



CAMConnect
E & R Building, Suite 142
401 Haddon Avenue
Camden, NJ 08103
Phone (856) 968-9506
Fax (856) 968-6216
www.camconnect.org

Date: February 7, 2008
Re: Executive Director Update

MEMBERS

Members – We have 50 members who have made a contribution since October 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. In the last month, we added Greater Camden Partnership as a member. Corporations will be a target for additional member outreach.

ONGOING CONTRACTS

Waterfront Employment Analysis - Coopers Ferry has contracted with us to analyze employment patterns at waterfront businesses. We are contacting the businesses and also have received some data from the State Department of Labor. Budget is up to \$1,040.

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.

PROPOSALS / REVENUE GENERATION

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 have met with Greg Allen to gauge his interest in partnering to manage this project (see attached memo). Obviously funding would also be a consideration.

Southern New Jersey Perinatal Cooperative – I met with Helen Hannigan and Cathy Schoffstall regarding their interest in tracking the health history of their clients with our ER and hospital database. This may result in a small initial contract to link some of this data and generate some reports (pending IRB issues)

Healthy Futures – I will be working on a summary handout of Camden demographics and health data, similar to the handout I prepared for the Camden County Cancer Coalition. Jean Mouch has set aside some funding for this report from her Cancer Coalition funds.

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. We will hear back from the Empowerment Zone by March.

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 needs to begin.

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 – We are still on track for a release of the citywide report release by the end of February. I would like to propose that we release the citywide report first and then do the neighborhood reports in separate batches (e.g. we release all of the reports for the East Camden Census tracts at the end of March, South Camden at the end of April, etc.).

I met with the Data Chair (Jen Ping) to review the report last week. In the last few weeks, some new data has become available, including 2007 crime data, more juvenile crime data, School Report Cards for 2007, and voter participation for the primary election. All of these elements will be included in the report.

The weakest link of the report, in my opinion, is the lack of good data on foreclosures and subprime lending. Given the prominence of this issue, I think it would be valuable to have more information in the report. Other than foreclosures and subprime lending, and information that has been provided previously (such as more BRFS information), I do not anticipate adding any more data to the report at this point.

Here is a revised timeline for the citywide report:

1. Review by members completed – ongoing, no later than February 15
2. Revisions complete by CAMConnect staff / reports printed – February 20
3. Reports released to general public – February 29
4. Reports available to members on website – February 25

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), January (147), February (144).

SCHEDULE

Exec Committee Meetings 2008

Monthly, first Thursday, 11 a.m. to 1 p.m.
1/3, 2/7, **3/6**, 4/3, 6/5, 7/3, 8/7, 10/2, 11/6

3/6 meeting will be fund development workshop

Board Meetings 2008

Friday, February 29 (need venue)
Thursday, May 1
Thursday, September 4

Members Meetings 2008

To be determined

Other upcoming events / projects:

1. Newsletter
2. 2007 CAMConnect Annual Report (similar to 2006 Annual Report we released last year)
3. Members Survey (online)
4. Empowerment Zone Conference, March 4