

# Executive Department - Governor's Office of Community Initiatives

## MISSION

To serve as a coordinating office for the Governor that connects Marylanders to economic, volunteer, and human service opportunities through government, business, and nonprofit partners.

## VISION

To advance the Governor's goals to make Maryland the best state to live and work.

## 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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Dollars granted to community based organizations (thousands):							
AmeriCorps	\$3,047	\$3,271	\$3,745	\$4,258	\$4,613	\$4,258	\$4,258
Volunteer Centers	\$118	\$118	\$225	\$200	\$0	\$0	\$0
Total	\$3,164	\$3,390	\$3,970	\$4,458	\$4,613	\$4,258	\$4,258
State Funding (thousands)	\$2,327	\$2,310	\$2,471	\$2,457	\$2,633	\$2,462	\$2,463
Federal Funding (thousands)	\$3,476	\$3,844	\$4,373	\$4,795	\$4,791	\$4,791	\$4,795
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	612	1,011	1,026	835	789	835	835
Volunteers	14,421	14,098	13,853	10,454	11,565	10,454	10,454

# 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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of volunteers	8,239	10,204	9,996	8,057	5,505	8,057	8,057
Number of hours contributed to State	65,518	91,755	89,230	63,535	59,576	63,535	63,535
Percent of service sites reporting sustained or improved organizational capacity to manage volunteer activities after VM service year	88%	88%	92%	89%	85%	89%	89%
Value of volunteer hours and in-kind contributions (thousands)	\$1,470	\$2,133	\$2,377	\$1,718	\$5,845	\$1,718	\$1,718
Percent of service sites reporting achievement of goals to meet critical community needs	87%	87%	95%	89%	80%	89%	89%

**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	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Private match dollars generated (thousands)	\$4,330	\$5,438	\$7,348	\$7,068	\$7,478	\$7,068	\$7,068
Ratio of private match dollars to grant dollars	1.37:1	1.37:1	1.68:1	1.67:1	1.67:1	1.67:1	1.67:1
<sup>1</sup> Marylanders recognized for service efforts (awards, certificates, State Fair passes)	200,000	200,000	200,000	20,866	12,735	23,000	23,000

# Executive Department - Governor's Office of Community Initiatives

## Goal 3. Increase outreach to ethnic and cultural communities in Maryland.

### Obj. 3.1 Increase involvement/participation in ethnic and cultural community events and distribution of information.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of festivals, meetings and similar events attended:							
African	97	44	65	136	71	67	68
Asian Pacific American	88	76	132	169	104	92	93
Caribbean	25	25	33	50	14	17	18
Hispanic	110	24	156	115	71	102	103
American Indian (includes pow-wows)	116	125	130	129	106	102	103
Middle Eastern American	87	78	132	112	114	77	78
South Asian American	55	63	77	117	84	17	18
African American	66	70	70	235	203	200	200
Brochures, pamphlets, reports, information requests and other informational materials distributed:							
African community	3,723	3,886	513	2,952	5,986	1,175	1,275
Asian Pacific American community	12,309	19,586	9,573	6,462	19,204	5,400	5,500
Caribbean	2,973	3,105	150	744	420	500	500
Hispanic community (English/Spanish)	5,764	8,803	6,110	6,022	6,281	5,200	5,300
American Indian community	6,409	5,708	8,356	6,410	8,415	3,500	3,600
Middle Eastern American community	825	4,275	1,806	2,600	4,586	1,275	1,375
South Asian American community	11,538	17,925	4,873	4,336	10,254	1,000	1,100

# Executive Department - Governor's Office of Community Initiatives

**Goal 4. Promote the interests of Maryland's ethnic and cultural communities in the areas of community, workforce, business and economic development.**

**Obj. 4.1** Annually increase the number of topic specific workshops and initiatives sponsored for ethnic and cultural communities.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Initiatives for:							
African community	14	21	7	17	10	9	10
Asian Pacific American community	16	20	21	23	16	16	17
Caribbean community	5	11	8	6	2	5	5
Hispanic community	14	13	18	25	12	11	12
American Indian community	23	32	28	29	20	20	21
Middle Eastern American community	17	18	11	14	13	15	16
South Asian Community	16	15	8	13	10	7	8

**Goal 5. Increase awareness of the Banneker Douglas Museum's ability to document, preserve and promote African American Heritage throughout Maryland.**

**Obj. 5.1** Increase annual visitation at the Banneker-Douglass Museum.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Visitors to the Banneker-Douglass Museum	21,623	21,850	21,850	8,042	8,155	9,000	9,000

## NOTES

<sup>1</sup> Beginning in fiscal year 2017, one State Fair pass allowed for up to 6 people per pass, and there were less certificates to individuals and more groups recognized.