What goes into making a Girl Scout Cookie?

Cookieology is a fun program that helps girls learn how to use their skills on a research and development (R&D) team to create a new Girl Scout Cookie. The program encourages girls to explore their own skills as a food scientist or engineer, drawing on STEM (science, technology, engineering, math) learning principles. Girls also develop skills in marketing and entrepreneurship.

Your resources:

• Council PowerPoint template
• Bakery Tour video (optional)
• Girl Scout S’mores video
• America’s Favorite Treats video (optional)
• Cookie Career Finder worksheet
• More Cookies! App
• Needed: iPads for playing the game, poster boards and markers
Agenda for 1-hour program

1. What goes into making a Girl Scout Cookie? (10 minutes)
   Use these discussion points and the accompanying Council PowerPoint to begin the event. (The optional Bakery Tour video can be playing in the background as the girls enter the room if you wish.)
   • Talk about examples of how women in STEM-related careers participate in the making of Girl Scout Cookies:
     – Food scientists make sure cookies have the right flavor chemistry. They also do a lot of research and testing to make sure ingredients are safe.
     – Using technology, engineering and math skills, factory production personnel bake cookie recipes at fast speeds, high volumes, consistent quality and safety.
   • Highlight how creativity is also an important ingredient. For instance, cookies like Girl Scout S’mores have a unique design and special ingredients. (Play the Girl Scout S’mores video.)

2. A test of cookie-making skills (10 minutes)
   Pass out Cookie Career Finder worksheets and ask girls to complete forms. Invite girls to share results.
   Based on their results, some girls may find that their personalities are suited to factory roles. Others may find they’re an ideal match for scientific or business positions. If possible, form groups that are comprised of girls with varied career interests.

3. Time to bake up an idea for a new Girl Scout Cookie (25 minutes)
   • Provide each group or table with an iPad that’s preloaded with the More Cookies! app. Instruct teams how to activate the app.
   • Walk teams through the steps of coming up with a new cookie concept:
     – Decide on a cookie flavor, shape and ingredients.
     – Where would you go to test the new cookie?
     – What would you name the new cookie?
     – How would you describe the new cookie?
     – How would you want your cookie packaging and design to look?
   • Instruct teams to draw their new cookie concepts on the poster board on their table.

4. Presentation of cookie concepts (15 minutes)
   Invite each team to present their cookie concept to the full group. Solicit feedback from other teams, if time allows.

5. Conclusion
   Thank the girls and volunteers for attending.
What does it take to create a new Girl Scout Cookie?
There’s a science that goes into every cookie—food and nutrition science.
Technology, engineering and math are also key ingredients.
Now, to the final ingredient—creativity!
Let’s see what cookie-making skills you have...
Now, let’s put your talents to work!
Time to bake up an idea for a new Girl Scout cookie!

• Decide on a cookie flavor, shape and ingredients.
• Where would you go to test the new cookie?
• What would you name the new cookie?
• How would you describe the new cookie?
• How would you want your cookie packaging and design to look?
Ta-da!

You’ve invented a new cookie!
cookieology
What goes into making a Girl Scout Cookie?
STEP 1: Cookie Career Finder

Circle one statement that is most true for you. Then move on to step two to find your cookie career.

1. I like people, enjoy interacting with others, and prefer socializing rather than being alone.

2. I am detail-minded, organized, and good at remembering things like phone numbers, game scores, and combination locks. I like to work on my own or in a group.

3. I am creative and have lots of artistic talents. I love to read, write, paint, draw and cook. I'm always coming up with new ideas.

4. I like to teach, put things together, have good common sense and patience, and understand things visually.

5. I am curious, adventurous, and wonder why things are the way they are. I love experimenting, asking questions, predicting, and analyzing outcomes.

Find a career on the next page.
Cool Careers in Cookies

Here are some of the careers you may enjoy in the cookie and food industry based on your personality:

**FACTORY ROLES**
(If you selected statements 2, 4, or 5)
- Research and Development Director
- Quality Control Manager
- Production Manager
- Purchasing Director
- Operations/Logistics Planner

**SCIENTIFIC ROLES**
(If you selected statements 2, 3, or 5)
- Food Scientist
- Test Kitchen Chef
- Nutritionist
- Industrial Engineer
- Computer Programmer/Technician

**BUSINESS ROLES**
(If you selected statements 1, 3, or 5)
- Executive Management Team
  - President
  - VP Finance
  - VP Operations
  - VP Information Services
  - Human Resources
- Sales and Marketing Team
  - Sales Representative
  - Marketing/Brands Manager
  - Customer Service Representative