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CCMA MEMBERS
1. American University
2. Baltimore City Community College
3. Bowie State University
4. Carroll Community College
5. Catholic University of America
6. Chesapeake College
7. College of Southern Maryland
8. Community College of Baltimore County
9. Coppin State University
10. Frederick Community College
11. Frostburg State University
12. Gallaudet University
13. Garrett College
14. The George Washington University
15. Georgetown University
16. Goucher College
17. Hood College
18. Howard Community College
19. Johns Hopkins University
20. Loyola University Maryland
21. Maryland Institute College of Art
22. McDaniel College
23. Montgomery College
24. Morgan State University
25. Notre Dame of Maryland University
26. Prince George’s Community College
27. St. Mary’s College of Maryland
28. Stevenson University
29. Towson University
30. University of Baltimore
31. University of Delaware
32. University of the District of Columbia
33. University of Maryland, Baltimore
34. University of Maryland, Baltimore County
35. University of Maryland, College Park
36. University of Maryland Eastern Shore
37. Washington Adventist University
38. Wesley Theological Seminary

MISSION
CCMA mobilizes the collective commitment and capacity of higher education to actively advance our communities through civic and community engagement.

VISION
CCMA plays an integral role in the development of globally engaged citizens who actively contribute to creating healthy, sustainable and socially just communities.

CORE VALUES
• Engaged Citizenship
• Create Equity & Justice
• Life-Long Learning
• Collective Impact
• Promoting Diversity
• Sustainability
• Reciprocity
Dear Friends,

This has been a pivotal and exciting year in our organization’s life. After months of discussions with current members, in March 2017, the Board of Maryland-DC Campus Compact decided to expand the boundaries of our organization to include Delaware, becoming Campus Compact Mid-Atlantic. The University of Delaware is the first higher education institution in Delaware to join our newly expanded network. With the addition of the Community College of Baltimore County, CCMA has realized a 90% increase in membership in eight years, almost doubling since 2009. CCMA has been among the nation’s fastest growing Compacts since its inception. This year, CCMA’s members contributed over $450 million in the value of services to the region.

CCMA also increased AmeriCorps VISTA grants to members, a value of $165,000 to members. Project foci range from reducing trafficking to veterans services, increasing first-generation completion and food security. The CCMA Senior Advisory Group for Engagement (SAGE) launched working groups on: Assessment; Diversity, Equity, & Inclusion; and International Community Development Partnerships. Additionally SAGE and CCMA convened a Taskforce on Incorporating Community Engaged Teaching and Scholarship (ICETS) in Promotion and Tenure. This Taskforce created a report which was reviewed by the Board and is sponsoring an ICETS Institute this coming November. The P20 CONNECTS college, career, and civic readiness initiative launched a Leadership Team and five pilot partnerships.

Looking ahead, CCMA will celebrate its launch in April 2018 at the University of Delaware, hosted by President Assanis, and is already planning its 10th Anniversary Presidents’ Institute for Nov. 2018!

Thank you for joining us in this meaningful work,

Madeline and Dave

Ms. Madeline Yates
Executive Director
Campus Compact Mid-Atlantic

Rev. Dr. David McAllister-Wilson
President, Wesley Theological Seminary
Board Chair, Campus Compact Mid-Atlantic
2016-2021 STRATEGIC PLAN

Stakeholders at all levels were involved in conversations which informed CCMA’s first 5-year Strategic Plan adopted in the fall of 2016. 2017 served as a year to begin implementation of this new Strategic Plan, which focuses on five goals.

GOAL 1: ENGAGING MEMBERS/ PROVIDING RESOURCES

Expanding Regional Workshops, Conferences, and Technical Assistance

CCMA sponsored and co-sponsored numerous professional development workshops and conferences including a Service-Learning and Civic Engagement (SLCE) Conference at Towson University. The keynote came from Baltimore nonprofit “Thread” which uses innovative, paradigm-shifting models to mentor Baltimore youth. Estimated participation at these workshops and conferences combined totals over 1500 unique and repeat participants. Additionally, CCMA offered five faculty mini-grants and six student group mini-grants to members which resulted in over 180 faculty throughout the Maryland-DC region receiving professional development and estimated over 4,000 students gaining the opportunity to become community-engaged through hands-on service-learning.

This year CCMA coordinated and co-sponsored multiple professional development events sponsored and co-sponsored by CCMA, and the ROI continues to hover around 8:1—10:1 depending on member institution participation in grant opportunities.

Conferences and workshops sponsored/co-sponsored:

- Eastern Regional Campus Compact Conference
- Service-Learning and Civic Engagement (SLCE) Conference
- Service-Learning Course Design Workshop
- Supervisor & CCMA AmeriCorps VISTA Workshops
- Life After VISTA Year End Workshop
- AmeriCorps VISTA Pre-Service Orientation
- CCMA AmeriCorps VISTA Pre-Service Retreat (overnight)
- Presidents’ Institute

Convening members and technical assistance:

- Incorporating Community Engaged Teaching & Scholarship in Promotion & Tenure
- SAGE Meetings & Annual Retreat
- Service-Learning Directors Meeting
- Board Meetings & Annual Retreat
- Technical assistance visits
- Business Leaders Breakfast
GOAL 2: ASSESSING AND SUSTAINING IMPACT

CCMA Assessment Committee

CCMA’s Senior Advisory Group for Engagement (SAGE) has established a working group on assessment called the Campus Compact Mid-Atlantic Assessment Committee. This committee is working with the Longitudinal Data Center to better assess the impact of member campuses’ community engagement partnerships—on both student participants and communities.

GOAL 3: IMPLEMENTING P20 CONNECTS

P20 CONNECTS Initiative – Collective Impact & Presidents’ Institute

Continuing the collective impact initiative to improve college, career, and civic readiness throughout our region, CCMA launched a P20 CONNECTS Leadership Team and five pilot partnerships. These P20 CONNECTS pilot partnerships will pave the way, advancing P20 CONNECTS college, career, and civic readiness programs and policies across the region.

1. Frederick Community College and Frederick County Public Schools
2. Frostburg State University and Allegany County Public Schools
3. Towson University and Baltimore County Public Schools
4. University of Maryland Eastern Shore and Somerset County Public Schools
5. University of the District of Columbia and Maya Angelou Public Charter School

CCMA was awarded an AmeriCorps VISTA grant for a full-time P20 CONNECTS project coordinator. Eleanor Blaser, a recent Hood College graduate, will focus on collecting and highlighting the pilot partnership accomplishments, as well as to collect and disseminate resources for potential P20 partnerships and identify potential funding sources. Through this grant, CCMA will support local and regional CONNECTS planning, coordination, and evaluation.

GOAL 4: EXPANDING COMMUNICATION

New Style Guide

CCMA established a style guide to increase the consistency of branding across media and publications. CCMA is in the process of transitioning to a new update the website, which will allow for more efficient navigation and a user-friendly content management system.
GOAL 5: DEVELOPING ORGANIZATIONAL CAPACITY

CCMA Maintains Standards for Excellence for Nonprofits

CCMA has continued to be recognized for its Standards for Excellence through the Maryland Association for Nonprofit Organizations in conjunction with the National Association for Nonprofit Organizations. This is an elective, rigorous, peer-review process through which all aspects of CCMA’s programs, impact, financial management, administration, and governance are thoroughly examined for procedural excellence. This is the gold standard for non-profits, and only 231 non-profits in the nation have received this accreditation.

Increased Giving & Sponsorship Opportunities

Individual giving, event sponsorship, and corporate giving levels have been established to better recognize donors and their contributions to CCMA.

Increasing Board Leadership and Engagement

CCMA held its fifth annual Board retreat on Kent Island in June. The Board reviewed progress on CCMA’s strategic plan, accomplishments, and the future of the P20 CONNECTS initiative. CCMA welcomed two new Board members, Dr. Andrea Chapdelaine of Hood College, and Dr. Maria Thompson of Coppin State University. The Board honored Dr. Barbara Viniar, retiring President of Chesapeake College, for her many years of service on the Board and years of leadership as Chair. The Board conducted its annual self-evaluation, executive director evaluation, board giving analysis, and board rotation.
PROGRAM IMPACT

CCMA AmeriCorps VISTA Program Report

Members join the mission of CCMA and AmeriCorps VISTA through projects that build campus-community partnerships to fight poverty. Through the CCMA AmeriCorps VISTA program, CCMA alleviates poverty by strengthening communities and developing our leaders. Members receive a living allowance and an Eli Segal Education Award of $5,920 upon completion of a year of service. In February 2017, VISTA members attended SAGE meetings to share their work with SAGE members.

CCMA AmeriCorps VISTA Program Data

- Recruited 3,517 community members to perform a combined total of 14,437 hours of service valued at $305,198.
- Applied for and was granted a CCMA AmeriCorps VISTA grant at 28 full-time positions annually including a second VISTA Leader.

CCMA AMERICORPS VISTA PROJECT CATEGORIES

CCMA AMERICORPS VISTA PROJECT GROWTH

The number of CCMA AmeriCorps VISTA projects has grown 8% over the past three years, providing a value of $165,000 in services to members.
WHAT CCMA AMERICORPS VISTA MEMBERS DO

Universities at Shady Grove

The CCMA AmeriCorps VISTA at the Universities at Shady Grove, Melissa Herrera, coordinates the Achieving Collegiate Excellence and Success (ACES) and Career Experience Opportunities (CEO) programs. In the spring of 2017, Melissa coordinated a 3-day event through which local high school students visited the Universities at Shady Grove (USG) and each of the Montgomery College (MC) campuses where they interacted with college students who shared their programs and stories of why they went to college. The event was part of a highly successful effort to increase college completion for first-generation and immigrant students.

The CEO program collaborated with the Career and Internship Services Center (CISC) at USG to find career experiences for its students. The CEO program was able to connect with the National Institute of Standards and Technology (NIST) and the State’s Attorney’s Office of Montgomery County to organize two major job shadowing events. At NIST, 14 students were assigned to shadow a scientist, touring the various labs, asking questions, and listening to a presentation on NIST internship opportunities, after which they had a networking lunch. With the State’s Attorney’s Office, seven CEO and ACES students visited the State’s Attorney’s Office to witness a murder sentencing trial in order to experience career options in the criminal justice system. After the trial, students watched a live news conference as the attorneys shared information from the trial to the public. Melissa coordinated both these events, and has planned other job shadowing events with CEO at Sodexo, Shady Grove Hospital, and HESS Construction.
University of Maryland Eastern Shore

In April 2017, the UMES CCMA AmeriCorps VISTA project broke ground on their Garland Hayward Youth Center (GHYC) community garden project. They had volunteer help from the Rotary Club, Rotaract, UMES Residence Life, and the community to unload and move lumber and soil, and fit the beds together. Once the beds were made, UMES student Diamond Nwaeze led GHYC students in sowing seeds in the garden. They planted carrots, string beans, snap peas, basil, okra, tomatoes, and marigolds, and the kids have learned how to log and chart plant growth and understand when it will be time to harvest their crops. This will be an ongoing, hands-on STEM and agriculture project for the students at GHYC, as well as a step towards an answer to the poverty and healthy eating needs of the community.

American University

Yun Simpson, the CCMA AmeriCorps VISTA member at American University, created a high school mentorship program through a partnership with SOUL that empowers disadvantaged students, breaking the cycle of poverty. One tangible example of their work is when a high school student who had been participating in SOUL programs for the past two years ended up couch surfing among family members with no permanent housing. This student was expected to graduate in June and attend college. The CCMA AmeriCorps VISTA member, together with the SOUL Executive Director, assisted the student to create his own plan that would help him graduate high school, find a job, and make money for food until he went to college.

Another example of the empowering work the SOUL program does is their Sister Circle group, which gathers women in high school, college, and professional jobs to share and encourage each other as they navigate school, life, and work.

The Campus Compact Mid-Atlantic AmeriCorps VISTA member in 2016-17, McCoy Curtis, who worked with GHYC and UMES to research and establish the community garden, was offered a job with the community center after his VISTA service. He now works closely with the new VISTA member for 2017-18, Diamond Nwaeze, who volunteered with programs at GHYC last year.

The children successfully harvested over 120 carrots in July, and distributed them to their parents, siblings, and family members. Diamond successfully encouraged four of the children at the center to enter their vegetables into the Somerset County Fair at the end of July. They entered okra, cantaloupe, marigolds, carrots, and cucumbers that they had grown, and were elated when they placed first or second for all of their entries!
## Assets

### CURRENT ASSETS

- Cash: $344,390
- Accounts receivable, other: -
- Grants receivable: $25,570
- Pledges receivable: $100,000

**Total current assets**: $469,960

### OTHER ASSETS

- Long term investments: $432,830

**TOTAL ASSETS**: $902,790

## Liabilities and Net Assets

### CURRENT LIABILITIES

- Accounts payable: $6,750
- Accrued liabilities: $30,580
- Deferred revenue: $115,226

**Total current liabilities**: $152,556

### NET ASSETS

- Unrestricted: $250,234
- Unrestricted, board designated: $400,000

**Total unrestricted**: $650,234

- Temporarily restricted: $100,000

**Total net assets**: $750,000

**TOTAL LIABILITIES AND NET ASSETS**: $902,790
THANK YOU

Our network and accomplishments are possible through the contributions of many people and organizations!

Special Thanks
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Hood College

Donors
Dr. Barbara Jacoby
Ms. Carolyn Korb
Dr. Deb Moriarty
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Ms. Patricia Bassett
Ms. Madeline Yates
Dr. Barbara Viniar

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Washington Adventist
Wesley Theological Seminary

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AmeriCorps
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Senior Advisory Group for Engagement (SAGE)
Mrs. Mari Salinas
Mrs. Suzanne L. Horlacher

CCMA Steering Committee
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Dr. Sandra Dunnington
Mr. Rollin Johnson
Dr. Maurice Taylor
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