

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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Dollars granted to community based organizations (thousands):							
AmeriCorps	\$4,107	\$3,275	\$3,047	\$3,271	\$3,745	\$3,805	\$4,368
Volunteer Centers	\$151	\$150	\$118	\$118	\$225	\$225	\$225
Disability Access AmeriCorps in Maryland	\$6	\$0	\$0	\$0	\$0	\$0	\$0
Training and technical assistance	\$41	\$37	\$0	\$0	\$0	\$0	\$0
Total	\$4,305	\$3,461	\$3,164	\$3,390	\$3,970	\$4,030	\$4,593
State Funding (thousands)	\$2,136	\$2,139	\$2,327	\$2,310	\$2,471	\$2,418	\$2,550
Federal Funding (thousands)	\$4,806	\$3,814	\$3,476	\$3,844	\$4,373	\$4,456	\$5,050
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	1,019	588	612	1,011	1,026	1,045	1,080
Volunteers	20,186	16,863	14,421	14,098	13,853	13,000	13,500

Executive Department - Governor's Office of Community Initiatives

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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of volunteers	3,432	5,982	8,239	10,204	9,996	10,000	10,000
Number of hours contributed to State	40,976	77,656	65,518	91,755	89,230	90,000	90,000
Service sites reporting sustained or improved organizational capacity to manage volunteer activities after VM service year	89%	85%	88%	88%	92%	90%	90%
Value of volunteer hours and in-kind contributions (thousands)	\$940	\$1,741	\$1,470	\$2,133	\$2,377	\$2,000	\$2,000
Percent of service sites reporting achievement of goals to meet critical community needs	91%	87%	87%	87%	95%	96%	96%

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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Private match dollars generated (thousands)	\$5,147	\$3,369	\$4,330	\$5,438	\$7,348	\$7,687	\$8,071
Ratio of private match dollars to grant dollars	1.07:1	1.15:1	1.37:1	1.37:1	1.68:1	1.67:1	1.68:1
Marylanders recognized for service efforts (awards, certificates, State Fair passes)	200,000	200,000	200,000	200,000	200,000	205,000	210,000

Executive Department - Governor's Office of Community Initiatives

Goal 3. 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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Number of festivals, meetings and similar events attended:							
African	55	39	97	44	65	65	66
Asian Pacific American	75	87	88	76	132	90	91
Caribbean	0	43	25	25	33	15	16
Hispanic	150	140	110	24	156	100	101
American Indian (includes pow-wows)	85	81	116	125	130	100	101
Middle Eastern American	60	93	87	78	132	75	76
South Asian American	0	0	55	63	77	15	16
African American	37	60	66	70	70	78	88
Brochures, pamphlets, reports, information requests and other informational materials distributed:							
African community	525	4,723	3,723	3,886	513	1,000	1,075
Asian Pacific American community	4,700	10,711	12,309	19,586	9,573	5,200	5,300
Caribbean	0	4,483	2,973	3,105	150	900	1,000
Hispanic community (English/Spanish)	4,500	15,188	5,764	8,803	6,110	5,000	5,100
American Indian community	2,800	13,495	6,409	5,708	8,356	3,300	3,400
Middle Eastern American community	625	725	825	4,275	1,806	1,100	1,175
South Asian American community	0	0	11,538	17,925	4,873	800	900

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	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Initiatives sponsored for:							
African community	4	7	14	21	7	8	8
Asian Pacific American community	10	9	16	20	21	14	15
Caribbean community	0	7	5	11	8	5	5
Hispanic community	13	13	14	13	18	10	10
American Indian community	12	12	23	32	28	18	19
Middle Eastern American community	6	11	17	18	11	14	14
South Asian Community	0	0	16	15	8	5	6

Executive Department - Governor's Office of Community Initiatives

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.

Performance Measures	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Est.	2018 Est.
Visitors to the Banneker-Douglass Museum	19,500	20,250	21,623	21,850	21,850	22,500	22,800