

The Nonprofit Institute at the College of Southern Maryland

Quarterly Report to St. Mary's County

July-September 2018

The College of Southern MD has undergone a major reorganization. The Nonprofit Institute is now part of Continuing Education and Workforce Development. The NPI St Mary's Coordinator, along with her counterparts in Charles County, met with the NPI St Mary's Advisory Council to review these changes and the updated Strategic Directions Document in August.

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

The courses offering during this quarter featured the following:

- **Social Media Platforms: It's More than Just Posting: How to Create an Effective Social Media Communications Plan.** This course filled quickly and we able to fill additional seats (22)
- **Annual Free Grant Training:** This annual event drew approximately 70 people and was very well received. We intend to invite the instructor to teach additional classes in the future.

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

Content on the Nonprofit Institute's web pages and social media accounts is 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/

Website traffic during this quarter was flat, but we see spikes in website traffic following each release of our e-newsletter. Historically, website traffic increases in the fall and

again in the winter as the annual conference approaches. Our social media presence is increasing with new likes, impressions, and additional engagement.

We are publishing the e-newsletter on a monthly basis now rather than biweekly in an effort to increase the content value of each issue and increase readership. Early indicators indicate a positive reception to the change.

NPI staff participates in area events and meetings to engage with nonprofit organizations, businesses, and the community, and to increase awareness of the resources we offer. Events during this quarter include the Charles County Chamber of Commerce Network at Noon, the Nonprofit Alliance of the Calvert County Chamber of Commerce, Early Childhood Day at the Capital Clubhouse, Southern Maryland Heritage Area Consortium board meetings, and a presentation about Volunteer Southern Maryland and NPI to the Charles County United Way quarterly partners meeting.

Additionally, Texas Roadhouse in La Plata held a fundraising information session for nonprofit organizations in August. NPI helped promote the event to area nonprofits and attended the event to be able to share the information with those organizations unable to be there.

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

Plans are underway for the NPI 2019 Conference. The date will be February 21st, with a snow date of February 28th. We have secured a keynote speaker and many breakout session presenters.

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

- **Executive Director Learning Circles-** The July and September meetings included the following organizations:
 - Leadership Southern MD
 - Tri County Council
 - Historic Sotterley Plantation
 - The Patuxent Partnership
 - The St. Mary's Mediation Center

- o Southern Maryland Community Resources
- o St. Mary's Animal Welfare League
- o The Arc of Southern Maryland
- o Southern Maryland Independent Living Center
- o The Promise Center

- **Volunteer Coordinators**

The volunteer coordinators met on July 24th at the Hospice House of Calvert. The following organizations were represented:

- o Lifestyles
- o Hospice of St Mary's County
- o American Red Cross
- o Annmarie Garden and Arts Center
- o Sagepoint
- o Greenwell Foundation
- o Southern MD Tri County Community Action Committee
- o Southern MD Community Resources
- o Citizens Review Board for Children
- o Historic St Mary's City
- o The Arc of Southern MD
- o Charlotte Hall Veterans Home
- o NPI staff

- **Southern Maryland Veterans Support Coalition**

The NPI team has made the decision to discontinue facilitating this group. The Charles County government has recently created a Veterans Commission that meets every two months. It has been well attended, is led by a veteran, and will meet the needs of this group. This NPI affinity group originally formed to promote collaborative information sessions for veteran-focused nonprofits. Supporting each other's missions and needs led to the development of a comprehensive network of veteran support organizations. The resulting functionality matrix is available on the NPI web site:

<https://www.csmd.edu/community/institutes/nonprofitinstitute/resources/index.html>

- **Fundraising Professionals Network**

The quarterly meeting was held on Sept. 5. The following organizations participated:

- McConchie Schoolhouse
- Circle of Angels
- Charles County Charitable Trust
- Charles County Library
- Friends of St. Clements Island & Piney Point Museums

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meet quarterly. The discussion encompasses funding opportunities that are regional in scope as well as those that are focused on Southern Maryland. The group is contemplating asking some of the regional funding entities to consider the Southern Maryland region, including Charles, St. Mary's, and Calvert Counties, as part of their coverage area.

- **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
- Sagepoint Senior Living Services
- Arc of Southern Maryland
- Warfighter Advance
- New Horizons Supported Services
- Representatives from several DLLR offices including the Senior Community Service Employment Program (SCSEP) for Southern Maryland, the local veteran employment representative for the Division of Workforce Development and Adult Learning, and the business solutions consultant, for the DLLR Business Solutions Unit of the Office of Workforce Development.

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

Participation and activity continues to increase on this web-based portal. There are now 150 active organizations and 25 active volunteer opportunities posted. Several organizations report successfully finding volunteers. Organizations serving the region actively participating include:

- SMTCCAC Senior Companion Program
- Seeds of Courage
- Alzheimer's Association (SOMD)
- CASA of Southern Maryland
- United Way of Charles County
- Bay Community Support Services

- University of Maryland Charles Regional Medical Center Auxiliary
- Alice Ferguson Foundation
- Girl Scouts
- Girls on the Run Southern Maryland
- Relay for Life/American Cancer Society
- Center for Children
- Port Tobacco River Conservancy
- H.O.P.E. Financial
- Charlotte Hall Veterans Home
- Patuxent Tidewater Land Trust

Additionally, the following organizations received direct assistance during this quarter:

- The Promise Resource Center
- United Way Charles County
- Girls on the Run Southern Maryland
- Hospice of Charles County
- Good Stuff/Health Partners
- University of Maryland Charles Regional Medical Center Auxiliary

Supporting/Assisting Nonprofits

NPI's Michelle Sullivan is assisting the Community Foundation of Southern Maryland as a participating member of the planning committee charged with organizing its annual Philanthropy Day luncheon on Nov. 2. NPI has provided this support as well as promotional support for the past few years. The theme of this year's Philanthropy Day Luncheon is "Looking Forward, Giving Back." The keynote speaker will be the executive director of the Rural Maryland Council, Charlotte Davis, who brings together citizens, community-based organizations, federal, state, county and municipal government officials as well as representatives of the for-profit and nonprofit sectors to collectively address the needs of rural Maryland communities.

In addition, the following was accomplished:

- Assisted Leadership Southern MD with the selection of nonprofit projects for the Class of 2019.
- Finalized and announced the formation of the new Professional Services Hub, a partnership between LSM and the NPI.
- NPI's Harriet Yaffe participated as a member of the committee for the selection of the Governor's Office on Service & Volunteerism 2018

Awards.

- Provided consultation to the executive committee of a St. Mary's nonprofit with respect to succession planning and sustainability.

Strategy Five: New Initiatives

The Nonprofit Institute launched its enhanced pro bono program through a new partnership with Leadership Southern Maryland and its alumni. This effort is an expansion of an existing pro bono program offered by NPI for the past few years. The new NPI/LSM program is known as the "Professional Services Hub" and has already garnered interest among nonprofits. You can read more about this offering on our website: www.csmd.edu/community/institutes/nonprofit-institute/resources/index.html

Another new initiative is the development of a unique grant writing class at the request of members of the Garvey Center Council in St. Mary's County. The group approached NPI with the goal of creating a class that would focus on people who are new to the process of grant writing. The class will incorporate the use of a computer classroom so that participants can learn how to access online resources. The class will actually take place in the second quarter of the year. If it is successful, we will repeat it in the future.