

## **CAMConnect Board Meeting February 22, 2007**

Present: Bernadette West, G. Lynn Brown, Shakir Ali, Derek Ziegler, Tom Jones, Tony Lingo, Greg Allen, Carol Dann, Lauren Hill, Bill Whitlow, Joe Myers, Krista Briglia, Deborah Dennis, Kevin Hickey, Jeff Brenner, Tyshammie Cooper, Sean Brown, Dr. Stella Horton, Anthony Ng, Joye Rozier

Excused: Jean Mouch, Hilary Colbert, John Hart

- Welcome and introductions
  - Bill welcomed Board members and asked each to state his or her name and to indicate why they got involved with CAMConnect.
  - A sampling of the responses are provided;
    - In order to use data to develop and process information
    - To access the impacts and implications of data-driven information
    - To help direct discussions in the community
    - Takes a neutral position, make the information known so that individuals could form their own positions
    - CAMConnect had the least pre-existing goals of any other local groups
    - Focus on making Camden work
    - Provide information to donors and use in preparing grant applications
    - Distribute/circulate relevant accurate data
    - Get people talking about data
    - To post and provide access to public documents
- Testimonials
  - Lauren was asked to make a statement regarding the value CAMConnect brings to Education Law Center – Camden Initiative’s community work: Because of the contract with CAMConnect, ELC-CI is able to access data support and data tools that convey useful information that allows parents and other interested parties to easily understand the landscape in which issues of education exist.
  - Carol was also asked to make a statement regarding the value of CAMConnect to her work in the community: the use of data

specific to Camden neighborhoods has been very useful; people are amazed when they see data facts about their neighborhoods. Using these data tools we were able to get data into the hands of residents about crime, health, election/voter participation, etc. CAMConnect also serves as a grants writing and program evaluation resource.

- Presentation of 2006 annual Report
  - Derek provided a review of the Board Meeting Information Packet
  - Derek indicated that his presentation to State officials provided unbiased information regarding the budgeting process that was very useful in helping to inform elected officials
  - New Reports: Hospital and Emergency Room Data from all 3 hospitals in Camden; Camden Demographics compares Camden City to other municipalities in the State; Quick Facts short data summaries; and Updates of previous reports and data are among the products developed.
  - Linking Communities with Information: Third Annual Data Open House held in December 2006 attracted about 60 people; consideration is being given to hosting two Data Open House events for 2007, May and December. The CAMConnect website has enjoyed increased traffic; a spike in visitors occurred after Sean's presentations to students as well as from visitors accessing the COO's report. Derek indicated that calls from the jail for information on some of the reports have been received. Derek is experiencing an increase in calls for information regarding Camden; Derek will be tracking requests to monitor who is making requests and maintaining information concerning what data is being requested. Public documents are provided online including Numbers & Data Reports, information has been disbursed to community residents and business via Sean's street canvassing activities and discussions with library staff encouraging the use of CAMConnect.
  - Membership Development: CAMConnect expanded its members by about 30 during 2006, a list of members is provided in packet
  - Partnerships include Camden Coalition of Healthcare Providers, Camden Center for Youth Development, Camden County Cancer Coalition, Cramer Hill CDC, Education Law Center-

- Camden Initiative, Camden Community Partners, Camden Community Development Assoc., and Heart of Camden
- Budget & Finances: Cooper Univ. Hospital continues to be the largest supporter of CAMConnect, providing over \$40K in cash support and in-kind support of office space and technical support. In 2007 CAMConnect is likely to receive \$20K from Cooper; CAMConnect must continue to look for opportunities to diversify funding sources. Staffing – no new staff will be added at this time, recruitment of interns from the Rand Inst. and other institutions will be developed.
  - Copies of all report and/or documents are available via website or by contacting Derek.
- Review of Board Member Responsibilities
    - Sean indicated that all members of CAMConnect are ambassadors of the organization; Sean offered examples of how members could promote CAMConnect. A list of Board responsibilities was provided.
    - Bill indicated that members should consider ways in which CAMConnect could provide meaningful data to enrich their various functions, whether it's collecting or analyzing survey data, we need to connect with opportunities for providing data support in a post-AECF existence, as well as the anticipated reduction in funding from Cooper. Dr. Horton suggested that Camden organization consider CAMConnect in their grant applications as it relates to data in an effort to plan for the loss of some of Cooper's funding. Tom shared that we could develop a tickler that provides just enough information for individuals and agencies to want to subscribe in order to access the full document. These information briefs could be customized to particular agencies/industries and would demonstrate a need for access to CAMConnect resources, especially since we know who the people and agencies are. Lynn asked how CCYD added CAMConnect to its contract; Greg indicated that CAMConnect was identified as a sub-contractor to conduct data management functions for a period of 3 years. Dr. Horton indicated that Board members have relationships with grantors and funders to ensure the sustainability of CAMConnect and its data management expertise. Carol indicated that Renaissance used CAMConnect

to conduct a program evaluation via a contractual agreement. Tom indicated that we should look at funding possibilities given that the data is exceptionally valuable. CAMConnect data management expertise could guide planning and redevelopment conversations. Items for consideration: How do Board members enhance funding opportunities? How can we make increasing our funding capacity a priority for Board members? Jeff indicated that we should not necessarily think large, rather think in terms of small numbers. Tom referred to testimonials provided today about the benefits of CAMConnect to some of the organizations represented. Greg emphasized that Derek takes data management functions from start to finish. Dr. Horton suggested that members could attend the CCYD Annual meeting on 2/27 to hear Derek's presentation regarding work he conducted for CCYD, presentation time will be approx. 10:30 AM. Bill indicated that funders don't blink about costs associated with evaluation and assessment. Perhaps we will re-visit our fee structure and offer a new fee schedule by May, perhaps organizational fee should be based on organizational budget. Sean suggested that we send the subscription/fee schedule issue to the Executive Board for consideration. We must ensure copyright privilege is honored, ensure CAMConnect is identified as data resource. Carol suggested the cost of some larger reports be printed on some reports. She is not recommending that reports are sold, rather that the value of what the report would cost be listed. Tom suggested that we advertise that donations are generously accepted. Tyshammie shared that perhaps the original goal of democratizing information could be re-assessed. Members who agreed to serve on Finance Committee include Tom, Tyshammie, and Lynn.

- CAMConnect – Directions 1/2005 - 6/2007
  - Expansion of Board Membership – thanks to efforts undertaken by Sean and others we have expanded our membership, however we do not have strong membership among businesses. Who would be best person to contact various larger corporations regarding membership? Board members would be helpful, certainly selling techniques will vary by industry; Sean will send a list to Board to indicated corporations which they

have contacts and willingness to make direct connect re: membership

- Planning for future staff roles – Anthony asked whether CAMConnect has the hardware and software capacity to respond to increased data contracts, certainly if more contracts are realized then the capacity to cover the operational budget will be enhanced. Will current equipment be adequate to accommodate increased contracts? Derek indicated that we may need to request larger web hosting capacity from Hopeworks, add software programs, and purchase or access a plotter. The Rand Inst. has a plotter, speak with John regarding possible usage. Interns, Grad students, IPSD (Peace Corps) students are potential staffing resources, contact Assoc. Provost Felix James regarding IPSD application process. Potential products for interns could be to develop Excel spreadsheets with all reports that could be used to compare different Census tracks, Quick Facts, and products as directed by annual members' survey.
- Data Fair could target relevant issues and concerns of residents'; include street level facts, we may need to alter formal, lecture format, could be interactive discussions about the data, contact local churches and neighborhood organizations to make shift in focus to resident relevant Data Fair presentations. Anthony indicated that the communication strategy must consist of multiple approaches. Deborah asked whether the Camden School District request supplemental information for use in instruction. School Based Youth Services, Sharon Shields, Camden Housing Authority, and NJ After 3 would be potential sources for connecting CAMConnect resources to schools and community. Does Camden County use CAMConnect as a data source/resource. Derek stated that previously CAMConnect provided data support around health related data. Bill added that developing and maintaining this connection is a delicate dance.
- Anthony indicated that a potential project could be to clean data regarding LAEDA's nearly 350 business and provide listing by type of business.
- Derek presented a Data Presentation to remaining Board members concerning the municipal budget and implications for the renewal of the Recovery legislation.