning the editions from 1975 (anything earlier would not really be of value to you), here is a list of the articles re: Seniors and Cadettes. I have not had time to read each of them, but if you think articles' titles lend themselves to your purpose, I shall have them reproduced. I am sending along the '78 article which I think is the one you already have and several other pieces from the membership packets.

About two weeks ago each council received the "Gold Award Packet", there are several pieces in it that would be good I think. G.S.U.S.A. developed the Silver and the Gold Awards as retention pieces directed to the older girls. So look at the packets for both.

Another membership packet will be out next month. Articles haven't been approved as yet, so you be alert to its arrival in a council mailing in the near future.

Retaining Seniors and Cadettes (our smallest groups) has become increasingly difficult. Many facts on attitudes and lifestyles can be found in the Environmental Reports. I am just sending one to press for 1981. It should be out in July. (May even be late June). You might want to review this year's and last year's report and see if you can pick out some trends or facts that might be valid reasons for girls of this age to "skip" Girl Scouts or drop out at the Junior High level. (Educational approaches, women, lifestyles, and technology). You then might pursue some of these types of ideas and see if you come up with being able to validate why girls as they grow older feel the Girl Scouts is for the "very young".

Also including annual report. The 1980 one is just about to go to print. I will see that you get one.

This is in haste - and I haven't much to send you - but hope this helps a little.

Sincerely,

(This is a copy of the original which was retyped for clarity. See original on pages 60 and 61).
October 26, 1981

Ms. Diane Weigel
Caveland Service Center
Kentuckiana Girl Scout Council
1128 Magnolia
Bowling Green, KY 42101

Dear Diane:

Sorry I have missed your call Thursday. I understand that you are going to convention. You will gain a great deal from that experience!

So far, I haven't seen the questionnaire that you were developing this summer?? Did, however, want you to know that we have 3 National studies that we will be doing during this fiscal year September 81-September 82. All of them should be a great deal of help to you-even if we haven't completed them when you are finishing your thesis.

. assessing the program and delivery for 12-17 year olds.
. girl and adult retention.
. alternate ways to participate in Girl Scouts.

Membership Development is developing a regular quarterly packet which your office has received. (2 packets so far). Use these packets as recent references of our efforts on recruitment and retention. They should be of some help to you.

Keep in touch - hope these last few courses you are taking prove interesting, otherwise it becomes even harder to study, work and write.

Best wishes,

(This is a copy of the original which was retyped for binding purposes, due to inappropriate spacing. See original on page 62).
Dear Diane:

I'm so sorry that I haven't gotten an answer from you but I have been out of the office part of the time and "snowed" when here.

It has been over ten years since the leader had a yearly index. I'm scanning the editions from 1975 -- (any articles earlier would not really be of value to you) here is a list of the articles re: Junior Cadettes. I have not had time to read each of them, but if you think any articles of the leader are their own, I expect purpose to sent here them reproduced. Submitting along the '78 article which I think is the one you already have and several other pieces from the membership packet.

About two weeks ago each council received the "Gold Award Packet" -- there are several pieces in it that would be good. I think GSUSA developed the Silver and the Gold awards in retention pieces directed to the older girls. So look at the packets for both.

Another membership packet will be out next month -- articles haven't been approved as yet, so you be alert to it arriving in a council mailing in the near future.

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just on attitudes and lifestyles can be found in the Environment Reports. I am just sending one & there is one for 1981 - I should be out in June. (maybe even in late June) — You might want & review these years old-year report and see if you can find any: some trends or facts that might be valid reason for just I this age & "skip" (start) or drop out at the Junior High level. (Educational emphasis, women, lifestyles, + technology) — You then might pursue some of these topics or ideas and see if you come up with being able & validate why girls as they grow older feel the "Girl Scouts are for the very young" — This is excluding annual report. The 1980 one is just about & go to print. Times are that you get me. This in hand - and however much & send you; but hope this help a little.

Sincerely

[Signature]
October 26, 1981

Ms. Dianne Weigel  
Caveland Service Center  
Kentuckiana Girl Scout Council  
1128 Magnolia  
Bowling Green, KY 42101

Dear Dianne:

Sorry I have missed your call Thursday. I understand that you are going to convention. You will gain a great deal from that experience!

So far, I haven't seen the questionnaire that you were developing this summer?? Did, however, want you to know that we have 3 National studies that we will be doing during this fiscal year September 81 - September 82. All of them should be a great deal of help to you - even if we haven't completed them when you are finishing your thesis.

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Keep in touch - hope these last few courses you are taking prove interesting otherwise it becomes even harder to study, work and write.

Best wishes,

Adrienne K. Minnick  
Ph D  
Research and Information Services
APPENDIX F

GENERAL CORRESPONDENCE
November 2, 1981

Adrienne K. Minnick, PhD
Research & Information Services
GSUSA
830 Third Avenue
New York, New York 10022

Dear Dr. Minnick,

Received your letter with the annual report today, my first day back to work since Houston. What a day! I extended the week by flying up to Dallas to spend a few days with a cousin that I hadn't seen in a few years. A very good time!

While in Houston, I met with Denise Sizer and presented my questionnaire and the chapters that I have completed to her. She seemed quite pleased and gave me some helpful suggestions. At the last meeting with my committee, the first meeting of the full committee, they suggested that I approach all of the girls, not just the ones that have dropped out to get a good comparison of reasons for staying in and reasons for dropping out; some of which could be quite similar.

The change doesn't involve that much more work, but I have been assured that it will produce a "better" thesis. I'm very excited and determined to get it in the mail by the end of this month. I will have more of the other chapters revamped by then, too, and will send you copies of it all then. Ms. Sizer mentioned a few other resources that might be helpful to me and said that she'd send those out to me. The annual reports are really helping.

Again, thank you for your time, interest and help.

Sincerely,

Diane M. Weigel

DMW/bab
November 12, 1981

Ms. Diane M. Weigel  
Kentuckiana Girl Scout Council  
Caveland Service Center  
1128 Magnolia  
Bowling Green, Kentucky 42101  

Dear Diane:

I was glad to hear that you were able to bounce off your questionnaire and completed chapters with Denise at convention! She didn't mention that she was sending you some resources so I am not sure what they will be!

Your committee's suggestion is very good, because by making your sample inclusive of those retained as well as those who have dropped, your analysis will be much more definitive. It will be interesting to see how many of the same reasons will be given for dropping as for staying.

You Make A Difference and Let's Make It Happen, the new handbook and supplement for Cadettes and Seniors also should be added to your literature if you haven't put them in Chapter #2.

I had been looking forward to receiving your questionnaire, I hope you will still send it on to me.

In looking at your September 30, 1980 and 1981 figures, your council has gained 124 Cadettes and lost 11 Seniors. Three of these 124 Cadettes are new so the rest would be Juniors who bridged. Also be sure to look at the 128 non-troop girls and see how many of those are Cadettes or Seniors and include them in your sample.

Keep plugging and do keep in touch.

Cordially,

(This is a copy of the original which was retyped for binding purposes, due to inappropriate spacing. See original on page 66).
November 12, 1981

Ms. Dianne M. Weigel
Kentuckiana Girl Scout Council
Caveland Service Center
1128 Magnolia
Bowling Green, KY 42101

Dear Diane:

I was glad to hear that you were able to bounce off your questionnaire and completed chapters with Denise at convention! She didn't mention that she was sending you some resources so I am not sure what they will be!

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I had been looking forward to receiving your questionnaire, I hope you will still send it on to me.

In looking at your September 30, 1980 and 1981 figures, your council has gained 124 Cadettes and lost 11 Seniors. Three of these 124 Cadettes are new so the rest would be Juniors who bridged. Also be sure to look at the 128 non-troop girls and see how many of those are Cadettes or Seniors and include them in your sample.

Keep plugging and do keep in touch.

Cordially,

Adrienne K. Minnick, Ph.D.
Research and Information Services
APPENDIX G

PRETEST PARTICIPANTS
PRETEST PARTICIPANTS

1) Carol Beetem  
   2746 Mohawk Dr.  
   Bowling Green, KY 42101

2) Patti Beetem  
   2746 Mohawk Dr.  
   Bowling Green, KY 42101

3) Mary Eade  
   1205 Apache Way  
   Bowling Green, KY 42101

4) Linda Liles  
   2715 Cheyenne Dr.  
   Bowling Green, KY 42101

5) Jennifer Rudd  
   2444 Smallhouse Rd.  
   Bowling Green, KY 42101

6) Sally Scott  
   2505 Mohawk Dr.  
   Bowling Green, KY 42101
November 23, 1981

Dear Scout,

I have been involved in Scouting for over eight years, the last two of which have been as an adult staff member serving the Kentuckiana Council. Through my constant contact with girls and leaders alike, I have chosen and found my lifetime career.

My current job deals specifically with keeping tallies, statistics, records of trends, etc., on membership in my area of our Council. Over the years, and through past research, I have noticed that a large number of girls decide to leave Scouting before becoming Senior Scouts. As one who is interested in Scouting, this concerns me very much. Due to this factor I have decided to do a study for the completion of my Masters degree of the reasons why some girls stay in Scouting and others drop out. I hope to learn some things that could help Girl Scouts to better meet the needs of older girls.

You have been selected as one of the members of my survey. The research is totally dependent upon you and the others who have been selected. Please take the time to fill out and return the enclosed questionnaire in the envelope provided by Friday, December 4, 1981. Please answer the questions honestly and openly, your answers will remain totally confidential. No one will see them but myself.

In advance I'd like to thank you for your contribution to a very meaningful portion of my education and the future of Girl Scouting.

Yours in Scouting,

Diane M. Weigel
Recruitment Director
APPENDIX I

SCOUTING SURVEY
1. How many years have you been in Girl Scouting? (check one)  
   ___ 1-4  ___ 5-7  ___ 8-10  
2. How many years have you been under the direction of your latest leader? (check one)  
   ___ 1-3  ___ 4-5  ___ 6 plus  
3. How often did your troop meet? (check one)  
   ___ weekly  ___ bi-weekly  ___ monthly  
   ___ other (please specify)  
4. Were meetings and outings held during the summer months as well as during the school year? (check one)  
   ___ yes  ___ no  
5. Did you ever go on an extended trip with the troop? (longer than 3 days and 2 nights) (check one)  
   ___ yes  ___ no  
6. Were you given the opportunity as a troop to design your own troop uniform within the Girl Scout guidelines? (check one)  
   ___ yes  ___ no  
   ___ don't know  
7. Do you feel as though there was an adequate amount of girl involvement in the plans for the troop program? (check one)  
   ___ yes  ___ no  
   ___ don't know  
8. What activities did your troop participate in that you found most enjoyable? Least enjoyable? (please indicate the most enjoyable with a "1" and the least with a "2". Disregard all others mentioned.)  
   ___ Camping  ___ Community involvement  
   ___ Sports  ___ Travel  
   ___ Social  ___ Fund raising  
   ___ Service  ___ Badge work  
   ___ Arts and crafts  ___ Other (please specify)  
9. Did your troop ever conduct a fund raising event other than the Council calendar and cookie sale? (check one)  
   ___ yes  ___ no  ___ don't know
10. Was any family adult (parent, aunt, uncle, guardian) actively involved in the Girl Scout program? (check one) __yes ___no ___don't know

11. Do you or did you have any sisters that were Girl Scouts? (check one) __yes ___no

12. Did you take part in any of the following Girl Scout trainings? (check all that apply)
   __None
   __First Aid
   __Canoeing/swimming/boating certification
   __Counselor-In-Training
   __Activity Task Force
   __Kentuckiana Tune-Up?Folk Dancing
   __Other (please specify) ____________________________

13. Do you know what a Scoutership is? (check one) __yes ___no

14. Were you ever encouraged to apply for a Wider Opportunity (check one for each)
   __yes ___no  If yes, did you apply? __yes ___no

15. Did you ever attend an Annual Council Meeting? (check one) __yes ___no

16. Did you ever meet a Council staff person? (check one) __yes ___no

17. Did you ever visit your local Girl Scout office? (check one) __yes ___no

18. Did you earn any of the following in Girl Scouting? (check all that apply)
   __badges
   __signs
   __interest project patches
   __challenges
   __other (please specify) ____________________________

19. Do you think that too much importance is placed on earning these recognitions? (check one)
   __yes ___no

20. How important are these awards to you? (check one)
   __not important at all
   __moderately important
   __very important
21. Did your troop work on any part of "From Dreams To Reality (check one) ___yes ___no

22. Did you own a Cadette handbook? (check one for each) ___yes ___no Badge book? ___yes ___no

23. Which of the five worlds did you earn the most badges in? (check one)

___ World of People
___ World of Today and Tomorrow
___ World of Well-Being
___ World of the Arts
___ World of the Out-of-Doors

If you are still in Scouting please answer #24 as your final question. If you have not re-registered in the Scouting program this year, please go to questions 25 and 26.

24. Which of the following have kept you in Scouting again this year? (check all that apply)

___ friends still members
___ relationship with leader/co-leader
___ activities enjoyable
___ opportunities
___ future career preparation
___ other (please specify) ____________________________

25. Which of the following aided in your decision to leave Girl Scouting? (check all that apply)

___ plan to re-register later this year
___ friends no longer members
___ cost
___ activities not geared to personal interests
___ change of school
___ change of leader
___ uniform
___ lack of uniform
___ no troop to go into
___ troop meeting place/time not convenient
___ not enough boy-girl interaction
___ joined another organization/club (please specify)

___ boring, not enough new experiences
___ other (please specify) ____________________________

26. Do you think that you will return to Scouting as an adult volunteer? (check one) ___yes ___no
In what position? (check all that apply)

- troop leader/co-leader
- trainer
- committee member
- community volunteer
- school/area recruiter
- fund raiser
- program specialist ie: badge work, outdoor skills, songs and games
- campus Scout
- other (please specify)
December 14, 1981

Dear Scout,

As of today I have not received your completed questionnaire that was mailed on November 28, 1981. It is very important that I hear from each girl included in the study. Please take a few minutes to complete the additional questionnaire that I have included with this letter and return it in the enclosed self-addressed, stamped envelope provided.

Please disregard this reminder if you have recently mailed your response. Again, I'd like to thank you for your contribution to Scouting and my study.

Yours in Scouting,

Diane M. Weigel
Recruitment Director
BIBLIOGRAPHY


