

CAMConnect
Executive Committee Meeting Summary
March 6, 2008

Present: Joe Myers, Bill Whitlow, Joye Rozier, Jen Ping, Stacey Pierce, Sean Brown, Derek Ziegler, Bernadette West, Jean Mouch

Excused: Jeff Brenner

Review of February Minutes

- Review and approval of February 7, 2008 Executive Committee Meeting minutes

The meeting was dedicated to a discussion of marketing and fund development

- Stacey reviewed the outcome of a preliminary workgroup meeting on marketing:
- Marketing priorities were identified as:
 - Member recruitment—Individual, Corporate, Organizations
 - Development of Client Base to help with grants and for which a packet of new/revamped marketing materials must be developed
 - Updating/Revamping current marketing materials
 - Increasing CamConnect visibility
- 90 Day Deliverables
 - Marketing packet (s) – draft available by April meeting
 - Website update, brochure overhaul, calendar
 - Member recruitment folders (5-10 per member)
 - CAMConnect Fact Sheet/FAQ/ multiple copies for each member
 - Solicitation letter—who we are, fee structure, contact information
 - Mailing list for document distribution
- Options—beyond grant writing
 - Development of list of potential workshop/trainings for community groups/others at nominal fees
 - Camden Facts –available at a fee
- Packets
 - Board and Executive Committee to receive sample for promotional purposes to include brochure, sample map, fee structure

There was a discussion of a possible increase in the member fee structure. The group recommended creating a work group to study other organization's fee structures and then to develop a recommendation for a possible change in fee structure. This group will be made up of Sean, Stacey and Joe. Their recommendation will be emailed to members of the Executive Council for initial review and then emailed to the full Board for a vote at the May 1 Board meeting.

As a part of this discussion, members discussed options for encouraging student members. Bill, Jen and Bernadette agreed to meet and discuss possible educational options, i.e., whether at larger educational institutions such as Rutgers or UMDNJ it is

better to push for membership at the Department level or for the institution as a whole at a higher rate. Other suggestions to encourage student use of the website included contacting libraries to push for memberships that could make data available for students; posting of large data sets which could be used by faculty and students in classroom settings (e.g., BRFSS, de-identified ER data set)

There was discussion of corporate memberships which could be used to make up funding shortfalls. CAMConnect could provide sample maps to demonstrate likely uses for its products. Other suggestions included the addition of taglines to the webpage and other documents, and the use of postcards to remind members of mapping services available. The group discussed the follow-up to the Funders Conference now scheduled for June 10th. Derek will be asked to give a workshop and demonstrate ways of expressing data to demonstrate need—including mapping. One suggestion was to develop a map of where the grant dollars go throughout the city. Bill also suggested a map of student science projects.

The group discussed the status of the grant proposal to hire an additional staff person for CAMConnect. Stacey noted that members can help Derek with other grant writing initiatives. Joe discussed several corporate funding possibilities.

TO DO:

- Stacey, Sean and Joe to meet to develop draft of proposed new fee structure.
- Bill, Jen and Bernadette to meet to discuss possible approaches to educational institutions regarding their membership.
- Derek to develop list of potential workshops/trainings
- Stacey to provide CAMConnect with mailing lists for document distribution