



Sean M. Brown  
Community Outreach / VISTA

---

401 Haddon Ave.  
Camden, NJ 08103  
Phone (856) 968-9503  
www.camconnect.org  
brown@camconnect.org

May 31, 2006

Report to the Board of Trustees

### **Overview of the Americorps VISTA Project plan**

*What exactly is Sean's job?*

- Identification of outreach opportunities
- Assistance in development of summary reports
- Data training programs
- Presentations to community groups
- Neighborhood collaboratives
- Attendance at community meetings
- Assistance in membership development and recruitment

### **Reports Distributed**

*What did Sean give to people?*

- 100 Brochures distributed at various meetings, conferences, and community events
- Various reports and data per requests via telephone, e-mail, or conversation

## Organizations that Sean met with

Organization	What happened
Cooper Grant Neighborhood Association	Introduced CamConnect, solicited membership
Riversharks	Introduced CamConnect
Camden City Library (Federal Street Branch)	Laid various materials on tables
Met East High School (Career Day)	Introduced CamConnect, discussed my role as a young man in Camden
Mayor's Youth Council	Represented CamConnect, consulted on mapping services that we provide, attempted to secure membership (membership pending approval by the mayor)
Camden Redevelopment Agency	Attended meeting, acquired materials
LAEDA	Attended event; discussed CamConnect and solicited membership (have a meeting scheduled for the week of 6/5)
Rutgers University	Attended conference on race, culture, and class; discussed and distributed information about CamConnect
Curfew Initiatives	Attended meeting, gave relevant data
Nighttime	
Daytime (City Council Ad Hoc Committee)	
District Council Oversight Committee	Introduced CamConnect, gave relevant data
Economic Recovery Board	Attended meeting, acquired materials

### Results

- Acquired crime maps from the Camden Police Department
- Provided valuable information and data to various organizations
- Correlation with meeting attendance and spike in online visits
- New members based on mail and telephone solicitation
- Acquired documents through OPRA
- Continually establishing relationships with City of Camden officials (Clerk's Office, Department of Development and Planning)
- Obtained membership from Camden resident Frank Fulbrook, Camden Community Connections, and Camden County College

### What is next?

- Complete outreach plan
- Continue to identify community meetings to attend
- Continue to meet with organizations and businesses to gain membership and secure payments
- Continue to identify methods to contact and engage city residents
- Examine how website can be easier to navigate
- Canvassing neighborhoods to share data and solicit membership