

The Nonprofit Institute at the College of Southern Maryland
Quarterly Report to St. Mary's County
July through September 2016

The NPI team met recently to revise our Strategic Directions Document. While the categories remain the same, many objectives were accomplished. We will continue to focus on some of the same activities while creating new initiatives. We will highlight this new document on our webpage.

Strategy One: Ensure the value of training provide by the NPI.

The NPI St Mary's Coordinator and CSM's Director of Strategic Partnerships met with the Executive Director of Maryland Nonprofits in July to further explore sharing resources. We determined that we will continue to offer webinars on a discounted rate and inform regional organizations about the ongoing training provided by both organizations. The NPI Coordinator will also be a presenter during the Fall Maryland Nonprofits Conference in late September.

The NPI's 7 new courses began in September 2016. They are:

- The importance of vision in Fundraising-Linda Gottfried
- Fundraising Fundamentals-Linda Gottfried
- Building Your Organization by Building Leadership-Matt Scassero
- Managing in Today's Changing World-Nancy Hall and Deb Jung
- Talking the Talk-Dixie Miller
- Putting Polish into Your Marketing Program-Monique Melton
- New Perspectives on Strategic Planning-Jim Wilson

The bios, photos of each instructor, and course summaries announced in regular NPI E-News resulted in increased registration for the initial Fall courses. Course offerings were and will continue to be determined by ongoing feedback from the nonprofit community.

Two additional objectives were included in this section of our 2016-2017 Strategic Directions document. They are:

- Research the interest and feasibility of module-based multiple session certificate courses that result in job skill enrichment and formal documentation.
- Identify resourceful and informal free training sessions for the Southern Maryland region such as Southern Maryland Gives tutorial training and a nonprofit overtime information session.

We discontinued the pursuit of objectives that have been met, such as conducting and analyzing a survey of training needs. Our prior survey was very helpful and provided good direction.

Strategy Two: Review the Structure of the NPI

The NPI's team is growing! We have identified someone to take on the role of Coordinator for Charles County. We have also identified someone for the role of part time assistant to help with specific projects. In order to be clear about these positions, we developed a chart that outlines the responsibilities of each position.

Strategy Three: Measure the Effectiveness of the NPI's Marketing Efforts

The NPI staff worked with the marketing team at CSM to make adjustments to the website and E-Blasts (E-News). Our E-Blasts have evolved to include highlights of local organizations, training offered, local events, networking opportunities, and other items. We saw an increase in our readership and increased attendance at events.

New items that were added to this part of our Strategic Directions plan are:

- Participate in county events to increase NPI awareness in the Southern Maryland community
- Identify at least 3 new nonprofits to the NPI and its resources and support.

Strategy Four: Measure the Effectiveness of the NPI's Annual Conference

The NPI's annual conference will take place on April 28th, 2017. A committee will be formed to determine the format and content of this year's event. We will also query our stakeholders.

Strategy Five: Review and Enhance the Effectiveness of NPI's Current Activities

- **Executive Director Learning Circles-** Based on feedback from the Executive Directors, these meetings did not take place in July or August. The September

meeting included the following organizations:

- o Leadership Southern MD
- o Tri County Council
- o Historic Sotterley Plantation
- o The Patuxent Partnership
- o The St Mary's Mediation Center
- o Community Resources of St Mary's County
- o The Garvey Center Council

● **Volunteer Initiatives**

The volunteer coordinators of 9 organizations gathered together in September at Sagepoint Senior Living Services in La Plata Mary's City. The group took a tour of the property and shared ideas about resources, such as ways to recruit, recognized, manage, and train volunteers. The following organizations participated:

- o Southern Maryland Tri County Community Action Network
- o Calvert Hospice
- o New Horizons
- o Sagepoint Senior Living Services
- o Governor's Office on Service and Volunteerism
- o Dream Queen Foundation
- o Tri County Youth Services Bureau
- o Accokeek Foundation
- o Lifestyles

The next meeting of this group will take place on November 15th at Accokeek. The group prefers to meet at a variety of locations in order to learn from others and visit their programs.

The St Mary's NPI Coordinator participated in a panel that determined the recipients of the annual volunteer awards for the State of Maryland. Award recipients will be honored on October 20th in Annapolis. The NPI will highlight the application process for these awards in order to encourage more participation in Southern MD.

The NPI staff attended a meeting with the company that designed and hosts the Volunteer Southern Maryland website in order to better understand it's current

capability and future potential. The introductory webinar is now offered on a monthly basis to our constituents.

The NPI will also include a course about Volunteer Management during the Winter semester.

- **Southern Maryland Gives**

Southern Maryland Gives was launched in May of 2015 and there had been steady growth in community participation, raising \$17689. The NPI Summer Intern developed a users manual for organizations in order to make access easier. This will be published on the NPI website and we will continue to provide this very needed technical assistance and support.

Due to turnover in the Charles County coordinator position and our summer intern's return to school, the NPI did not recruit new users to the Southern MD Gives website. We anticipate that this will change very soon, as we have received requests from two organizations to register on the site and begin using the service. One of these is the Garvey Center Council. We intend to increase the visibility of this site through a variety of communication mediums, such as radio, local newspapers, and newsletters.

Strategy Six: New Initiatives

We have initiated three new networking opportunities for the region. These include Fundraising Professionals, Faith Based organizations, and Veterans Organizations. Meeting of these groups have been scheduled during the months of October and November. We have received a good deal of interest in all three groups and anticipate good attendance and collaboration.

Strategy Seven: Enhance Board Development Activities

The NPI continues to receive requests for individual consultation and training regarding board development. The St Mary's Coordinator has, therefore, met with specific Executive Directors and their board members, and has offered leadership and board excellence training as part of the NPI's curriculum.

CSM's President and his wife continue to offer their services on a pro bono basis to organizations engaged in strategic planning. A variety of other consultants are also available on a fee basis.