



## The MASSB Minute

### Message from the Chair

Welcome to the new year! As we welcome 2023, let us briefly reflect on 2022. In addition to the numerous opportunities you have encountered to help those in need, you probably have also dealt with a wide range of challenges. We know that because of your strong determination and deep sense of caring, you seized the opportunities and overcame the challenges. As members of the mighty volunteer boards and Department of Social Services staff across the State of Maryland, each of you are some of the most resourceful, creative, and passionate professionals in the world. On your volunteer and professional journeys last year, each of you has risen to the occasion to prioritize the needs of our community and, most importantly, take care of vulnerable families, children, and all those who are served via the many programs offered through the respective county Department of Social Services. Because of your efforts, each of you promotes a safe and caring community, while shining a guiding light for those who need it the most. As MASSB, we seek to amplify that guiding light across the service areas by offering support, resources, and a vibrant space for the exchange of ideas that will benefit our communities.



So, what seemed so distant a few months ago is here – 2023. We welcome another year and, as always, we will overcome the challenges and seize the opportunities. As we begin the new year, I am humbled to serve as the new Chair of the MASSB Foundation. In my new role, I am very much aware that we always stand on the shoulders of giants. For more than a decade, Chris Cummings has been an outstanding leader of MASSB successfully advancing its mission and values throughout the State of Maryland by drawing on her strong commitment to excellence, innovation, creativity, and boundless kindness. She is that giant and on behalf of MASSB I want to express my deepest appreciation for all she has done for MASSB. Thank you Chris!

As 2023 unfolds and each of us will be taken on another journey, MASSB will serve as the steady and active companion and leader offering concrete resources to support and advance the profound and noble work of the Social Services Boards across the state. Through collaboration and new partnerships, we can provide resources that *support at risk families, children and vulnerable adults*. Together, we can be that catalyst of positive change designed to improve quality of life across our communities.

With that in mind, I wish all of you a Happy New Year. I am looking forward to working with all of you and welcoming your input and suggestions.

Tony

The January board meeting is a great time to review your [2023 calendar](#). Include regular meetings, important milestones and any outreach, fundraising or advocacy events. It's ok if some dates are estimates. Include them for planning and awareness. Check out this [example](#) from our handbook.

Quick Tips



### Community Connection: Dorchester County

**Katie Eberspacher, Executive Assistant**  
Dorchester County Department of Social Services

As a newcomer to MASSB, I was very excited to attend the annual conference in October. I have been in my position as the Executive Assistant at Dorchester DSS for just over a year now and I want to be able to contribute to the agency as much as I can. The MASSB conference was the perfect starting point for me and hearing the successes of our fellow counties was a great motivator to help build our board. The panel discussion was a great tool to start! Hearing input and feedback from veteran board members and DSS Directors made a huge impact on planning for our board as we move to 2023. The panel discussed fundraising strategies, board member recruitment and many other important topics that I was able to bring back to my Director and our Board. Another big part of the puzzle for a newcomer like me was networking! I was able to connect with experienced board members and trustees to ask questions and get feedback as our board grows! I'm looking forward to 2023 in Dorchester County!

## What's the Plan?

Want to tackle some projects this year but don't know where to start? Follow these steps to create a **Strategic Plan** for your Board:

1. **Develop Vision and Mission Statements**, or adapt the [MASSB Foundation](#) statements for your purposes.
2. **Identify needs** in your community. Talk to the DSS staff and local nonprofits to learn where they are helping, and what they see as unmet needs.
3. **Organize** the information you've collected around common themes (e.g. transportation, eldercare, young adults).
4. **Prioritize** areas based on the severity of need and your board's ability to help.
5. **Set goals** for your selected areas. Goals should be Specific, Measurable, Attainable, Realistic, Timely (SMART).
6. **Develop short-term objectives** for each goal.
7. **Develop an action plan** for each objective.

If you'd like help navigating the Strategic Planning process, please reach out to the **MASSB Executive Team**. We have members available to coach or facilitate workshops and would love to help you reach your goals!



## UPCOMING EVENTS

**FEBRUARY** • Winter Conference: Saturday, 2/11, 9am-12pm, Annapolis & Virtual

- Legislative Initiatives
- Treasurer's Report
- Introduction of 2023 Conference

**APRIL** • Community Meeting: Friday, 4/21, 12pm-1pm, Virtual

**JULY** • Community Meeting: Friday, 7/21, 12pm-1pm, Virtual

**OCTOBER** • Fall Conference: (TBD)

Don't miss an issue! Be sure to add MASSB Foundation to your e-mail contacts.

## What's going on in your county?

Have an idea to share? We'd love to include your success stories in the MASSB Minute. Email [trustee@massbfoundation.org](mailto:trustee@massbfoundation.org).

[www.massbfoundation.org](http://www.massbfoundation.org)

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