

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Dollars granted to community based organizations (thousands):							
AmeriCorps	\$3,745	\$4,258	\$4,613	\$4,529	\$5,066	\$5,066	\$5,066
Volunteer Centers	\$225	\$200	\$0	\$0	\$0	\$0	\$0
Total	\$3,970	\$4,458	\$4,613	\$4,529	\$5,066	\$5,066	\$5,066
State Funding (thousands)	\$2,471	\$2,457	\$2,633	\$2,684	\$2,108	\$2,318	\$2,318
Federal Funding (thousands)	\$4,373	\$4,795	\$4,791	\$5,049	\$4,767	\$5,086	\$5,086
Ratio of State Dollars to Federal Dollars	4/7	1/2	5/9	1/2	4/9	1/2	1/2
Number of AmeriCorps members recruited and volunteers generated by AmeriCorps programs:							
Members	1,026	835	789	790	804	804	804
Volunteers	13,853	10,454	11,565	13,089	13,113	13,113	13,113

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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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of volunteers	9,996	8,057	5,505	6,188	3,589	3,948	4,343
Number of hours contributed to State	89,230	63,535	59,576	51,882	58,058	63,168	69,488
Percent of service sites reporting sustained or improved organizational capacity to manage volunteer activities after VM service year	92%	89%	85%	100%	85%	80%	80%
Value of volunteer hours and in-kind contributions (thousands)	\$2,377	\$1,718	\$5,845	\$1,321	\$1,476	\$1,718	\$1,890
Percent of service sites reporting achievement of goals to meet critical community needs	95%	89%	80%	70%	92%	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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Private match dollars generated (thousands)	\$7,348	\$7,068	\$7,478	\$202	\$6,965	\$6,965	\$6,965
Ratio of private match dollars to grant dollars	1.9:1	1.6:1	1.6:1	0:1	1.4:1	1.4:1	1.4:1
¹ Marylanders recognized for service efforts (awards, certificates, State Fair passes)	200,000	20,866	12,735	13,025	1,344	13,025	13,025

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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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Number of festivals, meetings and similar events attended:							
African	65	136	71	97	43	75	100
Asian Pacific American	132	169	104	184	97	70	80
Caribbean	33	50	14	N/A	N/A	N/A	N/A
Hispanic	156	115	71	89	47	70	70
American Indian (includes pow-wows)	130	129	106	176	143	150	155
Middle Eastern American	132	112	114	115	40	60	110
South Asian American	77	117	84	90	50	40	60
African American	70	235	203	195	465	680	820
Brochures, pamphlets, reports, information requests and other informational materials distributed:							
African community	513	2,952	5,986	7,560	5,392	6,500	7,500
Asian Pacific American community	9,573	6,462	19,204	20,562	5,500	5,500	6,000
Caribbean	150	744	420	N/A	N/A	N/A	N/A
Hispanic community (English/Spanish)	6,110	6,022	6,281	9,802	1,250	2,000	3,000
American Indian community	8,356	6,410	8,415	8,782	13,448	14,000	14,200
Middle Eastern American community	1,806	2,600	4,586	6,840	5,392	6,200	7,500
South Asian American community	4,873	4,336	10,254	12,894	2,940	2,900	3,000

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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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Initiatives for:							
African community	7	17	10	20	6	12	20
Asian Pacific American community	21	23	16	24	4	4	5
Caribbean community	8	6	2	N/A	N/A	N/A	N/A
Hispanic community	18	25	12	5	3	5	5
American Indian community	28	29	20	30	23	24	25
Middle Eastern American community	11	14	13	19	2	6	12
South Asian Community	8	13	10	19	2	3	4

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	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Est.	2022 Est.
Visitors to the Banneker-Douglass Museum	21,850	8,042	8,155	9,106	55,656	65,500	76,500

NOTES

¹ Beginning in fiscal year 2017, one State Fair pass is allowed for up to six people per pass.