

Mayor's Office of African American Male Engagement (MOAAME)

Civic Innovators is a collaborative program leveraging businesses to partner to solve specific challenges in Baltimore City.

City agencies often have insufficient capacity and resources to take on important projects that could have a dramatic impact on the economy and health of our city. Businesses are uniquely positioned to contribute the technical expertise of their employees to respond to city challenges.



The Goal

The goal of the Civic Innovators program is to contribute human capital from the private sector to help solve our city's biggest challenges. Partnering with staff from city agencies, pro bono business volunteers leverage their technical knowledge on strategic projects leading to innovative solutions to critical issues.

Project 3.0 Overview

For our Civic Innovators 3.0 project, The Mayor's Office of African American Male Engagement (MOAAME) was looking for ways to scale its operations. MOAAME exists to support the needs of Baltimore's African American Males to provide opportunities for a thriving and fulfilling life.

The focus of this project was to complete an infrastructure assessment for MOAAME and to provide operational guidance and strategic planning to ensure the agency was set up to thrive as the programmatic home of the Squeegee Initiative on behalf of the City of Baltimore.

The Civic Innovators were charged with assessing MOAAME's overall structure and operations to provide recommendations on how to build an efficient and effective Office that has the potential to scale in providing support and services across the City.

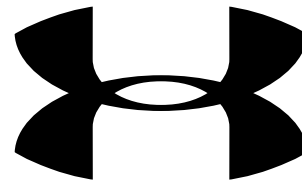
Our Partners



T. Rowe Price



An Exelon Company



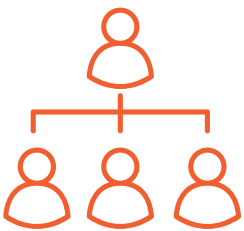
UNDER ARMOUR



The Mayor's Office of Baltimore, Baltimore Corps, and the T. Rowe Price Foundation launched the Civic Innovator's inaugural program in Fall 2019.

Civic Innovators Project 3.0 Project Progress

MOAAME staff members were paired with corporate volunteers to engage in three (3) working groups that are focused on: Human Capital and Operations, Data and Technology, and Research and Evaluation. Based on the work of the corporate volunteers throughout this year's project the following changes have been made and are in progress at the Baltimore City Mayor's Office of African American Male Engagement:



Efficient and Effective Operations Designed

The most important Key Performance Indicators (KPIs) were determined. From there, a staffing model was developed and an organizational chart designed. Design elements and organizational chart features were then improved. The iteration of the staffing model and organizational chart was designed and shown in phases. In addition the partnership process was evaluated and suggestions made for increased impact.



Strategy for Data and Technology was Developed

The data and technology team analyzed relevant KPIs to ensure that data will inform decision making. They collaborated with the human capital and operations team to bolster analytics capabilities. Research was done on industry best practices with data integrity. This will be applied to the city agency's data operations and technology strategy.



Survey Distributed and Collected

The research team crafted a survey to give to city staff about what infrastructure they have, what challenges they are facing, and what critical infrastructure they need. Research was done on industry best practices for gathering feedback and benchmarking purposes with initial focus groups on similar city agencies, mainly the cities of Boston and Philadelphia.

Civic Innovators Project 3.0 by the Numbers

768

Volunteer
Hours

Total number of hours
volunteered by corporate
partners

\$75K

In Cost
Savings

Fair market value of pro
bono work, average of
\$98/hour



3 Months



16 Participants



5 Corporations



3 Working Groups

Quotes from Participants:

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*“I enjoyed meeting other
business leaders from other
companies across the city.”
- Business Volunteer*

”

“

*“Our group was knowledgeable
and had diverse backgrounds
and skills - this enabled us to
provide a robust offering of
problem solving/solutions.”
- Business Volunteer”*

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