Cameroon – American Community of Houston

Strategy White Sheet 2012 - 2014

Houston October 5th 2012

Camcoh Executives and Board
What is CAMCOH
What does CAMCOH do
What are the benefits of CAMCOH membership
CAMCOH Structure
CAMCOH Strategy
CAMCOH immediate goals
CAMCOH Annual budget
What is CAMCOH
- CAMCOH stands for CAMEROON AMERICAN COMMUNITY OF HOUSTON
- CAMCOH is a 501 (c) (3) non-profit group which serves as an umbrella group for all Cameroonians in Houston.

What does CAMCOH do
- Provides our members with an effective and convenient opportunity to become involved in community activities, we want to be good neighbors, good citizens (small things matter)

What are the benefits of CAMCOH membership
- As a member of CAMCOH you have the opportunity to be informed, involved and make a difference. Members are offered opportunities to:
  - Have your contributions accounted as tax-deductible
  - Be involved by recommending worthy individuals for the execs and board.
CAMCOH – Structure

General Assembly: Registered Members

The Council of Chiefs: Cultural & Professional Groups Representative(s)

The Board of Governors/ Trustees (3 Members + 2 non Members) : 2 years terms

Vice President: Line Kemfack

President
Elive Menyoli

Executive Committee

Recreational Coordinators: Charles Tamasang, Pauline Kwang

Secretary: Eric Tanifum

Publicity Secretary: Hedwig Skains

Treasurer: Miose Sando

Financial Secretary: Elizabeth Namanyi

Auditor: Sylvie Ngantcha

The Committees: Membership and Outreach, Finance, Development, Life Insurance, Cultural, Youth and Children, Ad Hoc

CAMCOH Together Now and Forever

www.camcoh.org
CAMCOH – Strategy

Vision - Be the umbrella organization

HOUSTON CULTURAL AND MEMBER GROUPS
AKUM, BACDA, BAFUT, BCA, BUI, FECA, HAUT NKAM, HOUSCAM, KOM, KUPEXAN, LAFABA, LECDA, LESAN, MANYU, MBO, MECCA, MECUDA, MOGHAMO, NOMA, SACERATES, SHESAN, SENASE, SOBANS, SOCCER CLUB, SAWER, WICUDA, YEMBA

Strategy to achieve vision

Identify & Support Cultural Groups; Encourage Internal Cohesion
Define & Employ Cultural Center Fundraising Strategy/Steps
Organize 101 Information Sharing Sessions on Mainstream Issues
Financial Discipline
Greater Houston Community Outreach
Leverage & Empower New Generations
Create Differentiating Value
Structured Membership Campaign with Defined Benefits

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CAMCOH Together Now and Forever
www.camcoh.org
Identify & Support Cultural Groups; Encourage Internal Cohesion

- Attend cultural group conventions, picnics, born house, cry die etc
- Make CAMCOH visible at events
- Communication: Visit cultural groups – CAMCOH leadership

Define & Employ Cultural Center Fundraising Strategy/Steps

- Contact key individuals in our community to commit long term donations
- Organize fund raising events
- Sell CAMCOH T-Shirts, raffle tickets
- Establish functioning Cultural Center Committee to progress planning strategy
- Advertise businesses in CAMCOH’s annual magazine

Organize 101 Information Sharing Sessions on Mainstream Issues

- Immigration clinic
- Law Enforcement, Safety in Houston
- Job fair with local businesses
- Mentors: Implement directory
- Long term life insurance discussions

Financial Discipline

- Accelerate membership dues
- 2 x audit report
- Quarterly update of CAMCOH finances
- Control expenditure
- Organize fund raising events

Greater Houston Community Outreach

- Create contact with Greater Houston Partnership (GHP)
- Congressional representatives (e.g. Sheila J. Lee, Al Green, Pete Olsen)
- City Council members
- Houston Mayor office
- Optimize website

Leverage & Empower New Generations

- Showcase Cameroonian owned small businesses in our community during Thanksgiving
- Organize annual community graduations
- Youth and educational activities
- Newcomer orientations in partnership with churches

Create Differentiating Values

- Regular direct communication with the community & cultural groups
- Organize annual cultural day Thanksgiving
- Organize community graduations
- Showcase Cameroonian owned small businesses during Thanksgiving event

Structured Membership Campaign with Defined Benefits

- SAGI life insurance policy for members

2012 – 2014 White Sheet

Execute steps and deliver promised results with passion, respect and fun

CAMCOH Together Now and Forever

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CAMCOH – Immediate Goals

- **Cultural Center** - Establish a functional Cultural Center Committee to progress planning strategy. Ideas and nominees are welcome from the cultural groups.

- **Cultural Activity** - Continue to use the annual cultural event to showcase Cameroon’s cultural diversity to create value for ourselves and children.

- Foster **youth engagement**; coordinate general graduation parties and encourage academic excellence through scholarship awards to outstanding students within the community.

- Defend and promote **Cameroonian interest** in Houston area such as businesses, passport renewal, dual nationality, immigration clinics etc.

- **Encourage/Unite** Cameroon Membered and Cultural Groups, and foster community networks and outreach.
Commitment, support & involvement from Execs, Board & Cultural Groups

CAMCOH leadership’s commitment to carefully consider recommendations from cultural group. Cultural groups should feel ownership

Willingness to continually gather information regarding CAMCOH’s strength, weakness, opportunities & threats; the effectiveness of current actions; both current & future needs in the community

Leadership agree on priorities

Commitment to assess CAMCOH’s situation from both CAMCOH lovers and external stakeholders

No serious conflict between key players within CAMCOH (although a healthy dosage of disagreement & perhaps some heated discussions)
CAMCOH - Questions

- How do you see the value of CAMCOH to you

- How does CAMCOH fit into your personal views of the community and your Group’s vision

- How much manpower do you see investing into CAMCOH