



May 7, 2009 Executive Director Update

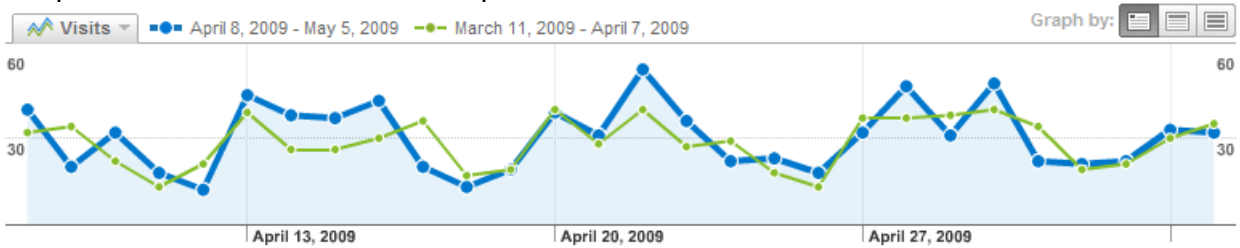
Meetings & Contacts

- I attended CCDA's abandoned property working group. As a first step, I'll be involved in compiling and collating existing lists of know **abandoned properties** and graphically documenting the barriers to service and information flow of the City's current procedure for dealing with abandoned properties. It is an opportunity for me to have more direct contact with several CCDA member organizations and non-member meeting attendees (e.g. CCOP). Because there has been no progress on the Casey Foundation grant Liza Nolan is pursuing, this is not yet directly resulted in paid work, but is an area of interest for several CAMConnect members and offers the possibility of generating works and new members.
- I attended a meeting held by Professor Robyne Turner to introduce Rutgers new Community Development Curriculum where I met the local **Census** outreach representative for South Jersey. We are planning to discuss how to interest the City in improving its **address lists**. The process must be initiated by the municipality, but to her knowledge Camden has never attempted to do so.
- I provided a list of licensed retail businesses to Ray Compari, Associate Dean of the Rutgers business school for a project of his dealing with local family businesses. I attempted to interest him in using the data to track **business births & deaths**. The project is not in his area of expertise, but I'm hoping that he can introduce me to someone at the school who might be interested in supporting that effort.
- I've contacted Lydia Perez in the police department about obtaining **daily crime report data**
- I'll meet with the institutional anchor **Eds & Meds** group tomorrow to pitch CAMConnect's services in analyzing and presenting their local impact data.

Other Data, Events & Projects

- I completed my **human subjects research training** and have officially been added to the research protocol for the citywide **patient database** project so that I can manage that data. I have also implemented new data encryption software and a stronger password policy to better protect private health information. **Data security** training and implementation is another form of technical assistance CAMConnect might offer. The MPH students who perform research on the database and I are testing our first geographically specific query using the new geocoded data presented at the least meeting.
- The basic structure of the new **development tracking database** is complete. The next step is to enter the data collected so far.
- The Community Development Network of NJ solicited a **proposal to design and provide data graphics and maps** for their 20th anniversary report on the state of NJ CDCs. I've provided the proposal including the cost of membership which would save the Network money, gain CAMConnect another large member, and offer statewide exposure. I am awaiting a response.

- I completed and invoiced for a **map** and basic geographic analysis of LEAP Academy charter school students. Superintendent Dr. Deanna Burney would like to meet to discuss a proposal for CAMConnect to design a comprehensive **management and academic information database** for LEAP.
- I started adding **missing streets** (e.g. Baldwin's Run) and address information to the Camden streets GIS used for address geocoding. The gaps in the map are more extensive than I initially feared and corrections will take at least 20 hours of work, but are essential for address level matching with large data sets. These gaps explain the errors noticed in the hospital visit map presented at the last Executive committee meeting and were the reason I exceeded my time estimate on the LEAP student map. Other **GIS editing** will also be required since the large area layers like the neighborhood boundaries frequently used in past CAMConnect maps do not align to the more detailed street layers and produce significant errors when aggregating upward from smaller geographies.
- Month-over-month **website traffic** is up 6% and the "bounce rate" (percent of single-page visits, a measure of visit depth or quality, where lower numbers are better) is down 2%. When I can devote more time to website improvements and content updates I'm optimistic that we'll see further improvements.



Site Usage



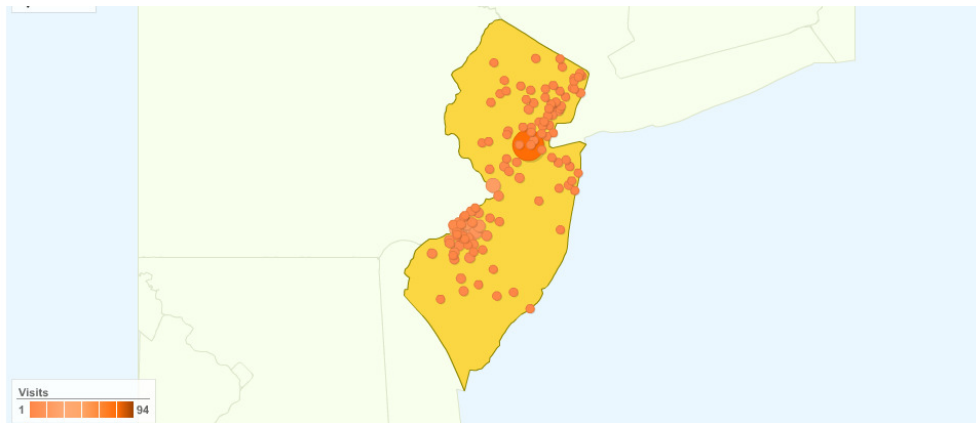
850 Visits

Previous: 801 (+6.12%)



50.00% Bounce Rate

Previous: 51.06% (-2.08%)



This state sent 657 visits via 124 cities

Detail Level: City Dimension: None

Site Usage		Goal Conversion		Views		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
657 % of Site Total: 39.79%	5.23 Site Avg: 4.46 (17.27%)	00:03:52 Site Avg: 00:03:17 (17.90%)	70.78% Site Avg: 75.83% (-6.67%)	43.53% Site Avg: 50.51% (-13.82%)		
Detail Level: City	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. New Brunswick	94	5.60	00:05:02	55.32%	30.85%	
2. Collingswood	41	14.44	00:06:52	63.41%	36.59%	
3. Cherry Hill	37	2.97	00:01:38	97.30%	62.16%	
4. Haddonfield	31	3.52	00:02:33	83.87%	61.29%	
5. Haddon Heights	25	2.64	00:04:45	56.00%	60.00%	
6. Trenton	25	4.20	00:03:36	88.00%	32.00%	
7. Maple Shade	21	1.86	00:01:40	19.05%	66.67%	