



Cameroon – American Community of Houston

Strategy White Sheet 2012 - 2014

Houston October 5th 2012

Camcoh Executives and Board

CAMCOH – Agenda



- What is CAMCOH
- What does CAMCOH do
- What are the benefits of CAMCOH membership
- CAMCOH Structure
- CAMCOH Strategy
- CAMCOH immediate goals
- CAMCOH Annual budget

CAMCOH – What does it do



- 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-deductable
 - Be involved by recommending worthy individuals for the execs and board.

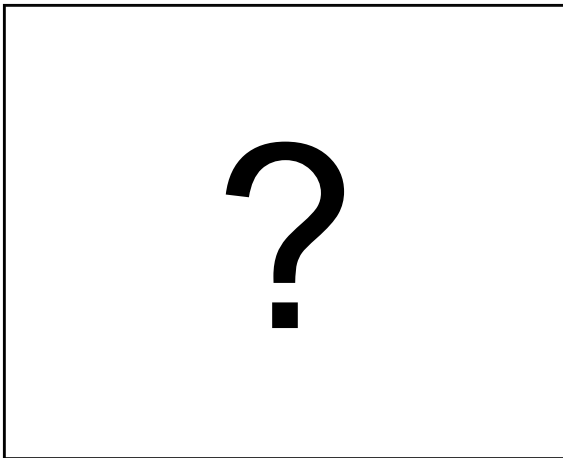
CAMCOH – Community Centers



Turkish Center at West Bellfort Blvd



India House at West Bellfort Blvd



Cameroon Center



Bangladesh Center

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

Executive Committee

Vice President:
Line Kemfack

President
Elive Menyoli

**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 – 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

2012 – 2014 White Sheet

CAMCOH – Strategy



Steps to accomplish strategy

Identify & Support Cultural Groups; Encourage Internal Cohesion

Attend cultural group conventions, picnics, born house, cry dies 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

Mentorship: 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

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

CAMCOH *Together Now and Forever*

www.camcoh.org

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

Strategy assume these conditions are present



- 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)

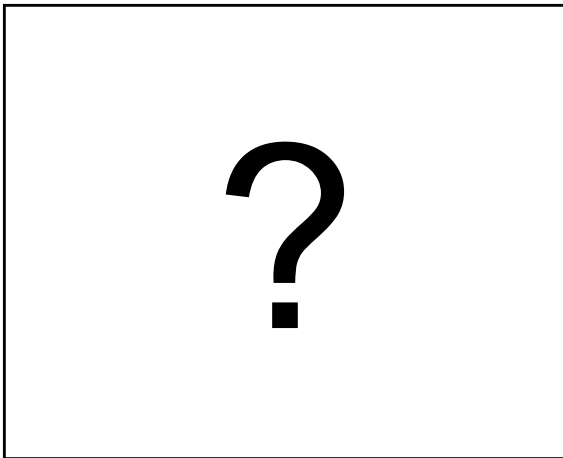
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CAMCOH - Questions



- 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