



OK ETHICS COMMUNITY IMPACT AWARDS – 2014

The purpose of this award(s) is to recognize organizations* that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:

SECTION ONE:

I) Education: Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the measurable width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

II) Community: Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

**Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*

SECTION TWO:

COMMUNITY IMPACT AWARD APPLICATION - 2014

I. Please indicate which Community Impact Award your company is applying for:

Education _____ Community: X

II. In less than 500 words, please describe the initiative(s) that the company has undertaken.

The Girl Scout program begins building courage, confidence, and character at a young age. Even the youngest members will begin to make the world a better place. This is our mission. And this is our reality. From the time a girl enters the organization, the Girl Scout Promise and Law become the cornerstone for developing strong principles and ethical leadership.

The Girl Scout Promise

On my honor, I will try:

To serve God and my country,

To help people at all times,

And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Every member pledges to live by the Girl Scout Promise and Law, including the adult volunteers. It guides us all as we strive to make a difference in the lives of these young girls and in the world at large. The Girl Scout program does not stop there. With a very deliberately structure, the program portfolio is crafted to provide progressive leadership experience and continually challenge girls to discover, connect, and take action. These three keys to leadership have specific outcomes which help guide each girl's experience:

15 Outcomes of the Girl Scout Leadership Experience:

DISCOVER (self)

1. Girls develop a strong sense of self.
2. Girls develop positive values.
3. Girls gain practical life skills.
4. Girls seek challenges in the world.
5. Girls develop critical thinking.

CONNECT (with others)

6. Girls develop healthy relationships.
7. Girls can resolve conflicts.
8. Girls feel connected to their communities, locally and globally
9. Girls promote cooperation and team building.
10. Girls advance diversity in a multicultural world.

TAKE ACTION (service)

11. Girls can identify community needs.
12. Girls are resourceful problem solvers.
13. Girls advocate for themselves and others, locally and globally.
14. Girls educate and inspire others to act.
15. Girls feel empowered to make a difference in the world.

DISCOVER + CONNECT + TAKE ACTION = LEADERSHIP

Every program, including camps, bring these outcomes to the forefront of planning and are surveyed for effectiveness and future planning. Even the popular Girl Scout Cookie Program is purposefully designed to teach valuable life and business skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.

A recent alumnae impact study revealed that women who were Girl Scouts display positive life outcomes to a greater degree than women who were not Girl Scouts. This was true regardless of age, generation, social class, race, or engagement in other extracurricular activities. The spectrum of positive life outcomes included greater civic engagement and more involved in community service. Simply stated, Girl Scouting works.

III. Please provide relevant demographics. What group of people does your specific initiative reach?

<i>Overall demographics of group impacted by initiative:</i>
<i>Is this initiative local, state, national or international in scope?</i>
<i>Please specify the number of community members reached:</i>

Girl Scouts of Eastern Oklahoma specifically targets girls in grades K-12 with their Leadership Experience. Hand in hand with the programs for girls, adult leaders and volunteers are provided with a wealth of training and opportunities to share their expertise. This directly reaches nearly 10,000 girls and over 2,400 volunteers across 30 counties in eastern Oklahoma.

Some of our programs are designed specifically to reach “at risk” girls who may not otherwise have the opportunity to experience Girl Scouting. This includes, but is not limited to, in-school programs where the girl population has been identified at risk, housing programs, girls who have a mother currently incarcerated in Oklahoma, girls located in rural areas where access to resources may be limited, and a special troop at the Oklahoma School for the Blind. There are currently 2,620 girls specifically enrolled in these initiatives.

An additional benefit to many of our community outreach programs is strong partnerships within the community. Our current list includes the Oklahoma Department of Corrections, Salvation Army Boys & Girls Clubs, Tulsa Educare, Resonance, Greenwood Cultural Center, Full Gospel Family Outreach Ministries, Oklahoma School for the Blind, Parkside, Martin Luther King Center, Camp Fire Green Country, New Hope, Celebrate Recovery (Inside Out), New Life Homes, Just The Beginning, Tulsa Public Schools, and Muskogee Public Schools.

The resulting impact can be as close to home as a community or as far away as a foreign country as the girls pursue their vision of making the world a better place.

SECTION TWO (CONTINUED):

IV. Describe the impact that your organization's initiative has had on the campus or community: Please support your response with as much *empirical*, rather than anecdotal, data as much as possible. In other words, what measurements do you use to determine how/if the efforts are having a positive impact?

Beyond the direct impact, every Girl Scout whether an individual or troop member reaches out into her community as part of the Girl Scout program. This impact is impossible to measure, but one can imagine the wide reaching effects of 600 troops and 10,000 girls finding their own initiatives where they can make their world a better place. For some, this means creating food drives to feed the hungry or making sure every child served by a local support program has a backpack for school. For others it expands into peer awareness and commitments to refrain from texting while driving and pursuing legislation or creating an arts program for an African orphanage.

Our highest awards all focus on community service with a rigorous set of requirements and leadership milestones. Girls can begin to earn these awards as Junior Girl Scouts (grades 4-5) through their last year as an Ambassador Girl Scout. This year, we are pleased to award these elite honors as follows:

- Bronze Award: 159 girls (22 troops) all of 2013
- Silver Award: 40 girls (10 troops) all of 2013
- Gold Award: 7 girls to be awarded in April, 2014

All Girl Scouts can earn awards as part of the Leadership Experience every year. We currently average approximate yearly awards as follows:

- 500 Daisy Journey Awards (grades K-1)
- 500 Brownie Journey Awards (Grades 2-3)
- 350 Junior Journey Awards (Grades 4-5)
- 150 Cadette Journey Awards (Grades 6-8)
- 50 Senior Journey Awards (Grades 9-10)
- 20 Ambassador Journey Awards (Grades 11-12)

Ongoing measurement of our internal impact is based on the 15 outcomes referenced in Question #1. Some programs measure a few while others embrace many and are surveyed at the end of each program. On an overall level, we focused on four initial outcomes for council baselines. We have completed our second year of assessment on four identified outcomes:

DISCOVER (self)

1. Girls develop a strong sense of self. (72% of girls felt they achieved this.)
4. Girls seek challenges in the world. (50% of girls felt they achieved this.)

CONNECT (with others)

7. Girls can resolve conflicts. (56% of girls felt they achieved this.)

TAKE ACTION (service)

12. Girls are resourceful problem solvers. (49% of girls felt they achieved this.)

Our outcomes are longitudinal and not program specific, so we assess over the course of the entire year

at all levels from K-12. This year we are gathering data to establish baseline percentages of achievement for the other 11 outcomes so next year we will be able to start measuring our continuation of impact and growth on a wider basis.

Of course, the impact of a girl that extends into her family, her community, and her world that grows with each year, is almost immeasurable! With 102 years behind the organization, we expect to see that continue to widen through the generations.

- V. Please scan and attach a letter(s) of recommendation from the campus or community impacted by your company's outreach.** (Candidates are reminded that files submitted by email cannot exceed 3 mb, however other options are available for submitting larger files. See notes below.)
- VI. Please provide four high resolution, professional images (in JPEG formats) that best represent your organization's initiative.** If your organization wins, these could possibly be used for the PowerPoint presentations as well as in the print program. If these exceed the size limits, we can make arrangements to accept these items in a DVD, so long as the deadlines are met. (Contact Shannon Warren at warrenokla@cox.net.)

SECTION THREE:

APPLICANT AGREEMENT:

I. The Community Impact Awards will be presented during the annual OK Ethics Awards program, typically identified with the annual Compass Award® program. Candidates understand that this program is also intended to raise revenue for the Consortium in order to maintain its current programs and to provide funding to the Foundation's initiatives in assisting student business ethics chapters throughout the state. Because of the combined use of the funds, one may not be able to claim the cost of admission to the event as a charitable contribution. Please consult with your tax advisor.

II. Award recipients and finalists are expected to purchase a table¹ for eight participants to attend the awards luncheon on April 24. Costs for tables may be found on the Registration Form located on the OK Ethics website.

[Tulsa Chapter - Click here to register.](#)

[OKC Chapter - Click here to register.](#)

NOTE: A 10% early bird discount will apply to reservations received before April 10th.

III. Award applicant understands that submissions become the property of the Oklahoma Business Ethics Consortium and Foundation. Applicant agrees that, in the interest of sharing best ethical practices with other organizations, OK Ethics may make these submissions public and display the company logo and photographs in promotional materials.

IV. Applicant also gives permission for OK Ethics to conduct independent background checks. Inaccurate or misleading statements and other behavior considered inappropriate by nominees will result in termination of consideration, or possibly revocation of the award if discovered after the award has been presented.

V. Award recipients acknowledge that photos may be taken and shared in a variety of public venues (e.g. print publications, FaceBook, etc.) Applicant holds OK Ethics, its members and officers, harmless for the use of these photos.

¹ Note that winners from certain membership ranks are not required to buy additional seats. For instance, the OK Ethics Pinnacle, Navigator and Star members demonstrate the highest level commitment to OK Ethics. These contributors are already entitled to tables at the annual Compass Awards banquet as part of their membership benefits. Compass Awards are also part of the benefits that Leading Members enjoy, while Horizon member receive a substantial discount to attend the event. See website for a list of participating companies.

Special Notes:

OK Ethics reserves the right to request removal of this acknowledgement within a year's period and/or if conduct is discovered that could tarnish the image of the award. Applicant agrees that it will not assert any claim or legal proceeding against OK Ethics or the officers if the award is revoked, regardless of the reason given.

Deadline & Submission:

The deadline for submitting an application is 3:00 on Thursday, March 27. No applications will be accepted after that time. **You may scan and email your application to warrenokla@cox.net . The electronic file must not be larger than 3 MB. (Or, you may mail larger files to OK Ethics, P. O. Box 3174, Oklahoma City, Oklahoma 73101-3174. Note that applications sent to the post office box and delivered after that date will not be accepted, regardless of the postmarked date.) To arrange other delivery options, please contact Shannon Warren with OK Ethics at (405) 858-2233 at least a week prior to the deadline.**

By signing below, applicant (or applicant's representative) confirms his/her authority to submit this entry on behalf of **Girl Scouts of Eastern Oklahoma.** Signature below attests that:

- 1) The information provided in this organization has been approved for submission by the appropriate authorities within the organization.
- 2) To the best of the applicant's knowledge,
 - a. No untrue statement of a material fact is contained in the Application and
 - b. No omission of a material fact (that I am legally permitted to disclose) affecting my organization's practices has been made.

Signature: Electronic Signature Submitted

Printed Name:

Ingrid Williams

Title:

Director of Communications

Applicant Name:

Girl Scouts of Eastern Oklahoma

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