

# Maryland Commission on African American History and Culture

## MISSION

The Maryland Commission on African American History and Culture (MCAAHC) is committed to discovering, documenting, preserving, collecting, and promoting Maryland’s African American heritage. The Commission also provides technical assistance to institutions and groups with similar objectives. Through the accomplishment of this mission, the MCAAHC seeks to educate Maryland citizens and visitors to our state about the significance of the African American experience in Maryland.

## VISION

As the Nation’s first and premier state ethnic commission, we aim to advance the accessibility of African American heritage preservation in Maryland for current and future generations.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

**Goal 1. Increase the accessibility and visibility of the Banneker Douglass Tubman Museum and the Commission to online and in-person audiences.**

**Obj. 1.1** Provide in-person and virtual Museum and Commission-related public programs.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
<sup>1</sup> Visits to the Banneker Douglass Tubman Museum	51,605	4,868	7,392	7,796	9,899	11,000	12,500
Public Meeting Attendance	N/A	N/A	N/A	266	391	425	550
Out of School Program Attendance	N/A	N/A	N/A	11	14	20	25
<sup>2</sup> Visitors to Banneker Douglass Tubman Museum Website	N/A	14,211	20,976	30,318	36,105	38,500	41,200
<sup>2</sup> Visitors to the MCAAHC Website	N/A	4,070	4,952	9,143	12,906	14,000	15,000
<sup>2</sup> Social Media Engagement (Facebook)	N/A	111,084	106,052	207,927	88,067	95,000	101,500
<sup>2</sup> Social Media Engagement (Instagram)	N/A	20,305	8,500	25,207	28,489	30,500	32,500
<sup>2</sup> Social Media Engagement (LinkedIn)	N/A	59	216	1,491	22,898	24,500	26,500
<sup>2</sup> YouTube Views	N/A	3,779	1,996	3,837	4,844	5,200	5,500
Number of festivals, meetings, and similar events attended by Commissioners	283	134	276	328	383	400	425

### NOTES

<sup>1</sup> Starting in FY 2022, visitors are separated between in-person visitors and various online platforms. Prior to FY 2022, data was included in the MFR for the Governor's Office on Community Initiatives.

<sup>2</sup> Prior to FY 2022, data was included in the MFR for the Governor's Office on Community Initiatives.