



## STRATEGIC PLAN 2017–2019

### MISSION

The Governor's Office on Service and Volunteerism is a critical part of the Governor's Office of Community Initiatives. Through the use of federal dollars, it is funding 19 AmeriCorps State programs in the 2016-2017 program year to support disaster services, economic opportunity, education, environmental stewardship, healthy futures, and veterans and military families in Maryland.

The office also funds 10 volunteer connector organizations and Maryland Volunteer Centers through the Volunteer Generation Fund. The 10 Volunteer Generation Fund grantees use these funds to boost the impact of volunteers in addressing critical community needs.

Founded in 1993, the Governor's Office on Service and Volunteerism supports 1,000 AmeriCorps members annually through its grant-making programs. In addition, the office advocates for effective volunteer program management and recognizes volunteer service across the state on behalf of the Governor of Maryland. Each year, over 200,000 Maryland volunteers are recognized by the Governor's Office through activities and services provided by the Governor's Office on Service and Volunteerism.

### VISION

When Marylanders are engaged in service, communities will be transformed and Maryland will be changed for the better.

### EXECUTIVE SUMMARY

All citizens have talent to contribute toward changing Maryland for the better. Building on this belief, the Governor's Office on Service and Volunteerism strives to strengthen Maryland's communities by promoting and fostering opportunities for residents to serve each other.

The Governor's Office on Service and Volunteerism supports schools, nonprofits, and faith-based organizations through its administration of national service grants. Additionally, as the lead office in promoting volunteerism and community service throughout Maryland, the Governor's Office on Service and Volunteerism works with organizations to find ways to recruit, train, and retain the volunteers that are needed to build capacity and fulfill their missions.

The Governor's Office on Service and Volunteerism is also the state leader in the coordination of volunteers and donations in disasters alongside with the Governor's Office of Community Initiatives. The Governor's Office works with local, county, state, and federal partners to place volunteers in the best position to offer critical support during times of distress.

Strong programs, statewide partnerships, and a dedicated group of volunteers that oversee the Governor's Office on Service and Volunteerism have elevated national service and created new pathways to volunteerism in Maryland. This strategic plan outlines the great opportunity and value the office sees building upon the successes of the past two decades to enable even greater growth in the future.

## **2017–2018 STRATEGIC GOALS**

The following goals serve as the foundation for the Governor's Office on Service and Volunteerism Strategic Plan, which will be accomplished with accountability and transparency and providing the best possible customer service.

### ***Goal 1 - Bolster Maryland's Communities***

The Governor's Office on Service and Volunteerism will improve Maryland's communities and neighborhoods through volunteerism and national service. It will maintain and grow partnerships with nonprofits, businesses and government agencies to focus efforts where the need is greatest.

- The Governor's Office on Service and Volunteerism will mentor, train and monitor Maryland State AmeriCorps programs so they meet at least 80 percent of their performance measures.
- The Governor's Office on Service and Volunteerism will work with sub-grantees to ensure the best possible sustainable programs are serving in our communities.
- The Governor's Office on Service and Volunteerism will strive to create a pipeline of nonprofits that will be awarded AmeriCorps planning grants when possible to create innovative solutions to Maryland community problems.
- The Governor's Office on Service and Volunteerism will strive to grow national service programs, especially in the areas of education, economic opportunity, and healthy futures.
- The Governor's Office on Service and Volunteerism will continue to support, and, where possible, establish new volunteer centers throughout Maryland.
- The Governor's Office on Service and Volunteerism will facilitate a grants management process inclusive of outreach, education, technical assistance, assessment, and feedback provided to applicant organizations.
- The Governor's Office on Service and Volunteerism will seek out peer reviewers and industry leaders to provide key feedback and guidance in the national service grant funding process.

### ***Goal 2 – Celebrate Volunteerism and National Service in Maryland***

The Governor's Office on Service and Volunteerism will be the state's leader in recognizing and celebrating volunteerism and national service.

- The Governor's Office on Service and Volunteerism will continue to host the Governor's Service Awards.

- The Governor’s Office on Service and Volunteerism will seek out opportunities to work with the Governor’s Offices and agencies, local governments, nonprofits, businesses, and community organizations to award volunteer certificates.
- The Governor’s Office on Service and Volunteerism will encourage, promote, and participate in events that promote volunteerism and national service, including Martin Luther King Day of Service, AmeriCorps Week, Volunteer Appreciation Month, Governor’s Volunteer Appreciation Day at the Maryland State Fair, and the Governor’s Day to Serve Initiative.

#### ***Goal 3 – Connect Marylanders to Service***

The Governor’s Office on Service and Volunteerism will continue to work to ensure that all Marylanders who wish to volunteer find an opportunity in their community.

- The Governor’s Office on Service and Volunteerism will embark on an aggressive social media campaign that will highlight our website including a map that shows volunteer center locations across the state.
- The Governor’s Office on Service and Volunteerism will work with volunteer centers to highlight local service being done across the state.
- The Governor’s Office on Service and Volunteerism will work with volunteer managers and volunteer connecting organizations to ensure training is provided annually on best practices for volunteer growth and management.
- The Governor’s Office on Service and Volunteerism will partner with businesses that have employee volunteer programs to help these organizations thank their employees and possibly train businesses that do not have employee volunteer programs.

#### ***Goal 4 – Increase Marylander’s Disaster Resiliency***

The Governor’s Office on Service and Volunteerism will work with emergency preparedness leaders to better equip and mobilize volunteers and donations in a disaster.

- The Governor’s Office on Service and Volunteerism will work with the Maryland Emergency Management Agency to organize trainings for volunteer centers and county emergency leaders.
- The Governor’s Office on Service and Volunteerism will keep a list of nonprofits and businesses that can be called upon in a disaster.
- The Governor’s Office on Service and Volunteerism will work to train our AmeriCorps programs to serve even in times of a disaster.

#### **NEXT STEPS**

This strategic plan is designed to guide the Governor’s Office of Service and Volunteerism to a sustainable, thriving future. This plan will be reviewed quarterly by staff and the Executive Committee of the Governor’s Commission on Service and Volunteerism, and annually by the full commission to ensure objectives are being met and progress is being made. By laying this groundwork, staff and the commission can most effectively work with the Corporation for National and Community Service and its many partners throughout Maryland.