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**Date: January 3, 2008**  
**Re: Executive Director Update**

**MEMBERS**

Members – We have 57 members who have made a contribution since April 1, 2006. In addition to a focus on renewals for existing members, I will try to increase the membership to 75 by the end of 2008 (working in conjunction with the Governance & Membership Chair). All CAMConnect members are encouraged to continue to recruit new members.

**By Quarter of Last Contribution**

Q2 2006	3
Q3 2006	5
Q4 2006	8
Q1 2007	13
Q2 2007	12
Q3 2007	5
Q4 2007	11

**By Rate**

Large Organization (\$500+)	10
Department (\$250)	8
Small Organization (\$100)	20
Patron (\$50)	2
Resident (\$10)	17

**ONGOING CONTRACTS**

Waterfront Employment Analysis - Coopers Ferry has contracted with us to analyze employment patterns at waterfront businesses. We will be contacting the businesses and also attempting to work with the State Department of Labor to determine any information that they have available. Budget is up to \$1,040.

Save Our Waterfront – I worked with Save Our Waterfront and Cooper’s Ferry to analyze a community survey they conducted as part of a planning process. I designed a data entry form and analyzed the data for this project. Budget was \$660.

New Jersey Health Initiatives – The New Jersey Health Initiatives (NJHI) component of RWJF has requested some ongoing assistance with their grantee database and generating reports. This is similar to the work we did in generating reports from our health database in Access. Total budget is up to \$5,500. I continue to work with NJHI to refine the reports.

Health Data - CAMConnect is included in the Camden Coalition of Healthcare Providers renewal grant from the Robert Wood Johnson Foundation (New Jersey Health Initiatives) for 3 years at up to \$20,000 annually. We have updated data from all 3 hospitals through July 2007 and have begun further analysis of this patient-level dataset.

Camden Cancer Coalition – CAMConnect continues to hold the contract with the State of New Jersey for work related to the Camden County Cancer Coalition. This work is subcontracted to

Medical Mission Sisters and CPAC, but CAMConnect receives a 10% administrative fee as part of this contract. CAMConnect's responsibilities have included preparing and printing summaries of data and information and administration of a web-based survey for employers. CAMConnect has received over \$50,000 from this work since 2003.

Budget Report – I updated a report I prepared for Cooper's Ferry earlier in 2007, focused on the FY 2007 and FY 2008 budgets. The latest report was shared with Judge Davis, who sent a letter to Cooper's Ferry praising the document. Both reports are posted on CAMConnect's website, along with our previous work on the budget. This report was featured in a *Courier-Post* article in December 2007.

## **PROPOSALS / REVENUE GENERATION**

Camden Empowerment Zone – We submitted a proposal to the Camden Empowerment Zone in response to an RFP for website development assistance (up to \$1,000). This proposal is available on the Members Section of the website and focuses on a redesign of our site to better organize information. As part of the redesign process, I would like to convene a panel of CAMConnect members and other website users for 1-2 "usability testing" sessions. This usability testing would allow for a better understanding of how people use the site. Other NNIP partners (notably New Orleans) have used this kind of testing to great effect.

New Staff to Enhance CAMConnect's Capacity – I circulated a draft of this proposal at our September Board meeting and also at the Members Meeting. This proposal is a further development of "Option 4," which was selected by the Board last May as the preferred strategic direction for CAMConnect. This proposal seeks funding to support another staff member for CAMConnect with technical expertise in database development. The next step is to begin circulating this proposal to foundations, which will begin in the next few weeks.

Camden Matters – The Camden Matters service is a valuable one (it provides daily updates on news affecting Camden as well as an events posting service) but has dwindled in the past 6 months. I am trying to contact Greg Allen to gauge his interest in continuing to manage this project. If Greg is no longer interested, I think CAMConnect is a logical partner to take over operation of the service. My understanding is that Greg has automated much of the work so the time commitment would be minimal (average ½ hour per day). Obviously funding would also be a consideration.

General Fee for Services – We will need to continue to work with members and non-members on small to medium projects to generate revenue. CAMConnect specializes in GIS mapping, survey design and analysis (especially web-based surveys), demographic summaries and analysis, and grant evaluation.

## **OTHER INFORMATION**

Updated Camden Facts City and neighborhood reports – A draft version of the Camden City report was distributed to CAMConnect members at the Annual Members Meeting. We are soliciting comments and feedback from the membership. Following the members meeting, we received one comment, so we will continue to solicit additional feedback. We also need neighborhood photos to make the reports more interesting. Members with specific interests in a particular area (e.g. housing, education, health, etc.) will be asked to provide comments on

those sections. Also, for the neighborhood reports, members with a particular geographic concentration

Here is a tentative timeline:

1. Review by members completed – January 25
2. Revisions made by CAMConnect staff – February 8
3. Printing and binding complete – February 22
4. Reports available to members – February 25
3. Reports released to general public – February 29

Website updates:

- ☐ We continue to post monthly updates from the Superintendent of Schools and crime data from the Camden PD
- ☐ Average unique visits – August (150), September (124), October (136), November (178), December (132). Website was down between 12/18 and 12/20. We received a spike in hits when the Most Dangerous City rankings were released.

## **SCHEDULE**

### Exec Committee Meetings 2008

First Thursday of each month, 11 a.m. to 1 p.m.

1/3, 2/7, 3/6, 4/3, 5/1, 6/5, 7/3, 8/7, 9/4, 10/2, 11/6

### Board Meetings 2008

Schedule to be determined

### Members Meetings 2008

To be determined