ANNUAL REPORT
2020

developing global citizens • building just communities

Campus Compact
Mid-Atlantic
CCMA MEMBERS

1. Allegany College of Maryland
2. American University
3. Baltimore City Community College
4. Bowie State University
5. Carroll Community College
6. The Catholic University of America
7. College of Southern Maryland
8. Community College of Baltimore County
9. Coppin State University
10. Delaware State University
11. Frederick Community College
12. Frostburg State University
13. Gallaudet University
14. The George Washington University
15. Georgetown University
16. Goldey-Beacom College
17. Hood College
18. Howard Community College
19. Johns Hopkins University
20. Loyola University Maryland
21. Maryland Institute College of Art
22. Montgomery College
23. Morgan State University
24. Notre Dame of Maryland University
25. Prince George’s Community College
26. St. Mary’s College of Maryland
27. Stevenson University
28. Towson University
29. The Universities at Shady Grove
30. University of Baltimore
31. University of Delaware
32. University of the District of Columbia
33. University of Maryland, Founding Campus
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
39. Wilmington University

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
Greetings,

What a year we all have had! The braided crises of the pandemic, the economic fallout, the increased attention to racial injustices and inequity, and the attacks on our democracy provided both challenges and opportunities for Campus Compact Mid-Atlantic (CCMA). More than ever, we are certain of the vital importance of CCMA’s mission to mobilize the collective commitment and capacity of higher education to actively advance our communities through civic and community engagement.

As the pandemic shut down in-person activities at institutions throughout our region, we pivoted to develop resources to help faculty and staff shift to virtual instruction, service-learning, and engagement and we created and held space for our members to meet, collaborate, and share their challenges and successes in this new and unexpected virtual world. We supported our DC institutions by offering valuable virtual tutoring and mentoring support to DCPS students. We are particularly proud of the phenomenal success we had in supporting all our AmeriCorps VISTA members as they shifted to remote work. Many of our VISTA members led food security initiatives providing essential nutrition to thousands of students and community members throughout the region.

Just as we started to settle into the pandemic-induced way of working and engaging, George Floyd’s murder recentered our focus on issues of racial equity and justice. Again, we quickly adjusted and compiled additional resources that our members could use to educate and engage with faculty, staff, and students on these issues that are central to the work that we do. We convened various constituents to discuss colleges’ and universities’ responses to the protests and support our members and students. Perhaps most importantly, we assembled a taskforce of stakeholders to envision and plan a Justice, Equity, Diversity, and Inclusion (JEDI) path for CCMA and our network to follow in 2021 and beyond.

The recent attack on our Capitol in January 2021 further highlights the imperative nature of our mission. It is essential that higher education collectively educates and engages all of our students in democracy, civic engagement, civic discourse, and community empowerment. We owe it to our students to provide opportunities through which they develop the compassion and community and civic understanding to become productive and engaged global citizens -- while simultaneously advancing and improving community life now. The urgent need for our work has never been more apparent. We are energized to continue providing the resources that our member institutions’ leadership, faculty, staff, and students most need to empower our communities through civic and community engagement.

Thank you for joining us in this vital work.

Madeline and Ron

Ms. Madeline Yates
Executive Director, Campus Compact Mid-Atlantic

Dr. Ronald Nowaczyk
President, Frostburg State University
Board Chair, Campus Compact Mid-Atlantic
2016-2021 STRATEGIC PLAN

As we enter the final year of our five-year strategic plan, we review the past year with pride over our achievements and a critical eye toward what we have yet to accomplish.

GOAL 1: ENGAGING MEMBERS/PROVIDING RESOURCES

Sponsoring Conferences and Workshops
- Coordinated seven Community Equity Conversation zoom meetings with constituents ranging from Presidents, to Vice Presidents of Student Affairs, to Community Engaged Practitioners
- Held a Senior Advisory Group for Engagement Meeting with MSCHE to discuss the intersection of of the Middle States Standards and University and College community engagement initiatives at Bowie State University in October 2020.
- Developed a partnership with MSCHE to co-sponsor and co-facilitate a series of five zoom webinars in 2020-2021 that connect civic and community engagement initiatives with the MSCHE Standards
- Developed a member survey to find best practices in connecting community engagement with the MSCHE Standards
- Held a faculty development workshop on Service-Learning led by Dr. Barbara Jacoby
- Coordinated a partnership between District of Columbia Public Schools and CCMA members in DC to support DCPS students through virtual tutoring and mentoring
- Convened Newman Civic Fellows with Community Organizing Simulation

Convening Members
- SAGE Meetings
- P20 CONNECTS Leadership Team Meetings
- Community Engagement Practitioners

Supporting Campuses with Resources and Opportunities
- Supported 30 (2020-2021) VISTA projects and launched new grant application cycle
- Coordinated Annual Awards and Mini-grants Programs
- Provided Resources on COVID-19 and Racial Equity and Justice

GOAL 2: ASSESSING AND SUSTAINING IMPACT

P20 CONNECTS
The P20 CONNECTS Assessment Leadership Team continued its work to improve its ability to assess the impact of the P20 CONNECTS program. FY20 built upon the data collection means and methods established in FY19. The Leadership Team developed and finalized a rubric for analyzing this data.

MSCHE Standards and Community Engagement Initiatives
In partnership with Campus Compact of New York and Pennsylvania and New Jersey Campus Compact, we developed a member survey to identify best practices in connecting community engagement with the MSCHE Standards for Accreditation.
GOAL 3: COLLECTIVE IMPACT AND DEVELOPING P20 CONNECTS INITIATIVE

Collective Impact

We connected with the Collective Impact network and participated in an on-line conference about assessment and launched CCMA’s Collective Impact initiative. To help identify common indicators for assessing impact, we coordinated conversations with VISTA members and Supervisors. We launched the Collective Impact grant with two VISTA members to assist with grant development and assessment.

P20 CONNECTS

In FY20, we expanded our P20 CONNECTS program to 11 programs with over $700,000 in grant value to support our members’ P20 community partnerships. The P20 Connects Assessment Team launched to develop common assessment methods. Additionally, we implemented bi-weekly P20 CONNECTS Train-the-Trainer Professional Development Modules, oriented our VISTA P20 CONNECTS partnership coordinators using the Empowerment Learning Process, and convened the Leadership Team (LT) for fall 2020 kick-off including workshop for 60 VISTAs and supervisors.

2019-2020 P20 CONNECTS Partnerships
GOAL 4: EXPANDING COMMUNICATION

In FY20 we executed a communications plan that included collecting and highlighting stories from member campuses, adding VISTA reflection blogs to the website, and expanding our social media presence. Additionally, we released our shared CCMA 10-Year Impact Report for member institution visibility, VISTA Alumni network, business leaders and fund development. This report shared the stories and impact of CCMA’s first ten years.

GOAL 5: DEVELOPING ORGANIZATIONAL CAPACITY

Pandemic Response

We applied for, received, and utilized $90,600 in federal PPP Loans to assist with funding challenges during COVID-19. Additionally, we secured an additional gift of $25,000 from our major donor to support staffing stability throughout COVID-19.

Improving Organizational Efficiency and Capacity

CCMA collaborated with other Affiliated Compacts to revise the National Campus Compact Affiliate Partnership Agreement to clarify roles and responsibilities. We also adopted SALSA as our Constituent Relationship Management System (CRM) and substantially improved the content in our database and our ability to capture our interactions with constituents. The SALSA CRM coordinates with SALSA Engage to improve our communications, event registration management, and donations. We recruited four new AmeriCorps-funded CCMA team members to work on our VISTA program and collective impact and P20 CONNECTS initiatives.
VISTA PROGRAM IMPACT AT-A-GLANCE
CCMA AmeriCorps VISTA Program Report

CCMA AmeriCorps VISTA 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 a Segal Education Award of $6,095 upon completion of a year of service.

CCMA was granted a CCMA AmeriCorps VISTA grant, funding up to 38 full-time positions annually, including three VISTA Leaders, who assist in the administration and coordination of the grant. This grant is valued at nearly $1.6 million to member institutions and communities throughout the Mid-Atlantic region.

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<td>Value of service</td>
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*Using a blended rate for our region of $29.42

14,235 disadvantaged youth received educational services
283 organizations reported VISTA member activities improved efficiency
CCMA’S IMPACT THROUGH AMERICORPS VISTA GRANT

In the 2020-2021 CCMA AmeriCorps VISTA service year, VISTA members met with unprecedented challenges as they navigated the dual pandemics of racial violence and injustice and COVID-19. CCMA VISTA members successfully pivoted their programs and moved them forward despite sometimes significant hurdles.

Adjusting on the Fly at CUA

At the Catholic University of America (CUA), CCMA VISTA member Kara Feidelseit spent the 2019-2020 academic year planning for the Cardinal Cupboard, an on-campus food pantry that was to open to students by the beginning of the Fall 2020 semester. Last minute changes to students who were allowed to return to campus pushed the opening of the pantry back and put its volunteer base into jeopardy. After navigating those challenges, Feidelseit was able to open the Cardinal Cupboard on October 13th, 2020, serving students who have been hit even harder this academic year due to the COVID-19 pandemic.

Moving Fostering Terp Success Forward Despite Challenges

At University of Maryland (UMD), the Fostering Terp Success project provides a wrap-around support network for students who have gone through the foster care system, acknowledging they may have specific issues and support needs that other students do not. Alexander Elliott, now in his second year serving as the CCMA AmeriCorps VISTA member with that project, has not only had to adjust program offerings to entirely online platforms, but he has also had to adjust to the lack of in-person contact he has with those he serves. He confides that not seeing the impacts of his work can be exhausting and demotivating, especially when at times his work seems less important amidst a greater national crisis. Despite having to be very intentional with his own mental health, Alex has created resources like a Campus Coaches manual, a weekly newsletter, and virtual training and coaching meetings, as well as established over a dozen partnerships with local organizations that work with the same demographic as Fostering Terp Success.
Developing Resources to Support Student Mental Health at CCC

The CCMA VISTA member at Carroll Community College (CCC) has also observed mental health as an area of need. The project that CCMA VISTA member Kiersten Klimas is working on is a centralized resource center at CCC for low-income students who are experiencing barriers to achieving their educational goal. Kiersten initially did a presentation on suicide prevention and awareness in the fall that turned into an ongoing discussion on Mental Health and Suicide Prevention programming on the campus. This has now prompted the creation of a Mental Health Awareness Event led by Kiersten and her supervisor, featuring guest speakers from the community.

Virtual Silver Linings Abound!

With so many events being held virtually, several CCMA VISTA members have taken that as an opportunity to be more involved. Tori Harper, who works with the Veterans’ project at University of the District of Columbia, remarks that she is able to attend more community events than she otherwise would be able, and that informs her work and provides a greater context for her work in DC and with veterans and families of veterans. Zia Ashraf, the CCMA VISTA member who works with the Career and College Readiness program for underrepresented students at Frederick Community College students echoes this sentiment. In addition to attending several community events and workshops, he is able to serve on FCC’s Strategic Advisory Committee and be a voice advocating for those underrepresented students within the college.

“Our mission in higher education has historically helped to foster the values of democracy, equality, and freedom, and the creation of new knowledge. [It] drives our efforts and represents our commitment with our students in a sheer sense of understanding about our purpose. We have many civic and community engagement activities, programs, and initiatives that link to our overarching purpose and mission of the institution. Our students are working at the nearby homeless shelter and giving to the nearby food bank. They’re helping in a variety of ways to give back to the larger community.”

Dr. Aminta Breaux, President, Bowie State University
## Assets

### CURRENT ASSETS
- Cash and cash equivalents: $284,464 / $380,864
- Grants receivable: $41,806 / $15,191
- Pledges receivable: $100,000 / $100,000
- Prepaid expenses: $5,517 / $3,634

**Total current assets:** $431,787 / $499,689

### OTHER ASSETS
- Long term investments: $684,666 / $678,735

**TOTAL ASSETS:** $1,116,453 / $1,178,424

## Liabilities & Net Assets

### CURRENT LIABILITIES
- Accrued liabilities: $39,451 / $44,113
- Deferred revenue: $186,230 / $124,246

**Total current liabilities:** $225,681 / $168,359

### OTHER LIABILITIES
- Loan payable: - / $90,600

**Total other liabilities:** - / $90,600

### NET ASSETS
- Undesignated: $390,772 / $419,465
- Board designated: $400,000 / $400,000

**Total net assets without donor restrictions:** $790,772 / $819,465
- With donor restrictions: $100,000 / $100,000

**Total net assets:** $890,772 / $919,465

**TOTAL LIABILITIES & NET ASSETS:** $1,116,453 / $1,178,424
THANK YOU

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

Special Thanks
Hood College
Dr. Alan Penczek

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Mr. Bruce Bigelow & Ms. Julie Ramsey
Rev. Lynn & Mrs. Dorothy Cairns
Ms. Carolyn Korb
Dr. Ronald Nowaczyk
Dr. Alan Penczek
Mr. JT Redmon
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Mr. James Walters
Ms. Debbie Williams (Salsa Labs)
Dr. Marylou Yam
Ms. Madeline Yates

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UMBC
University of Baltimore
Washington Adventist University
Wesley Theological Seminary
Wilmington University

CCMA Steering Committee
Dr. Maurice Taylor
Ms. Ashley Valis
Dr. Monica Walker
Ms. Amy Cohen
Dr. Craig Slack
Dr. Lynnette Overby

Additional Contributors
The following people have generously given their time, expertise and leadership to our growing network:
Senior Advisory Group for Engagement (SAGE)
P20 CONNECTS Leadership Team

Campus Compact
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