

BACKGROUNDER



STUDIO 2BSM GIRL SCOUTS AND TEENS

WHY STUDIO 2B?

According to *Ten Emerging Truths: New Directions for Girls 11-17*, a study conducted by the Girl Scout Research Institute (GSRI), girls in this age range want to:

- be part of a group that they create
- participate in activities they choose
- talk about topics that interest them
- be advised by a variety of adults to whom they relate

The research included input from thousands of teens and preteens (in and out of Girl Scouts), their families, and volunteers nationwide. As a result, in October 2002, Girl Scouts developed STUDIO 2B for girls 11-17.

Other studies by GSRI revealed that almost one-quarter of teens have fewer than three adults they can go to if they are in trouble or need help. (It is estimated that by 2005 there will be approximately 15 million girls in the 11-17 age group.) STUDIO 2B is committed to recruiting adult advisors of all ages who can relate to girls, partner with them and their families to share their experiences, and help facilitate activities that girls choose.

ACTIVITIES

Girl Scouts mirrors the interests of girls today with more options, flexibility, and an enriching focus on a by girls, for girls approach. Girls can still participate in the traditions they have always enjoyed such as camping, cookie program activities, earning badges, and achieving the Girl Scout Silver and Gold Awards.

THE FOUR BS—THE GIRL SCOUT PROGRAM GOALS TEENS RELATE TO

STUDIO 2B is the place for girls to:

- BECOME** celebrating themselves today and becoming their best in the future
- BELONG** being part of a group where they have fun, relate to others with respect, and form lasting friendships
- BELIEVE** developing ideas and voicing what is important to them
- BUILD** taking action on what they care about and making a difference

BY GIRLS, FOR GIRLS

Girls say they need and value advice from adults, but want their experiences in STUDIO 2B to be by girls, for girls (BGFG). In STUDIO 2B, girls lead the way—and adults serve in the role of advisor. The By Girls, For Girls National Advisory Committee is a team of girls from across the country who advise Girl Scouts of the USA on how to keep Girl Scouting relevant. They give input on the content and design of resources and maintain their own Web page on www.studio2b.org.

STUDIO 2B RESOURCES

- STUDIO 2B BASICS** — the core book girls can carry with them to help plan, connect, and do activities.
- THE STUDIO 2B COLLECTION SERIES** — books that address the distinct needs, interests, and concerns of girls ages 11-13, 13-15, and 15-17. Each book contains celebrity interviews, first-person accounts, quizzes, advice columns, and activities.
- STUDIO 2B FOCUS BOOKS** — hands-on, skill-based, practical materials centered around different activities such as money management, entrepreneurship, fitness and nutrition, building self-esteem, and writing skills.

STUDIO 2B Charms

Each Focus book has a corresponding charm that girls can earn for setting and achieving their goals, and then wear on a bracelet, backpack, or clothing.

www.studio2b.org

studio2b.org is an online site where girls 11-17 can submit stories, send iMail, read feature articles about their world, and get advice and information on topics important to them.

STUDIO 2B *destinations*

The STUDIO 2B *destinations* page on the STUDIO 2B Web site provides the latest information about year-round travel, workshops, and special events, including how to register and/or qualify.

Additional Resources

New polls, quizzes, and feature articles are added monthly to www.studio2b.org, and postings to the STUDIO 2B *destinations* pages are updated often. Other resources and events include girlsgotech.org, the Latina Conference, and the Girl Scout Gold Award Young Woman of Distinction. Resources based on girls' interests are added frequently.

HISTORY

Juliette Gordon Low founded Girl Scouts in the United States in 1912. It was her mission to create an organization that would be an advocate and voice for girls throughout the ages.

“I realize that each year [Girl Scouting] has changed and grown until I know that, a decade from now, even a year from now, what I might say of it would seem like an echo of what has been instead of what is.... So, today, instead of trying to tell you what Girl Scouting means to me, I should like each of us to ask herself, “Where is Girl Scouting leading us?”

—Juliette Gordon Low, 1925
Girl Scout Birthday message

WHO WE ARE

Girl Scouts of the USA is the world's preeminent organization dedicated solely to girls—all girls—where, in an accepting and nurturing environment, girls build character and skills for success in the real world. In partnerships with committed adults, girls develop qualities that will serve them all their lives—like strong values, a social conscience, and a conviction about their own potential and self-worth. In Girl Scouts, girls discover the fun, friendship, and power of girls together. Through many enriching experiences provided by Girl Scouting, they grow courageous and strong.

