

The Nonprofit Institute at the College of Southern Maryland
Quarterly Report to St. Mary's County
October through December 2015

The St Mary's County NPI Coordinator initiated a variety of activities that were included in the revised Strategic Directions document.

Strategic Directions Document

Based on the feedback given to the NPI staff, a draft strategic directions document was developed and reviewed with the NPI Advisory Committee at its meeting on October 13th. The new document will be posted on the NPI Website. This report summarizes the major activities that are related to the strategies.

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

Based on an analysis of our October 2015 survey results, we have embarked on the re-design of our course offerings. The curriculum will be organized into 5 major topics areas. These are Leadership, Management, Fundraising, Marketing, and Strategic Planning. Courses will be designed to match the various experience levels of the staff members and volunteer leadership of our region's nonprofit organizations.

Strategy Two: Review the Structure of the NPI

The Director of Strategic Partnerships at CSM now leads the NPI team. This has led to increased collaboration and teamwork. The team meets regularly to share information and resources.

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

Our marketing efforts have been significantly modified, based in part on the feedback received by our survey. We have initiated a regular e-newsletter and have redesigned our website. In coordination with the CSM Departments of Continuing Education and Marketing, we are changing the way that we present our curriculum and highlight individual course guides. We are also increasing our presence at community events, such as being a partner at the upcoming Nonprofit Community Networking Fair.

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

We are in the planning stages for our annual conference, scheduled to take place on April 29th on the CSM's La Plata campus. Local nonprofit leaders have been invited to participate on the planning committee and we are considering including some new activities on the agenda, including a recognition event for volunteers.

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

- **Executive Director Learning Circles-** Participation in these monthly meetings continues to grow. The following organizations have attended:
 - Leadership Southern MD
 - Tri County Council
 - Greenwell Foundation
 - Historic Sotterley
 - Walden
 - The Patuxent Partnership
 - The St Mary's Historical Society
 - The St Mary's Mediation Center
 - The St Mary's Animal Welfare League
 - The Arc of Southern MD
 - Community Resources of St Mary's County
 - Boundless Expectations
 - Circle of Angels
 - St Mary's Caring
 - Donna's House of Dance
 - Literacy Council of St. Mary's County

- **Volunteer Initiatives**

The volunteer coordinators of 14 organizations came together in November to share resources and information. This enthusiastic group plans to meet every other month.

The Service Learning Coordinator for College of Southern Maryland and The Nonprofit Institute collaborated this fall semester to create a list of highlighted volunteer opportunities for each county. These volunteer positions were selected in order to provide a meaningful opportunity for CSM students. Five organizations in St. Mary's County were featured: Charlotte Hall Veterans Home; Greenwell Foundation; Patuxent Habitat for Humanity; Friends of Cedar Lane; and Historic Sotterley Plantation.

Volunteer Southern Maryland has had 8,250 page views from October 1 to December 17, 2015. Currently there are 58 volunteer opportunities from 87 organizations on the site.

- **Southern Maryland Gives**

Participation by the nonprofit community has grown and the site has raised \$12,349. The NPI hosted two events to highlight the December 1st Giving Tuesday promotion at two local businesses. Nonprofit representatives attended these events that led to increased donations and networking. Through our partners, The BayNet and The County Times, NPI promoted Giving Tuesday and December's 8 Featured Fundraisers. St. Mary's County Featured Fundraisers are: St. Mary's Adult Day Care; Project Healing Waters Fly Fishing; Patuxent Naval Air Museum; and Southern Maryland Center for Independent Living.

Strategy Six: New Initiatives

We have created a list of potential new initiatives and plan to explore their viability. These include, but are not limited to, creating a local seal of approval for local nonprofits, developing a mentoring program using pro-bono consulting services, and exploring various models for "return on investment".

Strategy Seven: Enhance Board Development Activities

Winter course offerings include the titles: Building an Exceptional Board and Recruitment of Board Members. The St Mary's NPI Coordinator has also met with the members of four different boards. These include: Southern MD Community Resources, BECA, Leadership Southern Maryland, and The Arc of Southern MD. This strategy will be more fully explored in the future and will include a focus on organizational sustainability.