

**CAMConnect**  
**Executive Committee Meeting Summary**  
**April 3, 2008**

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

Excused: Jeff Brenner, Joe Myers, Jean Mouch

**Review of March Minutes**

Review and approval of March 6, 2008 Executive Committee Meeting minutes

**Executive Director's Report**

Derek gave a review of membership numbers. He spoke about two upcoming conferences—MAC-URISA where he will present information and the NNIP conference in Chattanooga—and requested approval to attend them. Both were approved. Derek provided an update on proposals and revenue generating efforts undertaken in the past month. A proposal that was submitted to the Camden Empowerment Zone for funds to redesign the website is being funded. He is considering submitting the proposal for new staff to enhance CAMConnect's capacity to the William Penn Foundation. The Education Law Center will be distributing updated information on data on the school system at its Board of Education forum 4/12/08. CAMConnect is also working with ELC to summarize funding issues for Camden. In addition CAMConnect is providing assistance to the NJHI/RWJ Foundation on their grantee database for generating reports. CAMConnect is also included in the Camden Coalition of Healthcare Providers renewal grant to NJHI/RWJ Foundation. The 2008 Camden Facts has been posted on the website with links to further information. Derek also asked for quotes from Board members that could be used for a press release. He has been working on data related to the subprime/foreclosure rates for the city (including Home Mortgage Disclosure Act data for 2005-6. Some analysis of the data has been posted on the Member Section of the website. He has been mapping sheriff's sale data. He is trying to determine which tracts had higher rates. He noted that subprime lending data for 05-06 coincided with foreclosure 2008 data in certain neighborhoods.

**Proposal for Change in Membership Levels/Rates**

There was a discussion of a proposal to change membership rates. A draft of a proposed fee schedule developed by Sean, Stacey, and Joe was distributed. It included proposed rates as well as numbers of current members in each current category. The proposal for new rates is based on agency budget rather than number of staff. In addition several members gave updates on their visits to the various university libraries. Bill Whitlow and Jen Ping met with the RU Librarian and Bernadette West met with the UMDNJ Stratford/Camden librarian to discuss possible membership. In general university libraries were amenable to considering membership in CAMConnect. There was a discussion of corporate sponsorships and what this might entail. It was suggested that corporations could be promised use of their corporation's logo at official events (e.g., Data Fair) and/or on official reports (e.g., Camden Facts, Quick Facts). It was noted that the

proposed new rates would raise the amounts non-profits are being charged. It was suggested that the distinction between departments and institutional rates be clarified. Jen noted that at lower levels, departments have their own budgets and greater flexibility for making decisions regarding membership. She proposed that library membership allow access for students while Department membership would provide access for professionals. This would require CAMConnect to identify a way to allow access for students once a library subscribed.

It was suggested that the proposed new rate schedule specify benefits at the various membership levels. For example, at a certain level, a member would be entitled to a certain number of color copies of reports or help with mapping. Committee members thought it was important to keep rates at a level where we do not lose members but also increase rates to allow the organization to survive as a non-profit. Derek will turn the draft proposal into a more formal proposal for a new fee schedule which will be presented to the Board at the May meeting. It was agreed that a by-laws change was not required if member categories are changed. It was also agreed to hold off reaching out to the Greater Camden Partnership Board until we obtain further clarification. It was suggested that we offer early renewal at old levels as an incentive.

### **Marketing Update**

Derek presented two possible marketing packets that have been developed: a smaller packet to be given to potential new members and a larger packet for members or others interested in CAMConnect's services.

### **Revision of the Website**

There was a discussion of the revision of the website. At the suggestion of Derek, several members had attempted to search the website with varying degrees of success. This exercise was used to identify areas for future change/improvement. One suggestion was development of a "search" function. Others included a list of data "drop down function" available. This would need to differentiate between data generated by CAMConnect and external sources of data. It was also suggested that users be questioned whether they need additional maps not available—and how this request could be handled. Pay Pal requires the organization to have its own checking account—something that was not possible in the past because requirements of the Cooper Foundation which handles funds for CAMConnect. Currently the website is created and maintained by Hopeworks which uses certain software that restricts what is possible in terms of modifications to the website. Derek will investigate what is feasible in terms of modifications to the website through Hopeworks, and what the costs might be of other sources for renovating the website. Bill Whitlow suggested that Derek develop a baseline list of needed modifications (relatively low-cost) and then ask for bids from Hopeworks and several other sources.

### **Other Business**

There was a suggestion that Derek develop a wish list of supplies needed at CAMConnect for member consideration.

A draft of a member survey will be developed and shared with Committee members next week. It was suggested that a question be included asking members for input regarding what benefits should be made available to members at various levels of membership.

**Announcements:**

The Spring Board Meeting on May 8, 2008 will take place at Catholic Charities. There will be no Executive Committee meeting in May.

Bill Whitlow and Derek have a meeting scheduled with Dr. Dyanne Westerberg of Family Medicine at RWJ Medical School/Cooper.

**TO DO:**

- Derek will develop a formal proposed membership schedule to present to the full Board at the May Board meeting.
- Derek will develop a “wish list” of needed supplies
- Derek will develop a baseline of required changes to the website and then use this to solicit proposals from Hopeworks and several others for revision of the website.