

Strategic Priorities

2021-2022

Girl Scouts of Greater Los Angeles turns 100 this year and we are excited to celebrate this milestone! COVID-19, which has changed our Girl Scout community in ways none of us could have imagined, is waning throughout our council region. Our girls, who have experienced uncertainty and loss, missed school and gatherings with families, friends and their troops, are starting to gather in person again, laughing and exploring and easing into to a “new normal.” We have been profoundly impressed by their resilience, and by stories of ways they’ve made the best of a very different reality.

Throughout the pandemic, we transformed in-person Girl Scout programming into unique virtual experiences to meet our girls wherever they were. We leveraged our organization’s strength and talent to deliver our core pillars of STEAM, Life Skills, Entrepreneurship, and even Outdoors to the homes of girls across our council. No surprise, our girls have consistently risen to the challenge—making the world a better place, despite their confinement to home. We are delighted to see them begin to gather safely in person again, taking on adventures, and planning the Girl Scout Leadership Experiences they know and love so well!

With this backdrop, inspired by our girls’ remarkable resilience, we created our council’s 2021-22 Strategic Priorities. Our strategic planning looked a little different this year. Instead of creating our traditional three-year plan, we focused on near-term priorities—our Recovery Phase. The pandemic necessitated significant operational, fiscal and strategic shifts for the council; our recovery plan sets the path to *leverage our strengths to stabilize and focus our priorities to sustain our organization, ensuring the resources needed to accomplish our mission and prepare for the future.*

We have so much to celebrate. Our 100 years of history and traditions are the solid launching pad as we soar into the future. Our mission is more important than ever, and we are committed to providing programs that engage and inspire girls as we recover from this uniquely challenging chapter in our long, beautiful history.

Yours in Girl Scouting,



Theresa Edy Kiene

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Chief Executive Officer



Ellen E. Swarts

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Chair, Board of Directors