

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

The activities accomplished by the NPI in St Mary's County for the past quarter are summarized below within the categories of our Strategic Directions Document.

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

The redesigned curriculum now appears on the NPI website. Further detailed information on each course offered will be announced in our regularly published E-Blasts. During the past quarter, the following courses were offered: Building an Exceptional Board, Maximizing Meeting Productivity, and Marketing Matters. An additional course, entitled Your Financial System will be offered in early April, concluding the NPI's course offerings for this school year.

The courses attracted paid and volunteer leaders, and the feedback received was excellent. There have been requests for a continuation of courses with a "hands on" approach.

The NPI has also initiated a partnership with the Maryland Nonprofits. Through this partnership, we will be able to offer our local organizations a selection of relevant webinars at a discounted rate. This is in direct response to the request for different training formats.

**Strategy Two: Review the Structure of the NPI**

The NPI will undergo some degree of re-organization during the coming months. The St Mary's Coordinator will continue to focus on the needs of St Mary's County, while adding a emphasis on developing a training curriculum that appeals to the entire region.

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

The NPI's marketing efforts have increased in both variety and consistency. We have published 3 e-newsletters, the NPI website has been redesigned, and e-blasts highlight upcoming courses and events. Southern Maryland Newspapers will also promote our upcoming annual conference.

We have received a good deal of positive feedback about our marketing efforts, but they have largely been anecdotal. The St Mary's Coordinator will work with CSM's marketing department to determine how best to use available data to determine the effectiveness of our marketing efforts.

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

The April 29<sup>th</sup> conference is just around the corner. Using input from our planning committee, the NPI is offering a variety of sessions that will appeal to members of boards, potential consultants, volunteers and paid staff. The event will include break out sessions, a keynote address, a Ted Talks panel, and a volunteer recognition awards presentation. Registration for the event is going well.

#### **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 18 organizations came together in January and March to share resources and information.

Volunteer Southern Maryland now has a new website with an updated appearance and new features. An introductory webinar was held in the early

March and further training will be offered to our local nonprofit community. Currently, 89 organizations have established a presence on the site.

- **Southern Maryland Gives**

Southern Maryland Gives was launched 11 months ago and there has been steady growth in community participation. The annual conference will once again provide an opportunity for the organizations to become more comfortable with the format of the site and the practice of using an online platform. The NPI will also continue to provide technical assistance and support.

Southern Maryland Gives has raised \$15414, an increase of \$3065 during the last quarter. We are currently highlighting 8 projects across the region. The best way to understand the site is to visit <http://www.southernmarylandgives.org>

### **Strategy Six: New Initiatives**

Due to an emphasis on planning for our conference, we are not currently pursuing our list of new initiatives. As stated in the last quarter's report, these are: 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".

While not directly exploring these initiatives, we have reached out to potential consultants and have encouraged them to attend the conference. We are also including a session on "return on investment" as it relates to Social Media.

### **Strategy Seven: Enhance Board Development Activities**

In response to requests from local boards of directors and executive directors, the NPI conference will include topics and presenters that will appeal to members of nonprofit boards. Examples of these topics are: Organizational Sustainability, Succession Planning, Strategic Planning, Developing Young Leaders, and Thanking Donors.

The St Mary's Coordinator has been approached by a few organizations for specific input to their Boards of Directors. This request has focused on succession planning, financial planning, and board orientation.