

The Nonprofit Institute at the College of Southern Maryland
Quarterly Report to St. Mary's County
July-September 2017

The new fiscal year began with a review and update of the NPI's Strategic Plan. It will be presented to the St Mary's Advisory Council during our upcoming meeting in October. Although some objectives have been modified, the basic structure remains the same. The Strategic Directions document will be posted on the NPI website: www.csmd.edu/community/institutes/nonprofit-institute/

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

Course offerings during the Fall semester will feature new subjects and instructors. These include:

- **Branding 101 for Nonprofits: Define Your Nonprofit's Mission and Message:** Maggy Sterner's course will help participants get their nonprofit's message focused and aligned with its brand so that they fulfill their mission, grow their donor base, and made a difference.
- **Passive Fundraising:** Michelle Sullivan's course will discuss a different way of conducting fundraising activities
- **Management in Today's Workplace: Focus on Supervision:** Kendall Sorensen Clark will talk about various ways to build relationships in the workplace and create effective ways of supervising people.
- **New perspectives in Strategic Planning:** Jim Wilson will talk about how to create and evaluate strategic plans.
- **Easy Visuals for Social Media Storytelling:** Julie Janzegers will share ways to create memorable social media stories that help to connect nonprofits with their stakeholders.

Strategy Two: Review the Structure of the NPI

The current structure continues to be working well, with no changes anticipated. We continue to meet on a regular basis to share information and resources, and plan training courses and NPI's annual conference.

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

In the absence of CSM's Webmaster, who is on leave, Cara Fogarty has assisted with website updates. Data will be available for the second quarterly report.

In addition to our website, the reach of the NPI Facebook page and Twitter account is growing and NPI is using these platforms to promote classes and events, to share nonprofits' Facebook postings and Tweets, and to share grant opportunities and articles of interest. These can be found at:

- Facebook: <https://www.facebook.com/NonprofitInstituteCSM/>
- Twitter: @NonprofitInsCSM

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

We are in the planning stages for the FY 2018 annual conference. The date will be February 22, 2018 and the event will take place on the La Plata Campus. This year's theme will focus on "Growing Relationships". Morning break out sessions will include topics such as Social Entrepreneurship, Relationships with Elected Officials, how the United Way creates relationships, and Community Collaborations. A Ted Talks panel will introduce three nonprofit executives and their board presidents. They will talk about the importance of the relationship between Executives and Board Leadership.

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

- **Executive Director Learning Circles-** The July, August, and September meetings 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 Southern Maryland Community Resources
- o The Garvey Center Council
- o St Mary's Animal Welfare League
- o The Arc of Southern Maryland
- o Southern Maryland Independent Living Center
- o St Mary's Historical Society
- o Walden Sierra

- **Volunteer Initiatives**

The volunteer coordinators met on August 15th at Lifestyles in La Plata. The group was presented with new information about how to use the Volunteer Southern MD portal. We then toured the facility and learned more about Lifestyles goals, programs, and use of volunteers. The following organizations were represented:

- o Charlotte Hall Veterans Home
- o Lifestyles
- o Sagepoint
- o Southern MD Tri County Community Action Committee

- **Faith Based Affinity Group**

The faith-based affinity group met in September. Jim Buckingham of Warfighter Advance did a presentation about his veterans organization. The group next meets on January 17, 2018.

- Servants of Christ
- Patuxent Habitat for Humanity

- **Veterans Group**

The group met in September and the following organizations were present:

- DLLR- SoMd Local Veteran Employment Representative
- Women Veterans United
- Patuxent Habitat for Humanity

- Warfighter Advance
- Gaia Wrx ; SMIT
- Patti Brady – HOPE foundation; Three Oaks

Each group member reported on their activities, including plans for the future. Of particular importance is the upcoming Veterans Summit: “Have Your Voice Heard” The Maryland State Veterans Caucus will host a Veteran Summit on November 7th from 9:00-4:30 in the Senate Building President’s Conference Room.

The Veteran Summit is an initiative to identify the top veteran priorities in the areas of: health, education, employment, taxation and personal matters. Data gathered from this event will be used to craft the 2018 legislative session agenda. Invitations will be sent to veteran and veteran support organizations.

Fundraising Professionals

This NPI affinity group meets quarterly. The group is planning a speed mentoring event for 2018. The following organizations were present at the August meeting:

- DK Foster Services, LLC
- ARC of Southern Maryland
- Sagepoint
- Leadership Southern Maryland
- Sotterley Plantation
- Center for Children
- Tri-County Youth Services Bureau
- Walden/Sierra
- SpringDell
- Community Foundation of Southern Maryland

Public Relations/Marketing Professionals

This new group is comprised of individuals who work at nonprofit organizations throughout Southern Maryland. The first meeting was held in June and interest was so robust that a request was made to hold the meetings monthly rather than quarterly. This group has met every month since, engaging in conversation, sharing challenges, offering feedback and generating ideas. The following organizations are participating:

- Charles County Community Mediation Center

- Sagepoint
- The Arc of Southern Maryland
- Charles County Public Library
- Center for Children
- Hospice of Charles County
- Accokeek Foundation
- Young Ladies 4 Christ
- University of Maryland Charles Regional Medical Center Foundation
- Spring Dell Center
- St. Mary's County Library

Volunteer Southern Maryland (<https://vsmd.csmd.edu>)

More organizations have posted volunteer opportunities on this web-based portal. Opportunities are also shared on the Volunteer Southern Maryland Facebook page: <https://www.facebook.com/VolunteerSouthernMaryland/>

Supporting/Assisting Nonprofits

During this quarter, the NPI team provided support and assistance to several nonprofit organizations, including:

- Assistance was provided to several nonprofits either on the phone or through face-to-face meetings. Topics covered starting a new nonprofit, using the Volunteer Southern Maryland portal, grants/funding opportunities, pro bono assistance, and guidance on projects.
- NPI supports and promotes nonprofit organization events and fundraisers through its biweekly e-blasts, web site and social media.

Strategy Six: New Initiatives

The NPI continues to partner with organizations to enhance offerings and opportunities for nonprofits.

- **Meet the Media**

NPI, the Community Foundation of Southern Maryland and the Charles County Public Library partnered to present "Meet the Media" last April. In September, the Nonprofit Institute partnered with the St. Mary's County Library and again with the Community Foundation of Southern Maryland to offer this program at the Lexington Park Library. This event again featured a panel of representatives from

local print, broadcast, and online media who discussed how nonprofit organizations can effectively promote their events, news, and events. Thirty-five people attended this free event.

- **Networking Fair**

NPI and the Charles County Public Library partnered to host the regional "Nonprofit Community Networking Fair" on Friday, September 22 at the College of Southern Maryland in La Plata. Twenty-five exhibitors participated, offering information and resources to nonprofit organizations. Exhibitors included a mix of nonprofit organizations, government entities and for profit companies. Thirty people attended this free event.

- **Zip Trip**

NPI participated in the live WTTG FOX 5 Zip Trip broadcast at O'Donnell Lake in Waldorf on Friday, July 7. NPI had an information booth and connected with many members of the community and other nonprofit organizations that participated. The Nonprofit Institute sign was proudly held high and was visible during much of the live broadcast!

- **Grants Training**

NPI is now a co-sponsor of the annual Grants Training program held every August at the CSM La Plata campus. This year's workshop offered training with a representative of the U.S. Census Bureau explaining how to use census data in grant proposals. NPI's Cara Fogarty participated in the year-long planning meetings and a pre-event training session. She was also the opening speaker and assisted the presenter during the workshop.

Cara Fogarty of the NPI team also continued her participation on the project team formed by the Charles County Charitable Trust to create the Economic and Social Impact Survey being conducted by Maryland Nonprofits.

NPI is collaborating with the Calvert County Chamber of Commerce's Nonprofit Alliance Group to discuss ways to make sure NPI is getting all the relevant information to nonprofit organizations without being duplicative.

NPI's Michelle Sullivan is participating on the planning committee of the Community Foundation of Southern Maryland's Philanthropy Day luncheon

scheduled on Friday, November 3. NPI has also contributed photographs for a slideshow presentation, photos secured from area nonprofits.

- **LSM Project Review**

The St. Mary's Coordinator participated in selecting projects that will be included for this year's LSM class. Class members will choose among the following projects:

Calvert Hospice

Calvert Hospice is a not-for-profit, community-based, end-of-life care service organization established in 1983 to serve the residents of Calvert County. From its inception, it has been the only community-wide bereavement support organization in Calvert County. In 2010, Calvert Hospice realized its dream of building and operating a residential hospice facility, providing a place of refuge and compassionate care for people at the end of their lives who can no longer receive care in their own homes. In 2016, Calvert Hospice served 380 individuals and, with a current staff of 45, the average daily census ranges between 50 and 60 patients. The goal of the Calvert Hospice team is to help those living their last days, weeks, or months to have the highest quality of life possible, and to enable a death with dignity, peace, freedom from pain, and surrounded by loved ones.

Calvert Hospice is seeking assistance from Leadership Southern Maryland to develop a comprehensive professional development program. The project team will assist Calvert Hospice in completing a needs assessment of professional development needs of selected staff and develop a professional development program for the next 1-2 years. The program should include identification of appropriate training/development resources to meet professional development needs, creation of a process to select staff to participate in training/development opportunities, and development of a process for the transfer of learning/application of new learning. The team should also establish processes for the identification of strengths and barriers to implementation of the program and develop a process to evaluate the program's effectiveness. The goal of the project is to establish a systematic, organized process whereby Calvert Hospice can efficiently, effectively, and fairly provide for the learning needs of its staff and track the impact of that learning on the agency.

Remnant Center of Excellence, Inc.

Remnant Center of Excellence, Inc. was established in April 2014. It is a 501(c)3 organization that works across the Calvert community to assist in improving the caliber of education, while expanding students' access and opportunity. Remnant strives to influence the direction of the local school system and its ability to provide a quality and equitable education to all students. It works in partnership with other community organizations to help foster initiatives of local concern. Remnant conducts research on a wide-array of educational and social topics and supports the CEO's release of the collected information. It also promotes youth activities that help expand young people's horizons, elevate their academic trajectory, and move them towards achieving their gifts through camps, activities, and other sponsorship opportunities.

Remnant is looking to Leadership Southern Maryland to design a developmental action plan that creates a pipeline of young African American males, informing and recruiting them to consider becoming future teachers in Calvert County. The major goals of this action plan would include: outlining the development of a

teacher recruiting force using high school minority-centric academic clubs, liaising with active and retired teachers for informational sessions/conferences/jamborees, developing specific roles for pipeline operations at two test schools, assessing affected school officials' roles in supporting the project, designing strategies for community fundraising, and developing a project review matrix for pipeline milestones and project development. The secondary project goal is to create a social media outreach plan to elevate parent and community awareness of the proposed teacher pipeline project. Additionally, a listing of potential donors to support fundraising strategies is needed. Ultimately, this project would not only encourage CCPS African American male students to pursue teaching careers, it would also assist CCPS in its strategic efforts to improve the diversity of its staff.

Southern Maryland Community Network

Southern Maryland Community Network, Inc (SMCN, Inc) is a 501(c)3 serving the needs of persons suffering from severe and persistent mental illness in the Tri-County area. SMCN, Inc. provides case management, psychiatric rehabilitation, supported employment, and residential services for adults and in-home and psychiatric rehabilitation services for youth. We are also involved in grant funded projects to serve homeless individuals in Charles County, youth in the detention center in Calvert County, and a police liaison in the Tri-County area. Our services are adjunctive to the therapy and medication management services that persons served are involved in. Therapists and psychiatrists work on symptom management and improving the emotional health of our clients. We focus on building the skills, resiliency, and supports necessary for successful community living.

SMCN, Inc. would like to create some program performance and KPI dashboards with the expertise available through Leadership Southern Maryland. These dashboards would focus on elements of individual employee performance for that team, team performance vis a vie their revenue goals, and variance of actual versus budgeted performance or actual persons served versus individuals considered "active" that month or quarter. The LSM project team would also undertake interviews or surveys to ensure that the finished project is reflective of program managers' actual needs

Summerseat Farm, Inc.

Summerseat Farm is a working farm for crops and farm animals, Summerseat Farm, Inc. exists to establish and preserve the history, agriculture and natural resources of Summerseat and to provide educational programs there that enhance the inter-relationship among all people, animals and nature. The property is rife with documented history as it passed from heir to heir, including a burial ground of veterans laid to rest on farm property from the War of 1812 and the Civil War.

Summerseat Farm is run entirely by volunteers and their roles vary greatly. There is a need for feeding and taking care of the animals and their barn areas, gardening and landscaping, lawn mowing, fence and building repair, administrative work, historical research, upkeep and maintenance on buildings, special events, and several committees. The primary challenge for Summerseat is how best to engage volunteers to help save the farm and to participate on the board and various committees. Currently, an active board of directors and a few loyal volunteers are carrying the brunt of all activities which puts the organization at a critical juncture; the workload is too heavy for too few. The project team from Leadership Southern Maryland would be responsible for developing a marketing or communication plan to attract volunteers, community partners, and potential board members and to increase awareness of Summerseat Farm's mission The plan should include goals, objectives, and strategies. The board is open to any direction LSM members wish to take with this project to meet the goal.

Tri-County Youth Services Bureau, Inc.

Tri-County Youth Services Bureau (TCYSB) is a 501(c)3 non-profit, delinquency prevention organization. TCYSB strives to be an active community partner to provide personal and life development activities to children, youth, and families in Calvert, Charles, and St. Mary's Counties and to provide positive youth development activities to reduce youth involvement in the juvenile justice system. TCYSB provides group and family counseling to youth up to age 24 and their families, substance abuse assessment and referral, crisis intervention, suicide prevention, psycho-social and educational programming, school-based mental health counseling, community outreach and education, and information and referral services.

TCYSB is requesting assistance in creating a unique board development program that would take into consideration the specific difficulties encountered when a significant number of organizations are soliciting board members, contributions, and funding in a limited geographical area. This plan should include processes to enable the board to recruit key members, mentor new board members, prepare future officers of the board, and create a marketing and fund-raising plan that is sustainable and allows the board to "grow" its funding to a significant level. Ultimately, this pilot project for TCYSB could later be used by other non-profit organizations in the region.

University of MD Extension: St. Mary's County 4-H

St. Mary's County 4-H is the Youth Development outreach program of the University of Maryland Extension (UME). Its mission is to provide supportive and inclusive settings for all youth to learn beneficial and cognitive life skills through community focused, experiential education programs. 4-H's slogan is "Learn by Doing." Therefore, all of its programs are hands-on opportunities for young people ages 8-18 to acquire skills towards becoming independent adults and active citizens. 4-H's programs are delivered by trained staff and volunteers in club, in-school, after-school, workshop, and competition formats throughout the county. The program serves 140 club members and approximately 350 school and military children each year. The four H's stand for Head, Heart, Hands and Health. While they may be best known for agricultural shows and home arts displays at the county fair, 4-H has also developed research-based, peer-reviewed curricula for over 90 project areas. Highlights include animal and veterinary science, photography, STEAM - science, technology, engineering, arts and math, leadership, health and fitness, career readiness, mentoring, public speaking, robotics, aerospace, and archery.

St. Mary's County 4-H is asking Leadership Southern Maryland for assistance in studying opportunities to address the transportation needs of the St. Mary's County 4-H program participants. This study will assist the organization in helping 4-Hers with current transportation needs and serve as a planning tool for future program development, member recruitment, and club expansion plans. Unfortunately, transportation is an obstacle that prohibits some youth from being able to attend 4-H programs. As the majority of 4-Hers is younger than the driving age, some members have difficulty finding rides to and from state workshops. Travel distances to events outside of the county can hinder members' learning and participation, as well as reduce Southern Maryland representation in state competitions. Additionally, potential members in economically challenged areas of the county often do not have rides home from after-school activities or to local evening club meetings. Providing transportation solutions opens up opportunities for many youth in underserved areas and further increases the diversity among the young people who are able to benefit from our programs. While focusing on St. Mary's County, the findings of this study will be shared with Charles and Calvert County 4-H offices as well as the UME State 4-H office to further extend the reach and impact

of this project.

- **St Mary's Community Assessment**

The St. Mary's Coordinator and CSM's Director of Strategic Partnerships participated in various activities encompassed by a Community Assessment lead by Health Management Associates, in collaboration with Vital Community Connectors and citizen stakeholders. This included attending various presentations and meetings, completing surveys, reviewing data.