



Stockton's Connections to Atlantic City

2022-2023



Stockton **employees** residing in Atlantic City

24

full-time staff

11

part-time staff (adjunct faculty)

12

Temporary Staff Employees (TES)

Chartwells (Contractor)

34

Employees

Allied Universal Security (Contractor)

15

Employees

Introduction

Stockton University has a long history of contributing to the vitality of Atlantic City. In 2016, the State of New Jersey designated Stockton as an Anchor Institution. Civic engagement, service-learning, and student internship commitments in industries like health care, hospitality, social work, criminal justice, education and non-profit administration continue to provide multiple touchpoints of contributions to the City. Now in its fifth year of operation, the presence of the Atlantic City campus has begun to shape Atlantic City into a college town with facilities that include:

- John F. Scarpa Academic Center, including the Community Reporting Innovation Lab (CRIL) and Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT)
- Kesselman Hall Residential Complex (533 beds), which also houses the Chelsea Economic Development Corporation, the Esports Innovation Center and Atlantic Shores Educational and Community Outreach Center
- Parkview Hall Residential Building (opened Fall 2023 with 416 beds)
- Rothenberg Building, which houses the Small Business Development Center, Office of Continuing Studies and Adult Education, the Enhancing Procedural-Justness of Encounters Through Substantiation (EPJETS), and the Community-Based Social Research Collaborative.
- Noyes Arts Garage of Stockton University, which includes the African American Heritage Museum of Southern NJ, Noyes Art Gallery, Murphy Writing and over a dozen local art studios and retail businesses.

This brochure highlights Stockton's commitment to its Anchor Institution designation, serving as a beacon for education, engagement, arts/culture and economic development in Atlantic City.



Kesselman Hall Residential Complex (housing headcount)

Fall 2022 **521**

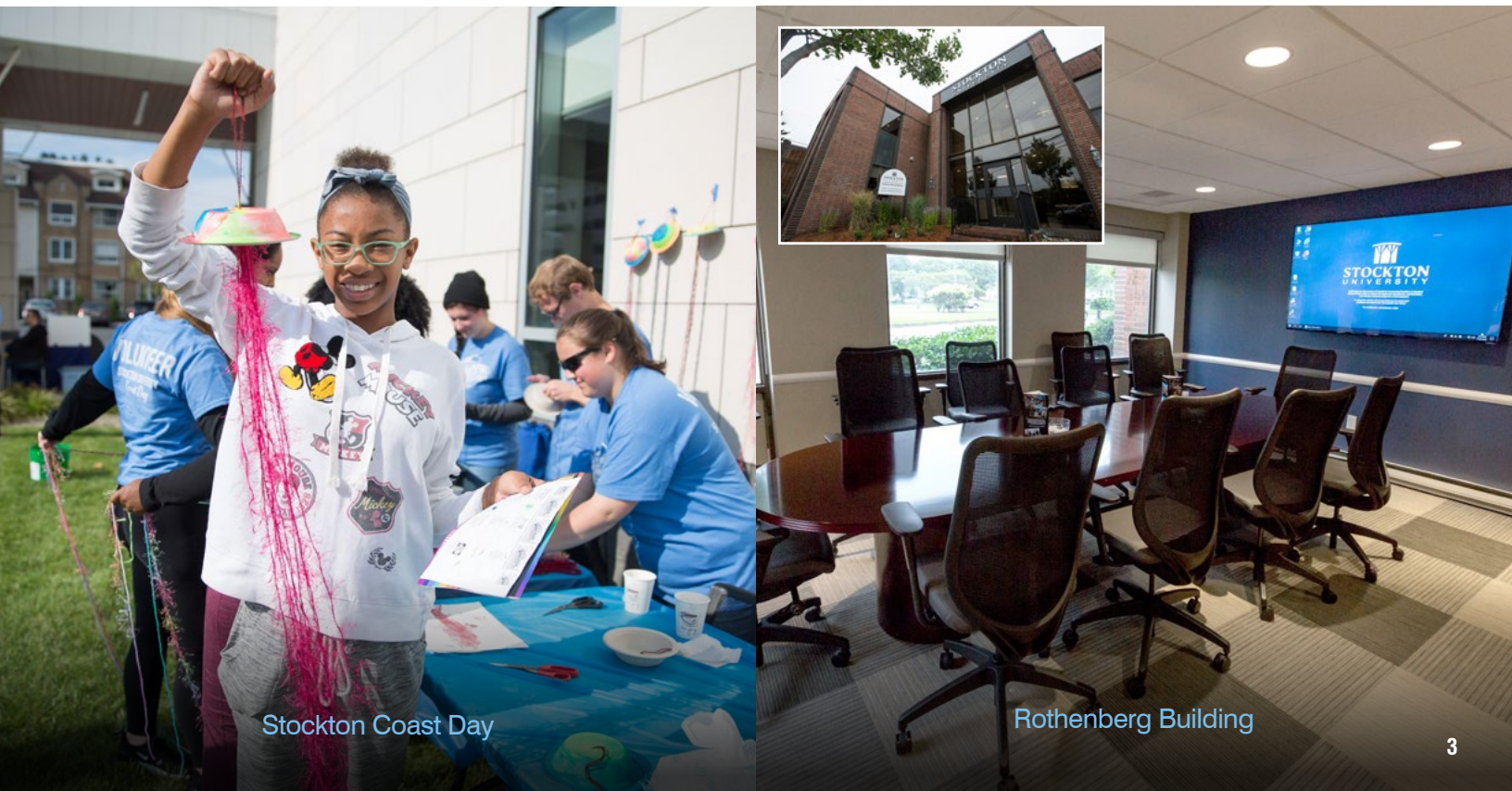
Spring 2023 **452**



Atlantic City-Specific Activities

Stockton-sponsored events and external groups hosting events on campus express the diversity of service to Stockton and the Atlantic City community with often regional impact.

- **Stockton Coast Day** showcases coastal zone research and activities by Stockton University faculty, staff and students. This free, public event allows the community to meet local experts on fisheries, wetlands, birds, and beaches, and join in activities to learn more about the shore's complex systems, how they interact with other coastal zones and the importance of protecting our coastal shores.
- **Stockton hosts various governmental and nonprofit organizations** such as the Greater Atlantic City Chamber, Atlantic County Prosecutor's Office, Atlantic City Police and Fire Departments, *FELS* Friends of Encore Learning, Seashore Gardens Living Center, Atlantic County Workforce Development Board, Atlantic City Free Public Library and the Governor's Restart and Recovery Working Group.
- **Continuing Studies and Adult Education:**
 - **Stockton Partners with Visit Atlantic City:** Stockton's Office of Continuing Studies and Adult Education delivers customized professional development and "edu-tainment" workshops to national meeting and conference planners bringing their events to the Greater Atlantic City area through their Destination Marketing Organization Education, Enrichment and Training initiative.
 - **The AC Walking Tour Series** allows participants to actively experience the historical landmarks, events, prominent figures and sub-cultures of Atlantic City and beyond. These guided tours, created and led by Atlantic City Historian and Stockton Adjunct Professor Dr. Levi Fox, explore different neighborhoods and perspectives across the City and surrounding areas.
- **Small Business Development Center:** The SBDC of Atlantic, Cape May and Cumberland Counties is located in the Rothenberg Building and provides business assistance services to establish new enterprises and promising start-ups with the objective of increased economic activity. Annually, the SBDC oversees more than 450 one-to-one client sessions and runs about 50 events that provide training to 1,000 individuals.



Stockton Coast Day

Rothenberg Building



NAACP Panel

Total number of event bookings at AC Campus
1,864

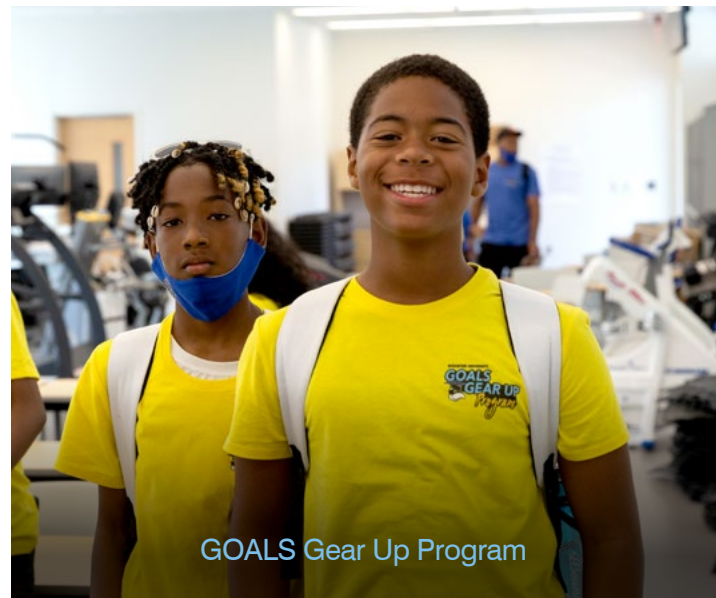
with an estimated **105,950 attendees**

Fannie Lou Hamer Event Room
190 events with an est. **16,795 attendees**

Kesselman Hall Event Space
142 events with an est. **8,300 attendees**

• **GOALS Gear Up Program:** The GOALS Gear Up Program serves students in grades 7 through 12 and first-year enrolled college students from Atlantic City and Pleasantville. The program provides participants with a solid foundation to create a school-to-college pipeline for students to successfully complete postsecondary programs leading to careers in fields in which persons from minority and/or disadvantaged backgrounds are underrepresented through enhanced skills in Math, Marine Science, English, Public Speaking and Computer Science. Approximately 80 students were enrolled in the program and provided books, instructional supplies, field trips, meals and public transportation tickets at no cost. The New Jersey Office of the Secretary of Higher Education, Pleasantville Public School District, Atlantic City Public School District, and Stockton University provide funding for the program.

- Destination Cannabis: Evolving Cannabis Hospitality & Tourism for a Mainstream Audience
- The Annual Jersey Shoreview: Fall Tourism and Business Panel Discussion
- The Annual Jersey Shorecast: Spring Tourism and Business Panel Discussion



GOALS Gear Up Program

• **Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT):**

Publications:

- *LIGHT – Snapshots*, a monthly newsletter covering current events in gaming, hospitality and tourism.
- *Lights's On*, a publication for sharing research and trends impacting gaming, hospitality and tourism.
- *The International Journal of Gaming, Hospitality and Tourism (IJGHT)*, a peer-reviewed, open-access journal publishing original research that bridges the gap between industry practitioners, academic researchers and educators.

Events:

- Labor Summit: Seeking Employment Solutions for the Gaming, Hospitality and Tourism Industries in Atlantic County
- Celebrating 45 Years: Legalized Casino Gaming in New Jersey



Jane Bokunewicz & LIGHT are honored by the CRDA Host Awards Committee

- **Community Reporting Innovation Lab (CRIL)**

- Stockton partnered with the Press of Atlantic City to open the lab in a dedicated classroom of the John F. Scarpa Academic Center, which serves as a hub for Press journalists to work. Press editors collaborated with Stockton professors to create a reporting and interviewing course at the lab and participated in student recruitment activities at Stockton information sessions to bolster and grow the Communication Studies program.
- **Community Reporter Fellowship:** Seventeen community members are helping to tell the stories of Atlantic City's rich history and exciting atmosphere as part of the Community Reporter Fellowship hosted by the Stories of Atlantic City project. The 17 volunteers took several months of training to learn about city government and community. The stories they write are shared on the Stories of Atlantic City website and with community media partners.

- **Stockton Center for Community Engagement and Service-Learning (SCCESL)**

- Free in-person Citizen Naturalization Classes
- Free English as a Second Language (ESL) Classes
- After-School Homework Completion Program provides tutoring for students residing in Stanley Holmes Village and Buzby Holmes Village. The program is a collaboration between the SCCESL, the Atlantic City Police Department (ACPD), and the Atlantic City Housing Authority and Urban Redevelopment Agency.

- **Development/Alumni Relations**

- **New Engelberg Scholars Highlight Atlantic City's Diversity:** The Engelberg Leadership Scholarship Program is a major scholarship and leadership development program made possible through a \$1 million commitment from Alfred Engelberg, a 1956 Atlantic City High School graduate who became a successful intellectual property lawyer. Scholarship recipients must demonstrate a willingness to contribute to the revitalization of Atlantic City.
- **Second Saturdays in Atlantic City** offers free family-friendly alumni events that showcase the talent of our alumni, faculty and staff and provide an opportunity for alumni and their families to engage with the University's Atlantic City campus. The workshops, with lunch provided and sponsored by University Advancement, offer alumni the chance to reconnect while having fun or learning something new on the second Saturday of the month. The monthly workshops have included yoga demonstrations, smartphone photography, esports game day, the science of food gels, make-your-own ice cream, Jenkinson's Aquarium touch tanks and birdhouse making, to name a few.



The Engelberg Leadership Scholarship Program



SCCESL After-School Homework Completion Program

• AC Campus Operations

- Sponsored the **Garden State Film Festival “Best of the Fest”** in the Fannie Lou Hamer Event Room. The event was free and open to the public and featured award-winning short films from around the world. Attendees donated nonperishable food items in support of Stockton’s Food Assistance Program.
- **North-to-Shore Festival**
 - Co-sponsored program titled, **“A Conversation with Henrietta Shelton,”** which included a book signing and photo exhibit in the Noyes Arts Garage and a recital by students from Chicken Bone Beach Historical Foundation Jazz School.
 - Hosted a Health Symposium
- Collaborated in hosting **a special ceremony and installation of a statue featuring Fannie Lou Hamer**, which is permanently on display as part of the “Atlantic City Experience” exhibit in Jim Whelan Boardwalk Hall.
- **Silicon Boardwalk: Atlantic City Innovation Summit**
 - Silicon Dragon Ventures facilitated a roundtable discussion with economic developers and community leaders centered around Atlantic City’s revitalization as an innovative hub propelled by economic growth, new jobs, investment and entrepreneurship.



Second Saturdays in Atlantic City



Fannie Lou Hamer Statue installation

• AC Campus Operations and Provost’s Office

- The Stockton Atlantic City Summer Experience: “Live-Work-Learn” Program aims to orient students to summer job opportunities in the Atlantic City area through partnerships between Stockton and local businesses. The program provides free summer housing paid by the employers, at Stockton’s Atlantic City campus, paid full-time summer employment, and free online asynchronous, career-focused training workshops to earn badging certifications. In Summer 2023, 245 students were employed by fifteen participating employers in hospitality, health care, non-profit and other fields.



Esports Innovation Center



The Stockton Atlantic City Summer Experience: Live-Work-Learn



Stories of AC Reunion



Course enrollment Atlantic City campus data

Fall 2022

2,374 student enrollments in 123 courses

1,549 undergraduate enrollments in 69 courses

825 graduate enrollments in 54 courses

Spring 2023

1,748 student enrollments in 93 courses

967 undergraduate enrollments in 50 courses

781 graduate enrollments in 43 courses

Stockton's Engagement in Atlantic City Academic School-Related Activity

School of Social and Behavioral Sciences

- **Social Work Internship Sites**
 - AtlantiCare
 - Boys and Girls Club of Atlantic City
 - Covenant House
 - Acenda-Family Success Center
 - Excel Care at the Pines
- **Community-Based Research Collaborative** with Associate Professors of Sociology Christina Jackson and Betsy Erbaugh, focuses on maternal and child health equity initiatives for Black women and women of color.
- **Enhancing Procedural-Justness of Encounters Through Substantiation (EPJETS) grant** is an initiative between the University and the Atlantic City and Pleasantville police departments that assesses whether releasing body-worn camera footage of police-citizen interactions, using procedural justice script, and providing citizens with evidence of why agencies conduct traffic stops at certain locations (identified through Risk-Terrain Modeling) improve police-community relations and affect citizens' attitudes toward police.

- **"South Jersey Economic Review Says A.C. Economy Expands 4.8%,"** an article studying the Atlantic City economy, edited by Oliver Cooke, editor of the Review and associate professor of Economics.

- **Judiciary Opportunities for Building Success (SJ JOBS)** grant for \$947,000 is creating a pilot program for 200 probationers in Atlantic and Cape May counties. The grant aims to help those coming off of probation with "wrap-around" social services and career training that eventually leads to a secure job.

School of Business

- **Summer Entrepreneurship and Business Academy (SEBA)** is designed to provide a unique platform for area high school students to appreciate and get hands-on learning about the basics of entrepreneurship and business.
- Stockton Business faculty have supported the development and growth of high school academies at the Atlantic County Institute of Technology (ACIT), serving many Atlantic City residents.
- The Master of Business Administration (MBA) program is hosted at Stockton University Atlantic City in the John F. Scarpa Academic Center with Atlantic City-based internships and community engagement opportunities.
- Stockton Business faculty engaged in Visit Atlantic City initiatives.

- Hospitality, Tourism, and Event Management has internship partnerships with ALL casino/resort properties, the convention bureau/center, as well as smaller industry-related businesses, i.e. restaurants, non-gaming hotels, and family-friendly operations.

- **Grant-funded Research by Professors:**

- “Celebrating Resilience on Atlantic Avenue in Atlantic City, New Jersey” Christy Goodnight, assistant professor of Business Studies, Management; and Christina Walley, Stories of Atlantic City fellow.
- “Smart Aviation Workforce and Entrepreneurial Center” Monica Amadio, teaching specialist of Business Studies, Management.

School of Education

- 138 teacher clinical education placements in the Atlantic City School District.
- Annually hosts the eighth-grade class from Sovereign Avenue School for a Day at College.
- Annual New Angles for Success - hosted elementary students from Richmond Avenue and Our Lady Star of the Sea Schools for fishing from the beach.

Southern Regional Institute/Educational Technology Training Center (SRI/ETTC)

- The Atlantic City School District is a founding member of the SRI/ETTC and is one of the largest users of professional

development for K-12 educators, from curriculum to technology to school leadership. Moreover, the district and the SRI/ETTC together have secured hundreds of thousands of dollars over the years to support teachers' instruction in multiple areas and the integration of technology into the classrooms.

- The Atlantic City School District participates in the Atlantic County Traumatic Loss Coalition (TLC), which provides educators, mental health professionals, and law enforcement personnel with a supportive structure to benefit children and youth.
- Provides specialized training during the summer to educators in Phonics Instruction.
- The Atlantic City School District is a partner in the college's Computer Science Grant expanding professional development to explore strategies to implement state standards in computer science across all grade levels.
- Trains Atlantic City governmental workers in the use of Microsoft Office 365.

William T. Daly School of General Studies

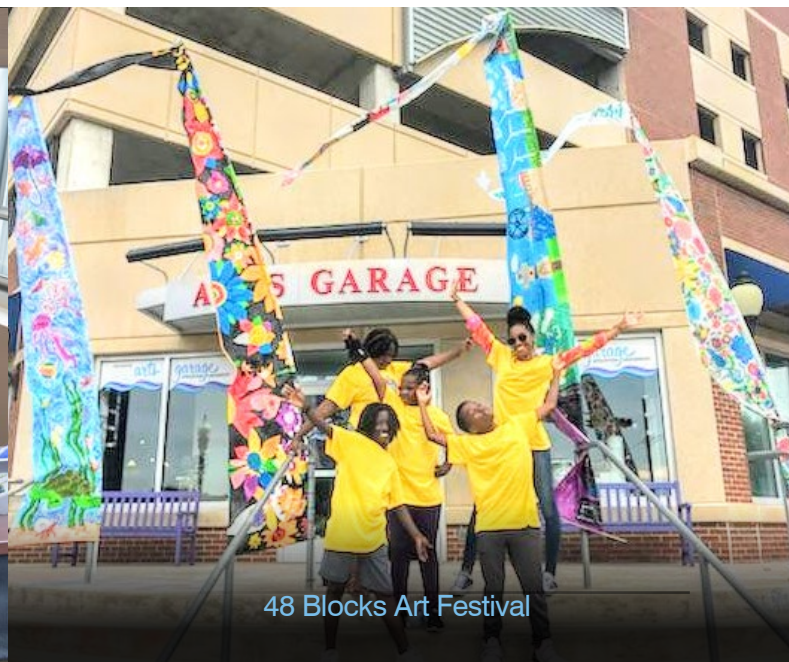
- Holocaust Survivor Play, Rosalie Simon
- EOF AC Academic Classes

School of Arts & Humanities

- 48 Blocks Atlantic City Art Festival
- Noyes Museum of Art and Atlantic City Operations coordinated and sponsored two mural installations.



Summer Entrepreneurship and Business Academy (SEBA)



48 Blocks Art Festival

- **Noyes Arts Garage grant funding**

- \$100,000 grant partnership with Stories of AC from the Dodge Foundation.
- \$130,000 in three grants from the New Jersey State Council on the Arts.

School of Natural Sciences and Mathematics

- Biology faculty: “Researchers Fish for Answers to Striped Bass Migration and Stock Origins.”
- Sponsored the annual Time for Turbines Conference regarding wind energy and offshore wind development.

SCOSA

- SCOSA Older Adult Education, Socialization & Recreation Programs held in Atlantic City:
 - SILL class, *Telling Stories with Baseball Memorabilia*, was held at Noyes Arts Garage.
 - SCOSA hosted readings of short skits by members of Players and Playwrights Reader’s Theatre by the Jersey Shore in the Fannie Lou Hamer Event Room. The group meets regularly in Atlantic City to write, read and refine short plays.

Volunteer Service

- **19th Annual MLK Day of Service:** With the participation of a record 257 Stockton and community volunteers, the following community projects were completed:
 - 775 community personal care kits were completed and distributed among the Atlantic City Rescue

Mission, seniors living in Atlantic City, and Eastern Services Workers of America. Supplies were generously provided by the following community partners: Bally’s Atlantic City, Ocean Casino Resort, Resorts Casino Hotel, Borgata Hotel Casino & Spa, Hard Rock Atlantic City, Caesars Atlantic City, Drs. Goodman and Rosenberg General Dentistry, and Stockton Atlantic City Campus Operations.

- Over 200 tiles were hand-made by Mud Girls Studio, painted by volunteers, and will be installed as part of an installation at Our Lady Star of the Sea Regional School in Atlantic City.

- **Stockton 2nd Community Day Cleanup & Party in the Park:**

The Community Day Cleanup included over 700 volunteers, representing over 70 community groups and organizations, participating in 10 city-wide cleanup/graffiti removal/beautification projects throughout all six Atlantic City Wards. Volunteers collected 279 bags of trash, totaling over 10 tons of debris removed from the streets and beaches throughout all six wards in Atlantic City. Additionally, upwards of 1,000 people enjoyed the Party in O’Donnell Park, with live music, games, art activities, 60 vendors, and six food trucks. Special thanks to the City of Atlantic City, ACUA, CRDA/SID, and community neighborhood associations for their participation, including providing cleanup tools and supplies for volunteers.

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- **Love Blue Beach Cleanup:** Founded one year after the opening of the Atlantic City campus, this student organization shares a passion for protecting our natural environment. Beach cleanups are held almost every weekend during the academic year along Atlantic City’s shoreline to preserve and educate students on sustainable practices.



MLK Day of Service (AC Rescue Mission)



Community Day Cleanup & Party in the Park

- **EOF- Atlantic City Program:** Students enrolled in the program are required to complete 20 hours of community service each academic year in Atlantic City.
- **Kappa Sigma Fraternity, Xi-Rho Chapter:** Annual Polar Bear Plunge for charity has become one of the largest community service events hosted by any fraternity or sorority at Stockton. The plunge, which takes place in February at Albany Avenue Beach in front of the Atlantic City campus, raises nearly \$20,000 annually for veterans and attracts upwards of 300 participants and spectators.
- **New Student Fall Day of Service:** Seventy students participated in three service projects including assisting the Chelsea Economic Development Corporation in planting trees and filling planters with flowers along Ventnor Avenue.
- **Harvest of Hope:** Students collaborating with Stockton's Residential Life AC, Dean of Students Office, Student Affairs and the Residential Scholars program solicit donations to create and deliver dozens of care packages for Atlantic City families in need during the holidays. A celebratory dinner is held at the Atlantic City campus, where students invite their families to discuss the project.

Sampling of External Group-Hosted Events on Campus

- Diabetes Training Camp
- Spencer's Gifts
- Mayor's Breakfast
- Atlantic City Citistat and Compstat
- Atlantic City Library Hispanic Heritage Exhibit
- Young Leaders Expo
- Atlantic City Airshow Event: Sky's the Limit Alumni and Prospective Student event
- Jeju National University (South Korea) Intensive Program
- Atlantic and Cape May County Superintendent's Roundtable



33

Number of New Businesses in the **Chelsea Neighborhood** since the AC campus opened in 2018

• **Local Boards Stockton Atlantic City Faculty/Staff Serve On:**

- AC Firefighters Foundation
- AC Tinseltown Committee
- AC Pride
- Atlantic City Community Fund
- Atlantic City Day Nursery
- Atlantic City Free Public Library Foundation
- Atlantic City Host Awards
- Atlantic City Police Foundation
- Atlantic County Queer Alliance
- Atlantic County Solid Waste Advisory Committee
- Avanzar (formally the Atlantic County Women's Center)
- Big Brothers/Big Sisters of Atlantic City
- Boys and Girls Club of Atlantic City
- Center for Family Services
- Chelsea Economic Development Corporation
- Chicken Bone Beach Jazz and Historical Society
- Community Foodbank of New Jersey
- Ducktown Neighborhood Community Development Corporation
- Eastern Academy of Management
- Esports Trade Association New Jersey Chapter
- Garden State Film Festival
- Governor's AC Restart and Recovery
- Greater Atlantic City Chamber
- Greater Atlantic City Chamber – Economic Development & Policy Committee
- Jewish Family Services Community Advisory Committee
- Metropolitan Business & Citizens Association (MBCA)
- NJ Travel Industry Association
- Ocean Wind Pro-NJ Grantor Trust
- Seashore Gardens Living Center Foundation
- South Jersey AIDS Alliance
- United Way of Greater Philadelphia and Southern New Jersey
- United States Coast Guard Auxiliary





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