

# 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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Dollars granted to community based organizations (thousands):							
AmeriCorps	\$3,271	\$3,745	\$4,258	\$4,613	\$4,529	\$4,529	\$4,529
Volunteer Centers	\$118	\$225	\$200	\$0	\$0	\$0	\$0
Total	\$3,390	\$3,970	\$4,458	\$4,613	\$4,529	\$4,529	\$4,529
State Funding (thousands)	\$2,310	\$2,471	\$2,457	\$2,633	\$2,684	\$2,684	\$2,684
Federal Funding (thousands)	\$3,844	\$4,373	\$4,795	\$4,791	\$5,049	\$5,049	\$5,049
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	1,011	1,026	835	789	790	790	790
Volunteers	14,098	13,853	10,454	11,565	13,089	11,565	11,565

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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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of volunteers	10,204	9,996	8,057	5,505	13,025	13,500	14,500
Number of hours contributed to State	91,755	89,230	63,535	59,576	51,882	32,167	32,167
Percent of service sites reporting sustained or improved organizational capacity to manage volunteer activities after VM service year	88%	92%	89%	85%	100%	80%	80%
Value of volunteer hours and in-kind contributions (thousands)	\$2,133	\$2,377	\$1,718	\$5,845	\$1,321	\$819	\$819
Percent of service sites reporting achievement of goals to meet critical community needs	87%	95%	89%	80%	70%	80%	80%

**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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Private match dollars generated (thousands)	\$5,438	\$7,348	\$7,068	\$7,478	\$6,952	\$6,952	\$6,952
Ratio of private match dollars to grant dollars	1.37:1	1.68:1	1.67:1	1.67:1	1.45:1	1.45:1	1.45:1
<sup>1</sup> Marylanders recognized for service efforts (awards, certificates, State Fair passes)	200,000	200,000	20,866	12,735	13,025	13,500	14,500

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## 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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of festivals, meetings and similar events attended:							
African	44	65	136	71	97	99	105
Asian Pacific American	76	132	169	104	184	185	188
Caribbean	25	33	50	14	N/A	N/A	N/A
Hispanic	24	156	115	71	89	91	93
American Indian (includes pow-wows)	125	130	129	106	176	190	200
Middle Eastern American	78	132	112	114	115	117	121
South Asian American	63	77	117	84	90	92	95
African American	70	70	235	203	195	230	250
Brochures, pamphlets, reports, information requests and other informational materials distributed:							
African community	3,886	513	2,952	5,986	7,560	7,700	7,750
Asian Pacific American community	19,586	9,573	6,462	19,204	20,562	2,100	21,500
Caribbean	3,105	150	744	420	N/A	N/A	N/A
Hispanic community (English/Spanish)	8,803	6,110	6,022	6,281	9,802	9,802	9,802
American Indian community	5,708	8,356	6,410	8,415	8,782	9,000	9,100
Middle Eastern American community	4,275	1,806	2,600	4,586	6,840	6,900	6,950
South Asian American community	17,925	4,873	4,336	10,254	12,894	13,500	13,750

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**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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Initiatives for:							
African community	21	7	17	10	20	22	24
Asian Pacific American community	20	21	23	16	24	25	26
Caribbean community	11	8	6	2	N/A	N/A	N/A
Hispanic community	13	18	25	12	5	7	8
American Indian community	32	28	29	20	30	32	32
Middle Eastern American community	18	11	14	13	19	20	22
South Asian Community	15	8	13	10	19	20	21

**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	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Visitors to the Banneker-Douglass Museum	21,850	21,850	8,042	8,155	9,106	11,000	12,000

## 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.