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CAMConnect, E & R Bldg, Rm. 254, 401 Haddon Ave., Camden, NJ 08103; Phone (856) 757-7869, Fax (856) 757-9779,  
www.camconnect.org

## MEMO

**To: CAMConnect Executive Committee**  
**From: Derek Ziegler**  
**Date: April 14, 2005**  
**Re: Program Manager Update**

### UPDATES

Fund Development 2005 – Roger Williams has replaced Cindy Guy as our contact at Casey, and Jeff and I have a conference call scheduled for Friday 4/14. At this point, further funding from Casey beyond 2006 is not likely, and to receive funding for the next year we need to demonstrate a path to self-sufficiency. It may be worth exploring other relationships with foundations such as Ford. **See my letter to Casey and my proposal to transition the Program Manager role into an Executive Director for fund development strategies.**

*Decisions needed: Authorize the Program Manager to transition to an Executive Director role on or around June 1, 2005 with the purpose of expanding membership development and fundraising capacity.*

2005 Summer Surveys – Jeff Brenner and I have been discussing what it would take for CAMConnect to develop our own survey capacity without needing to use Hopeworks. I met this week with Bob Atkins and Dan Hart of Rutgers, who are affiliated with the Center for Children and Childhood Studies. Through the youth program they run (STARR), they are willing to hire and fund 4 high school students for several weeks. STARR has applied for additional funding to allow for more youth to conduct survey work. In the meantime, Cooper Family Medicine will fund 4 graduate student fellows to work with the high school youth in the field and for other data-related tasks. This will be significantly cheaper than Hopeworks, which will charge us \$13 per survey completed by its high school employees (the \$13 per survey does not cover the graduate student supervision).

Rutgers is most interested in doing a repeat of the social capital survey we did last summer with Hopeworks, with better training and quality control. In addition to this survey, however, we are also in discussions to conduct a Camden health needs assessment survey in conjunction with Camden City Healthy Futures. This survey may be funded in part by the UMDNJ Institute for Health Disparities. A health survey could be done concurrently with the social capital survey, or we could separate them to allow for more comprehensive interviews.

For CAMConnect to develop its own survey capacity, we would need to purchase five (5) PDAs at an estimated cost of \$200 apiece. We would also need to purchase Pendragon Forms software (which I have used before and which allows for programming of PDA's for survey collection) at a cost of \$240 for one license plus \$60 for each additional license. Thus, the total start-up equipment cost to CAMConnect would be approximately \$1,500. This cost would not allow for

the type of geocoding that Hopeworks did last summer with the survey data, but with the proper questions and conversion it would be possible to map survey locations.

*Decisions needed: Should CAMConnect develop our own survey capacity, which would entail purchasing new PDA's and working with the STARR program at Rutgers? Also, should we try to do both surveys (social capital and health) this summer without Hopeworks? Input on potential graduate student fellows is also appreciated.*

New Computers – I have received one new computer, monitor, external hard drive, and software (including Office, and Adobe Photoshop and Illustrator) at a total cost of \$2,763 (purchased through UMDNJ). This computer is a top shelf model and should serve CAMConnect's needs for at least the next 3-4 years. I am pursuing grant opportunities through Rutgers School of Nursing (Bob Atkins) for new GIS software with geocoding capabilities (estimated cost \$2,500). If this grant falls through, I will order the software myself. I also would like to order one additional new computer, monitor, and Office software (estimated cost around \$1,500)

*Decisions needed: Authorization to purchase additional computer and GIS software if grant is not available. Total costs are estimated around \$4,000.*

New Members – CAMConnect received checks from the following new members in the past month. Other members are requested to renew their dues in the appropriate amount for 2005 if they haven't done so already.

- ➔ Building Affordable Communities and Housing (BACH) of New Jersey - \$100
- ➔ Kenise Hunter - \$10
- ➔ UMDNJ School of Public Health - \$250

We also received the following checks for fee for service work:

- ➔ Camden City School District (safe corridors mapping) - \$1,000

## PROJECTS

Abbott Indicators - Draft reports for Camden were distributed to members of the review committee who have signed a confidentiality agreement. Jerry and the EdLaw Center are meeting with the District Parent Advisory Council Final on Thursday 4/14 and the report release date is scheduled for the week of May 17, 2005. Assistance with the outreach strategy is requested. Jerry and I are trying to position CAMConnect to receive additional funding in coming years to update the data contained in the report.

Public Documents – We have retained Jeffrey Neu, who is a Rutgers law student, to assist with this task. We have had preliminary discussions about purchasing a scanner for him and some fellow students to use in scanning public documents and reports (probably about 10 hours per week). We need a sheet-feed scanner that can scan quickly, and models that we are looking at are typically around \$600-800. There are a number of public documents available that I do not have the time to pursue, and I think this arrangement could be a good way to augment our capacity to post lots of information. We may also work with the Rutgers Law Clinic to obtain additional public documents.

*Decisions needed: Authorization to purchase scanner for cost not to exceed \$1,000.*

Camden Weed & Seed Evaluation - Jean and Derek have nearly completed Phase 1 of this evaluation and will present the findings at the Renaissance Board meeting in May.

Marketing Packet Development - The brochure has been approved for printing and will be printed as soon as the graphic designer receives a check from us (should happen by late April)

I have also charged our graphic designers with developing a larger marketing packet. This packet will include a color CAMConnect folder, project sheets describing our work and past reports, and a postcard for people who wish to request additional information.

Relocation Packet – ARCC will be holding a leadership meeting on relocation on May 11 followed by a town hall on June 21. CAMConnect should play an important role in this meeting as a data provider and source of baseline information. I have posted most of the recent redevelopment plans online. I am also developing a summary booklet of relocation / redevelopment in Camden for distribution at the Town Hall meeting. This booklet will include a map of each redevelopment area, a rough timeline, the number of households / families potentially affected, some basic demographics, and other similar information. Sarah Carley (who worked on the CAMConnect employment report) will assist with this task. The Executive Committee authorized up to \$5,000 for consultants at its January meeting, and we have expended less than \$1,000 of that amount to date.

Camden City Kids Count – Requests continue to come in for the 2004 report. The Camden City Youth Services Commission has pledged \$5,000 for a glossy summary of the report. I have been in contact with Market Street Printing and a Camden-based graphic designer per the recommendation of Greg Allen. I would like to have this summary done soon. In the meantime, we should begin exploring funding sources if we want to update this report for 2005. Possible sources could include Campbell's Soup and other businesses, City of Camden, Camden City School District, etc.

## **WORKPLAN**

### *2004 Reports*

**\*\*Earlier versions of all reports were completed and shipped to Casey on December 31, 2004\*\* These reports are all posted on the Member section of the CAMConnect website.**

#### Quarter 1: Health Report

We have 2003 ER and inpatient data from all three hospitals and are developing a street address matching file to eliminate much of the need for geocoding.

#### Quarter 2: Municipal Budget and Taxes Report

I spent a considerable amount of time looking through the municipal budget and pulling out key information. I have circulated the report to Jerry Harris, Christine Brenner (Walter Rand Institute professor), and Anthony Perno of Cooper's Ferry for review. I have also met with a representative from xSpand and City Finance Director Richard Wright from the City to resolve remaining issues.

#### Quarter 3: Employment Report

Sarah Carley is working from home part-time to identify missing information in the report. We met with Tom Billett from the Workforce Investment Board on 2/8/05, who endorsed the general tone and information portrayed in the report. I have been trying to track down MDRC about their work pertaining to workforce development in Camden. Hilary has also reviewed this document. One or two other reviewers would be welcome before release.

#### Quarter 4: Quality of Life Survey

Jeff and I met with Dan Hart of Rutgers on 2/17/05 and again on 4/11/05 to further discuss this report. Dan found some correlation between the social capital data and the number of assaults in each neighborhood. Further analysis and planning for a repeat survey this year is ongoing.

### *Public Documents*

I have posted the following documents in the past month (or will post them in the next week):

- ➔ Walter Rand Institute reports, including non-profit study conducted for United Way as well as commentary on the management reorganization study.
- ➔ City redevelopment plans for Central Waterfront, Bergen Square, Downtown, Waterfront South, Centerville, and Parkside

### *Data Exchange / Members Meeting*

We need to determine the topic, date, and location for our Spring members meeting. Possible areas of focus are education (using the Abbott Indicators data) or health (working with Healthy Futures and including our hospital discharge data).

### *Expanding Funding Base*

For 2005 and beyond, I would recommend exploring relationships with local foundations, such as Wachovia Regional Foundation, William Penn Foundation, and others. **See also the letter I drafted to Casey outlining steps to sustainability.** In addition, we could develop a "premium" member category in which members would pay a certain amount (\$5,000?) annually for technical assistance with mapping, data for grant writing, web posting of documents, etc.