

# Executive Department - Governor's Office of Community Initiatives

## MISSION

Seek to mobilize public support for volunteer service and community, cultural and ethnic organizations and to encourage civic participation by individuals, businesses, municipalities, and community and faith-based organizations. Through statewide coordination of events that recognize outstanding volunteer service and innovative grassroots organizations, the Governor's Office of Community Initiatives will help highlight and strengthen programs that directly serve localities.

## VISION

A Maryland with an elevated level of civic engagement where all residents have equal access and opportunity to participate and benefit from government programs and the State's political and civic affairs.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Coordinate volunteer and community service opportunities to address unmet needs and enhance the quality of life in Maryland.

- Obj. 1.1** Continue to develop a network of sustainable volunteer and community organizations to serve communities across Maryland.
- Obj. 1.2** Deploy available funding to engage community organizations, volunteers and national service participants to address State and local priorities.
- Obj. 1.3** Support community and volunteer organizations to meet needs of government and non-profit organizations.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Dollars granted to community based organizations:							
AmeriCorps	\$4,707,732	\$4,107,342	\$3,274,864	\$3,046,605	\$3,242,343	\$3,804,810	\$3,804,810
Volunteer Centers	\$150,362	\$150,595	\$149,832	\$117,787	\$118,368	\$225,000	\$225,000
Disability Access AmeriCorps in Maryland	\$8,677	\$5,538	\$0	\$0	\$0	\$0	\$0
Training and technical assistance	\$34,232	\$41,329	\$36,680	\$0	\$0	\$0	\$0
Total	\$4,901,003	\$4,304,804	\$3,461,376	\$3,164,392	\$3,360,711	\$4,029,810	\$4,029,810
State Funding	\$1,994,313	\$2,135,558	\$2,139,357	\$2,326,940	\$2,309,888	\$2,372,444	\$2,340,000
Federal Funding	\$5,419,163	\$4,806,205	\$3,813,503	\$3,475,759	\$3,270,947	\$4,393,159	\$4,393,159
Ratio of State Dollars to Federal Dollars	1:2	1:2	1:2	1:2	1:2	1:2	1:2
Number of AmeriCorps members recruited and volunteers generated by AmeriCorps programs:							
Members	2,080	1,019	588	612	1,011	1,011	1,011
Volunteers	28,523	20,186	16,863	14,421	14,098	14,032	14,032

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**Obj. 1.4** Build stronger, healthier communities through Volunteer Maryland (VM) by developing volunteer programs that meet critical needs in the areas of economic opportunity, education, healthy futures, environmental stewardship, disaster services, and veterans and military families.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Number of volunteers	8,805	3,432	5,982	8,239	10,204	9,221	9,221
Number of hours contributed to State	89,873	40,976	77,656	65,518	91,755	70,550	70,550
Service sites reporting sustained or improved organizational capacity to manage volunteer activities after VM service year	96%	89%	85%	88%	88%	88%	88%
Value of volunteer hours and in-kind contributions	\$1,977,149	\$940,423	\$1,741,403	\$1,470,000	\$2,133,286	\$1,800,000	\$1,800,000
Percent of service sites reporting achievement of goals to meet critical community needs	100%	91%	87%	87%	87%	87%	87%

**Goal 2. Promote community-based service and volunteer service as a strategy to address unmet needs in Maryland.**

**Obj. 2.1** Annually increase the number of Marylanders recognized for their service efforts.

**Obj. 2.2** Invite 100,000 Marylanders per year to volunteer in their communities through targeted marketing efforts.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Private match dollars generated	\$4,467,143	\$5,147,219	\$3,369,102	\$4,330,045	\$5,437,931	\$6,440,466	\$6,440,466
Ratio of private match dollars to grant dollars	1.00:1	1.07:1	1.15:1	1.37:1	1.37:1	1.37:1	1.37:1
Marylanders recognized for service efforts (awards, certificates, State Fair passes)	200,000	200,000	200,000	200,000	200,000	200,000	200,000

**Goal 3. Support municipalities and organizations in their efforts to develop and operate high quality community-based and volunteer service programs.**

**Obj. 3.1** Increase citizen awareness while promoting the connection between Federal, State and local resources through aggressive geographically based outreach.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Number of municipalities	157	157	157	157	157	157	157
Number of contacts	8,500	8,500	9,000	9,000	9,000	9,000	9,000
Number of municipalities visited	157	157	157	157	157	157	157

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**Goal 4. Increase outreach to ethnic and cultural communities in Maryland.**

**Obj. 4.1** Increase involvement/participation in ethnic and cultural community events and distribution of information.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Number of festivals, meetings and similar events attended:							
African	54	55	39	97	44	64	65
Asian Pacific American	203	75	87	88	76	89	90
Caribbean	-	-	43	25	25	14	15
Hispanic	141	150	140	110	24	164	100
American Indian (includes pow-wows)	102	85	81	116	125	99	100
Middle Eastern American	76	60	93	87	78	74	75
South Asian American	-	-	-	55	63	12	15
African American	-	37	60	66	70	75	78
Brochures, pamphlets, reports, information requests and other informational materials distributed:							
African community	1,675	525	4,723	3,723	3,886	925	1,000
Asian Pacific American community	12,725	4,700	10,711	12,309	19,586	5,100	5,200
Caribbean	-	-	4,483	2,973	3,105	800	900
Hispanic community (English/Spanish)	6,356	4,500	15,188	5,764	8,803	4,900	5,000
American Indian community	14,347	2,800	13,495	6,409	5,708	3,200	3,300
Middle Eastern American community	600	625	725	825	4,275	1,025	1,100
South Asian American community	-	-	-	11,538	17,925	700	800

**Goal 5. Promote the interests of Maryland's ethnic and cultural communities in the areas of community, workforce, business and economic development.**

**Obj. 5.1** Annually increase the number of topic specific workshops and initiatives sponsored for ethnic and cultural communities.

Performance Measures	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Initiatives sponsored for:							
African community	3	4	7	14	21	8	8
Asian Pacific American community	9	10	9	16	20	14	14
Caribbean community	-	-	7	5	11	5	5
Hispanic community	12	13	13	14	13	10	10
American Indian community	11	12	12	23	32	17	18
Middle Eastern American community	5	6	11	17	18	14	14
South Asian Community	-	-	-	16	15	4	5

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**Goal 6.** Increase awareness of the Banneker Douglas Museum's ability to document, preserve and promote African American Heritage throughout Maryland.

**Obj. 6.1** Increase annual visitation at the Banneker-Douglass Museum.

<b>Performance Measures</b>	<b>2011 Act.</b>	<b>2012 Act.</b>	<b>2013 Act.</b>	<b>2014 Act.</b>	<b>2015 Act.</b>	<b>2016 Est.</b>	<b>2017 Est.</b>
Visitors to the Banneker-Douglass Museum	18,900	19,500	20,250	21,623	21,850	22,000	22,000

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