

The Nonprofit Institute at the College of Southern Maryland
Quarterly Report to St. Mary's County
January-March 2019

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

NPI offered the following courses during this quarter:

- Fundraising Fundamentals: Foundation Directory Online/Finding Grants
- Leadership: Building an Exceptional Board

Both classes were well attended, and the feedback obtained was positive.

Planning is underway for the free Annual Grants Training workshop. This year's training is scheduled for Sept. 20 and will be held at the CSM La Plata campus.

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

Website traffic during this period was down in pageviews but up in new users and average time on page. Content on the Nonprofit Institute's web pages and social media accounts continues to be updated and refreshed on a regular basis. Social media includes Facebook, Twitter, and LinkedIn. Social media platforms are used to promote the e-newsletter, classes and events, to share nonprofits' Facebook postings and Tweets, and to share grant opportunities, free webinars, and articles of interest. These can be found at:

- www.facebook.com/NonprofitInstituteCSM/
- www.facebook.com/VolunteerSouthernMaryland/
- Twitter: @NonprofitInsCSM
- www.linkedin.com/company/nonprofit-institute-at-csm/

Our monthly e-newsletter continues to expand its reach with an average of 10 new subscription requests per month. Our newsletter now reaches more than 1,600 subscribers every month.

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

Our 2019 conference took place on Feb. 21, with the theme of "Innovation." Speakers challenged conference attendees by asking them to try new approaches to their work with respect to strategic planning, communicating with their stakeholders, promoting their missions, leading their boards, and managing their projects. It was well attended by 148 from across the region. The press covered the event and the article which appeared in the local papers may be found at:

https://www.somdnews.com/independent/news/local/regional-nonprofit-conference-sees-record-attendance/article_72d237a5-a040-5319-a72c-6423e867d319.html

One of the highlights of the day was keynote speaker, Tommy Luginbill, Executive Director of the Entrepreneur and Innovation Institute at CSM. The presentation was taped by CSM staff and can be found on the NPI webpage. While the morning consisted of breakout sessions, the afternoon session featured a variety of organizations that offer resources to area nonprofits. Additionally, local pro bono consultants who are members of the Professional Services Hub – a partnership between NPI and Leadership Southern Maryland – offered one-on-one consultations.

Feedback was obtained from conference attendees in the areas of Relevance and Range of Topics, Keynote Speaker, Format and Length of Sessions, Food, Facilities, and Overall Usefulness of the conference. An average of 81 % of the responses were in the Very Good/Excellent category with the lowest rating focused on the Food. The highest ratings were focused on overall usefulness, facilities, keynote speaker, and the length of the conference.

The NPI team will use the feedback that was received to plan for the 2020 conference. It will take place on February 20, 2020.

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

- **Executive Director Learning Circles** - The January, February, and March meetings included the following organizations:

- Leadership Southern Maryland
- Tri County Council
- Historic Sotterley Plantation
- The Patuxent Partnership
- The St. Mary's Mediation Center
- Southern Maryland Community Resources
- The Arc Southern Maryland
- Southern Maryland Independent Living Center
- The Promise Center
- Museum Division of St. Mary's County
- Walden
- Nork-Apex Strategic Advisors - offers consultation to nonprofits
- Arts Council of St. Mary's County

- **Volunteer Coordinators**

The volunteer coordinators met on January 22 at The Arc of Southern MD. The following organizations were represented:

1. Hospice of St. Mary's County
2. American Red Cross
3. Southern MD Tri County Community Action Committee
4. Citizens Review Board for Children
5. Historic St. Mary's City
6. The Arc Southern Maryland
7. Charlotte Hall Veterans Home
8. Museum Division of St. Mary's County

9. The Arnold House
10. Unified Committee for African American Contributions
11. Circle of Angels
12. KidsStream
13. Catholic Charities
14. NPI staff
15. Calvert Hospice
16. United Way of Calvert County
17. Spring Dell Center
18. American Chestnut Land Trust
19. Calvert Crisis Intervention Center

- **Fundraising Professionals Network**

This networking meeting is scheduled quarterly. The following organizations were in attendance:

- Charles County Public Library
- The Promise Resource Center
- Pure Play Every Day
- Special Olympics of St Mary's County
- Plan It 4 You Event Planning

- **Public Relations/Marketing Professionals**

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. Regular participants of nonprofits serving Charles County include:

- Charles County Community Mediation Center
- The Arc Southern Maryland
- Pure Play Every Day
- Red Cross
- Seedco
- Melwood Veterans Services
- Senior Community Service Employment Program (SCSEP) for Southern Maryland
- Southern Maryland veteran employment representative for the Division of Workforce Development and Adult Learning
- Business solutions consultant for the DLLR Business Solutions Unit of the Office of Workforce Development
- Circle of Angels Initiative
- St Mary's County Museum Division

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

Participation and activity continues to steadily increase on this web-based portal. There are now 170 active organizations and 65 active volunteer opportunities posted. Numerous organizations report success finding volunteers. The following organizations received direct assistance with this program during this quarter:

- The Arnold House
- Charles Regional Medical Center Auxiliary
- Charles County United Way
- The Arc Southern Maryland

- Pure Play Every Day
 - Calvert United Way
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- **Supporting/Assisting Nonprofits**

NPI's Michelle Sullivan coordinated planning for Project Management Day of Service at the University of Maryland, College Park on MLK Day, January 19, 2019 with two southern Maryland nonprofits. This program pairs nonprofits with pro bono consultants.

The NPI team provided one-on-one support and assistance to several nonprofits including the following that are either based in St Mary's County or provide services in the county:

- Community Foundation of Southern Maryland
- Three Oaks
- Pure Play Every Day
- Professional Services Hub assistance
- VConnections
- Circle of Angels

Strategy Five: New Initiatives

Several individuals and organizations have now used the Professional Services Hub – the pro bono partnership of the Nonprofit Institute and Leadership Southern Maryland. This effort is an expansion of an existing pro bono program offered by NPI for the past few years. Read more about this offering on our website: www.csmd.edu/community/institutes/nonprofit-institute/resources/index.html

The Nonprofit Institute is now listed on the Grantspace by Candid website as a Maryland nonprofit management/technical assistance provider: <https://grantspace.org/resources/nonprofit-startup-resources/region/maryland/>

Grantspace is a service of Candid which is the result of the recent merger of The Foundation Center and Guidestar, two national organizations that assist nonprofit organizations.

The Maryland Governor's Office on Service and Volunteerism is exploring the creation of a statewide volunteer portal. The director, Van Jones, reached out to the Institute and spoke with Cara Fogarty about the Volunteer Southern Maryland portal. The Nonprofit Institute and the portal will be a part of this initiative.

Additional Activities:

Charles County Coordinator Cara Fogarty wrote a guest post for the Charles County Economic Development Department: <http://www.meetcharlescounty.com/blog/2019/01/18/default/nonprofits-are-businesses-too/>

Charles County Coordinator Cara Fogarty was the featured speaker for a CSM student/community program called "Facts and Snacks." Her presentation covered "How to Start a Nonprofit in Maryland."

St. Mary's County Coordinator Harriet Yaffe assisted a CSM social entrepreneurship class with their nonprofit projects.