

# 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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Dollars granted to community based organizations (thousands):							
AmeriCorps	\$3,275	\$3,047	\$3,271	\$3,745	\$4,258	\$4,258	\$4,258
Volunteer Centers	\$150	\$118	\$118	\$225	\$200	\$0	\$0
Total	\$3,425	\$3,164	\$3,390	\$3,970	\$4,458	\$4,258	\$4,258
State Funding (thousands)	\$2,139	\$2,327	\$2,310	\$2,471	\$2,457	\$2,461	\$2,462
Federal Funding (thousands)	\$3,814	\$3,476	\$3,844	\$4,373	\$4,795	\$4,795	\$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	588	612	1,011	1,026	835	835	835
Volunteers	16,863	14,421	14,098	13,853	10,454	10,454	10,454

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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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Number of volunteers	5,982	8,239	10,204	9,996	8,057	8,057	8,057
Number of hours contributed to State	77,656	65,518	91,755	89,230	63,535	63,535	63,535
Percent of service sites reporting sustained or improved organizational capacity to manage volunteer activities after VM service year	85%	88%	88%	92%	89%	89%	89%
Value of volunteer hours and in-kind contributions (thousands)	\$1,741	\$1,470	\$2,133	\$2,377	\$1,718	\$1,718	\$1,718
Percent of service sites reporting achievement of goals to meet critical community needs	87%	87%	87%	95%	89%	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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Private match dollars generated (thousands)	\$3,369	\$4,330	\$5,438	\$7,348	\$7,068	\$7,068	\$7,068
Ratio of private match dollars to grant dollars	1.15:1	1.37:1	1.37:1	1.68:1	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	200,000	20,866	22,000	23,000

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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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Number of festivals, meetings and similar events attended:							
African	39	97	44	65	136	66	67
Asian Pacific American	87	88	76	132	169	91	92
Caribbean	43	25	25	33	50	16	17
Hispanic	140	110	24	156	115	101	102
American Indian (includes pow-wows)	81	116	125	130	129	101	102
Middle Eastern American	93	87	78	132	112	76	77
South Asian American	0	55	63	77	117	16	17
African American	60	66	70	70	235	200	200
Brochures, pamphlets, reports, information requests and other informational materials distributed:							
African community	4,723	3,723	3,886	513	2,952	1,075	1,175
Asian Pacific American community	10,711	12,309	19,586	9,573	6,462	5,300	5,400
Caribbean	4,483	2,973	3,105	150	744	1,000	1,000
Hispanic community (English/Spanish)	15,188	5,764	8,803	6,110	6,022	5,100	5,200
American Indian community	13,495	6,409	5,708	8,356	6,410	3,400	3,500
Middle Eastern American community	725	825	4,275	1,806	2,600	1,175	1,275
South Asian American community	0	11,538	17,925	4,873	4,336	900	1,000

## 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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Initiatives for:							
African community	7	14	21	7	17	8	9
Asian Pacific American community	9	16	20	21	23	15	16
Caribbean community	7	5	11	8	6	5	5
Hispanic community	13	14	13	18	25	10	11
American Indian community	12	23	32	28	29	19	20
Middle Eastern American community	11	17	18	11	14	14	15
South Asian Community	0	16	15	8	13	6	7

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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	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Visitors to the Banneker-Douglass Museum	20,250	21,623	21,850	21,850	8,042	9,000	9,000

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## 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.