Masonville Cove Partnership Strategic Plan
Report Card YEAR 1 (2021)

The strategic plan intends to guide Masonville Cove Partnership operations for five years (2020-2025) to achieve the shared mission purposefully. Progress on the plan is evaluated annually, and this report details what the partners accomplished together in 2021 to achieve the shared mission for the ultimate success of the Masonville Cove Partnership.

Strategic Goals As we look to a successful and impactful future, the Partnership is aligned and focused on expanding the projects and programs that add value to the Masonville Cove campus and the surrounding community. Five overall goals are supported in the plan with varying numbers of tactics to achieve them.

Key Achievements The Partnership has made significant progress towards its goals through

- A wide range of community programs engaging stakeholders of all ages through schools, churches, community centers, libraries, and local non-profit groups
- Strong site stewardship from initiating protective policies, to cultivating and supporting flora and fauna to site cleanups to participation in building the body of knowledge around local species
- A broad array of educational initiatives including direct engagement with students, certification initiatives for school administrators, and professional development opportunities for teachers.

	2021 Progress At-A-Glance			
	Status of Goal	No. of Tactics	Tactics with 2021 Accomplishments	Tactics to be initiated beginning in 2022
Goal 1 Create Meaningful Connections	On track	22	20	2
Goal 2 Foster Stewardship and Respect for Nature	On track	3	3	0
Goal 3 Grow Greener Schools	On track	5	5	0
Goal 4 Be a Good Neighbor and Grow Greener Neighborhoods	On track	10	8	2
Goal 5 Operate Efficiently as a well-run, fiscally responsible, well-resourced organization supported by long-term sources of revenue	Area of Focus	14	6	8
Total		54	42	12

On Track: Most tactics initiated in 2021 and significant progress made toward goal.

Area of Focus: Focus on initiating these tactics will yield progress toward goals

Goal 1
Create Meaningful Connections

- Hosted a record number of visitors, over 2,500, which represents an almost 50% increase over last year, including 45% of whom were first-time visitors
- Indoor and outdoor COVID-safe programs were hosted, along with virtual programming for students, resulting in over 3,000 engagements
- Maryland Geocaching Society's annual Cache Across Maryland attracted more than 200 visitors
- Provided self-led and free programming during weekends and weekday extended hours
- Facilitated South Baltimore neighborhood and shoreline cleanups
- Hosted annual BioBlitz and Urban Wildlife Conservation Day celebrating connections to the outdoors and inspiring people to experience the benefits that nature provides
- Provided a fishing training and family fishing day
- Implemented annual Latino Conservation Week Celebration with bilingual offerings
- Developed a free rideshare program to increase access
- Fostered and maintained relationships with Brooklyn Enoch Pratt Library, Boys and Girls Club, Curtis Bay and, Farring Baybrook Recreation Centers, Natureworx, Greater Baybrook Alliance, and Defensores De La Cuenca to promote community involvement
- Initiated a new relationship with Westport Community Economic Development Corporation
- Engaged with Morgan State University students to improve campus vitality and increase visitation while raising the prominence of the Cove and future programs, paying particular attention to making the Cove more accessible and inviting
- Hosted three free kayak events and two Canoe and Scoop programs
- Maintained SLURRP (school-year Meaningful Watershed Educational Experience) and BEESMART throughout the pandemic providing virtual, hybrid, and in-person experiences supported by hands-on activities
- Received new 3-year award for the continuation and expansion of BEESMART
- Hosted two weeks of hybrid Summer Science and Nature Programs for Baltimore City youth and implemented an 8-week summer camp program for local youth
- Utilized biodiversity backpacks in local community greenspaces
- Prepared new logo and branding guidelines for use throughout the partnership and developed clear and compelling promotional materials, including bilingual website and flyers for community events

Goal 2
Foster Stewardship and Respect for Nature 2021 Accomplishments

- Began implementation of the Wildlife Management Plan, including trail camera surveys, infrared deer monitoring, monarch tagging, and eagle nest monitoring
- Developed community science program that allows participants to assist with wildlife management data gathering
- Protected bald eagles as they bred successfully, rearing 3 eaglets
- Began drafting conservation easement and welcomed Baltimore Green Space as part of the Masonville Citizens Advisory Committee (MCAC)
- Opened greenhouse and propagated over 300 plants to support conservation of the frosted elfin butterfly, an at-risk species.

Goal 3
Grow Greener Schools 2021 Accomplishments

- Provided technical assistance to local schools applying or reapplying for Maryland Association of Environmental and Outdoor Educators (MAEOE) Green School Status
- Provided 51 classroom programs in schools that are in the MAEOE green school program
- Received MAEOE grant support for professional developments in support of greens school applications and provided 4 professional development sessions
- Provided Outdoor Learning Curriculum professional development under Baltimore Cities Connecting Children to Nature Initiative

Goal 4
Be a Good Neighbor and Grow Greener Neighborhoods 2021 Accomplishments

- Developed a partnership with the Brooklyn Branch Enoch Pratt Free Library to participate monthly in virtual programming that specifically reaches students within the Masonville Cove neighborhood
- Provided summer camp and afterschool programming for local recreation centers
- Enhanced programming in local community greenspaces such as Garrett Park, Farring Baybrook Park, and Curtis Bay Park
- Facilitated a Brooklyn community fall cleanup event with local church congregations
- Participated in offsite community events including Splash, Middle Branch Revitalization event, and the Curtis Bay Community Festival
- Engaged with community churches to make them aware of Masonville Cove as a place of respite and retreat
- Partnered with Patuxent Research Refuge to host an intern focused on the engagement of South Baltimore's Hispanic audience and provided professional development and opportunities for a recent college graduate seeking to join the environmental field
- Initiated a partnership with Chesapeake Conservancy to provide Spanish-speaking staff at community events
- Funded and maintained Captain Trash Wheel of Masonville Cove, which uses water and solar power to remove floating debris from the waterway

Goal 5
Operate efficiently as a Well-run, Fiscally Responsible, Well-Resourced Organization Supported by Long-Term Sources of Revenue 2021 Accomplishments

- Created the Sustainable Development Team, set measurable impact goals for 2021, identified the target amount to raise of $500K, and raised over $500K
- Collaborated with Greater BayBrook Alliance to pursue funding for a Friends of Masonville Cove group
- Developed clear and effective promotional materials for fundraising purposes (logo, style guide, branding, folder, infographic)
- Developed a grant-review tool to assess Masonville Partnership eligibility for grant applications
- Developed relationships with new funders and sponsors, including the Keith Campbell Foundation, Truman Semans, the Brown Advisory, SB7, and the National Park Service