



Your business and ours- sort of like a dynamic duo (Batman and Robin), only with less spandex."

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JOURNEY OF A LIFETIME:
A CELEBRATION OF 100 YEARS OF GIRL SCOUTING

girl scouts of nypenn pathways

Program Change and Management Expansion: 1963-1976
This era witnessed dramatic social change: Congress enacted Civil Rights legislation, young people joined the peace movement during the Vietnam War, women explored new opportunities that were opening to them, and environmental advocacy became part of the national dialogue. It also was a time of change in Girl Scouting.

A survey begun in the 1960's showed a need to align Girl Scout programming with the developmental patterns of contemporary girls. Four program levels were the result of the "Framework for Progression": Brownie, Junior, Cadette, and Senior. Troops and councils were completely reorganized and a consolidation initiative known as "Under the Green Umbrella" established new councils throughout the country.

Global Friendship Recognition
In 1988, the Troop of Foreign Girl International Friendship Recognition was introduced for Girl Scouts in troops organized in different nations. This award could be achieved in more than one country.

Projects Aimed at Retaining Older Girls and Developing New Leaders
In 1988, the Pigeon Project was launched as an effort to retain girls in Girl Scout programming through the Senior level, and to broaden interest in Girl Scouting on the part of girls and adults. Girl Scouts also provided program leadership assistance to girls in inner-city and Mexican-American communities by supporting person-to-persons to recruit and train neighborhood leaders.

OHA Girl Scouts Traveling Installation

After completing and seeing the SUNY College of Environmental Science and Forestry 100 year anniversary installation located in the ever so beautiful Moon library on SU's campus, another member of the Onondaga Historical Association called upon assante design to help with their 100 Year Anniversary Traveling Timeline for The Girl Scouts. The installed traveling exhibit will be educating spectators and visitors all over The United States. The design consisted of many historical images and documentation placed into a time-line format that not only educated the public on the history of the Girl Scouts but also gave an aesthetic feel to the images. This project allowed us to display our artistic talents but also allowed us to become even more involved in another community project here in Syracuse. If this traveling exhibit comes close to your hometown over the next year on the road, please make time to see it if at all possible.

Note: This is the second installation/design/install project that assante design has worked closely with Media Finishings. Their attention to detail is top-notch and end results are perfectly done, not to mention the turn-around of these artisans being spot on... a big "thank you" goes out to Peter for working his magic in order to produce a beautiful piece worthy of mentioning.

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The difficulties of World War II were met by Girl Scouts and their leaders across the country as girls assisted their communities during the hard war years. In the post-war era, urbanization and suburbanization had an impact on American girls, their families, and communities, as it also did upon Girl Scouts USA.

A Five-Year Development Plan, begun in 1931, was the first comprehensive review of the Girl Scout organization, initiating a practice of re-assessment that continues to this day. The revisions laid out in a 1935 Program Study called for an increase in the number of program levels and by 1938 there were three: Brownie, Intermediate, and Senior Scouts. In addition, a project for major council realignment reflected the ever-evolving organizational structure of the Girl Scout movement.

Girl Scouts "Stand Ready" During World War II
Upon the entry of the U.S. into World War II in 1941, Girl Scouts were urged to "stand ready to defend America". Girls made paper warheadshells, collected scrap metal and tin, and were taught home-making skills so that their mothers could afford children's classes. Girl Scouts served as nursing aides, cared for children, collected aluminum, paper and clothing, rolled bandages and helped at the USO. At the end of the war, Girl Scouts made up bags of essentials for distribution to relief workers in liberated overseas.

Post-War Growth
The World War II era saw significant growth in the number of girls served by Girl Scout councils across the country. A membership expansion campaign begun in 1943 had the slogan "A Million or More".

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In the Beginning: 1912 - 1937

In the early part of the 20th century, the typical American girl had an interest in activities where she could learn new skills and improve her self-reliance. The Girl Scout movement answered this need. Communication and transportation were improving and the nation's youth had more knowledge than ever about the world beyond their own communities. Armed with more education and information, this new generation wanted to grow beyond the boundaries their parents had known. It took visionary leadership to turn this social dynamic into a new organization for girls.

Juliette Gordon Low Founds First American Troop, 1912

Juliette Gordon Low, born into a prominent family in Savannah, Georgia in 1860, was able to travel extensively as a young woman. "Daisy", as she was known to her friends and family, was well-read and interested in the arts and outdoor activities. Marriage brought Daisy to England and, in 1911, she met Sir Robert Baden-Powell, the man who inspired and led the Boy Scout and Girl Guide movements. One year later, enthralled about the potential the Girl Guides held for American girls, Low returned to the United States and began recruiting women to help build a new organization. In a famous telephone call, Low told her cousin Nina Pope, "Come right over! I've got something for the girls of Savannah, and of America, and of the world, and we're going to start it tonight!" On March 12, 1912, Low organized the first Girl Guides meeting in Savannah. She recruited and trained leaders and headed through the U.S. and England to find support.

The following year, the budding organization began to take on a more American quality when the girls themselves requested the name be changed to Girl Scouts. Low served as National President of the Girl Scouts from 1915 to 1925. For the remainder of her life, Low passionately led the Girl Scouts with her financial assistance and charismatic presence. Low died in Savannah in 1935 and was buried in her uniform with a sashpin from the board of directors stating, "You are not only the first Girl Scout, but the best Girl Scout of them all."

Low's vision for making Girl Scouts a national organization was made possible by the support of many women who joined her in her mission. It is their dedication and hard work that have made Girl Scouts of America what it is today.

The Promise and the Laws

Many of the characteristics of Girl Scouting that we still see today were established in this early period. The Promise and Laws lay down the moral foundation of Girl Scouting and continue to be integral to the Girl Scout experience.

The Girl Scout Promise

The Girl Scout Promise is a pledge of service to God and to my country, to help people in need, to be kind and courteous, to be brave, true, and loyal, to be obedient, to be helpful, to be clean, and to be cheerful.

The Girl Scout Laws

The Girl Scout Laws are a set of guidelines that help girls live the Promise. They are: 1. Be honest and fair. 2. Be kind and generous to the people you meet. 3. Be helpful and share your ideas and talents. 4. Be a good listener. 5. Be a good friend. 6. Be a good sister. 7. Be a good neighbor. 8. Be a good citizen. 9. Be a good worker. 10. Be a good friend to the world.