



PROPERTY PLANNING PROCESS FOCUS GROUPS

In July, the property planning process began with an online survey, launching our first step in research and data collection. **The *Voices to Vision* online survey is still open through the end of October 2013.** If you have not taken the survey, please click on the appropriate link below to participate:

- girl and parent survey: <http://www7.intellisurvey.com/run/mur0701gsgla?pan=99>
- volunteer survey: <http://www7.intellisurvey.com/run/mur0701gsglavol?pan=99>

In addition to the online survey, GSGLA market research will be conducting in-person focus groups with girls, troop leaders, and volunteers. **Participants will be compensated.**

The focus groups will be held on **Wednesday, October 16, 2013 in Montrose** and **Thursday, October 17, 2013 in Downtown LA.** The sessions will be **90 minutes** and will be held at the following times:

- **4:00 pm for 2nd & 3rd graders, must arrive by 3:40pm**
- **5:45 pm for 4th & 5th graders, must arrive by 5:25pm**
- **7:30 pm for adult volunteers, must arrive by 7:10pm**

(Separate one-on-one sessions will be held for girls in 6th grade and above.)

If you are interested in participating, please email your name, phone number, troop level, and troop number, as well as a list of Girl Scout activities you have participated in over the past year to survey@murphyresearch.com. Spots are limited and your email submission **does not** ensure a spot. We will begin contacting those selected on **Monday, October 7, 2013.**

While not all members will be able to participate in the focus groups, all members can take the online survey:

- girl and parent survey: <http://www7.intellisurvey.com/run/mur0701gsgla?pan=99>
- volunteer survey: <http://www7.intellisurvey.com/run/mur0701gsglavol?pan=99>

By taking the online survey you play a critical role in the decision-making process regarding GSGLA camp properties and program centers. You will help shape the future of Girl Scouting in greater Los Angeles. Your perspective is important in identifying the needs and desires of our diverse membership.

Throughout the market research process, updates on the progress, input, and recommendations will be made available. [Click here](#) for the *Voices to Vision* property planning timeline to see when the town hall meetings will be held in the fall.

For information and updates visit www.girlscoutsla.org and click on *Voices to Vision*, or follow this link: www.girlscoutsla.org/pages/camp/PropertyPlan.html.

Thanks so much for your participation and for contributing your *Voice* to GSGLA's *Vision*.

Questions? Email propertyplanning@girlscoutsla.org