

Save the Date:

Spring 2020
Graduate Research Symposium
April 30, 2020

Thank you

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Director's Welcome Message

Welcome to the Graduate Research Symposium at Stockton University. Tonight, we celebrate the journey and accomplishments of our graduate students who have engaged in research within the past year. Designing and conducting research can be a challenging and rewarding part of this academic journey and tonight signifies the culmination of one's empirical quest and capstone experience. I must acknowledge that this research could not have been possible without the dedicated assistance of faculty mentors who have shared their own passion, curiosity, and knowledge with these distinguished scholars.

The Fall 2019 presenters include students from five distinct programs: Business Administration, Criminal Justice, Nursing, Organizational Leadership and Social Work. Their projects signify their commitments to practitioner-based research, academic excellence, and are comprised in the oral and poster presentations listed within this booklet. We celebrate the diversity, innovativeness of the research presented this evening, and promote interdisciplinary research conversations among the campus community.

We honor Stockton University's commitment to the research projects presented here tonight. To facilitate the communities' commitment to graduate research each presenter is wearing a nametag along with a royal blue ribbon.

Tonight, we will be presenting an award to the winner and runner-up of a faculty inspired research competition. Faculty from each program will view and score each of tonight's presentations; and a winner and runner-up will be announced at the end of the evening.

We are proud of the presenters. We are grateful to all who contributed to the success of this event: our graduate student presenters, dedicated alumni, faculty advisors, program directors, program faculty, deans, staff, friends, family, and all of our special guests. We encourage you to attend the sessions, view the posters, and ask these remarkable scholars about their personal journeys.

Best regards,



AmyBeth Glass, Ed.D.
Director of Graduate Studies

Graduate Research Symposium

Campus Center, December 11, 2019

-AGENDA-

6:00 p.m. – 6:15 p.m.	Welcoming Remarks	Campus Center Event Room
6:15 p.m. – 6:45 p.m.	Poster Session	Campus Center Event Room
	<i>Ed.D. in Organizational Leadership</i>	
	<i>Master of Arts in Criminal Justice</i>	
	<i>Master of Business Administration</i>	
	<i>Master of Science in Nursing</i>	
	<i>Master of Social Work</i>	
6:45 p.m. – 7:00 p.m.	Announcement of Awards	Campus Center Event Room

The names in this program are those of graduate student presenters as of November 12, 2019.

Master of Social Work

Caroline Smith & Philecia Howard

Advisor: Dr. Robert Barney | **Poster 18**

Title: Psychometric Properties of the Beck Anxiety Inventory on English versus Italian Speaking Individuals

This poster presentation compares and contrasts the psychometric properties of the Beck Anxiety Inventory on an English speaking (original version) versus an Italian speaking (revised version) population. The method employed was analysis of previous studies that have determined the validity and reliability of the Beck Anxiety Inventory on the previously mentioned populations. The results indicated that the Italian version of the Beck Anxiety Inventory was surprisingly more valid and reliable than the original version. The scales were comparable when examining internal consistency reliability, face validity, construct validity, and concurrent validity. The revised scale was stronger when examining test-retest reliability and factorial validity.

be obtained at Atlanticare Regional Medical Center and Shore Memorial Hospital. A stratified random sampling method will be used based on age, years worked, and unit. Maslach's Burnout Inventory questionnaire will be given via email. This questionnaire measures distinct aspects of burnout. Patient safety will be measured based off the hospitals current reporting policy. Patient safety scores will be grouped and compared to the overall score of the unit using the previous questionnaire. This study aims to find a correlation between nursing burnout and patient safety.

Yashika Jani

Advisor: Dr. Rose Scaffidi | **Poster 17**

Title: Improving Diabetes Management for South Asians Through Culturally Competent Health Care Providers

Type 2 Diabetes Mellitus (T2DM) is becoming a global health crisis. T2DM is one of the primary causes of morbidity and mortality in the South Asian population. While there has been research stating the prominence of this disease within the South Asian community, there has been minimal breakthrough on the management of T2DM for South Asians. There is research indicating significant increase of T2DM in South Asians compared to other ethnicities such as Caucasians and other minorities. Health care providers need to be enlightened on cultural competence and awareness of South Asians and their lifestyle, biological factors, and beliefs. It is essential for these areas to be studied and made a priority, to optimize the management and prevalence of diabetes within the South Asian population. The purpose of this study is to see if increasing cultural competency in health care providers specifically related to the South Asian population with T2DM will result in improved blood sugar control. This study is to utilize the quasi-experimental design to educate health care providers on South Asian cultural backgrounds and assess for an improvement in diabetes management through Hgb A1C levels. This study will take place in a couple select healthcare facilities within an urban location.

-Presentations-

Ed.D. in Organizational Leadership

Crystal Mooring

Advisor: Dr. Tracey Schneider | **Poster 19**

Title: The Black Ceiling: African American Women Overcoming Leadership Barriers

An underrepresentation of African American women in executive leadership positions exists in the public and private sector. There is also a lack of research on African American women leadership and experiences. Although the number of women in leadership roles has increased over the years, the executive leadership role remains a Caucasian male-dominated position and African American women remain the minority. In 2016, less than 8.5% of executive leaders in the United States private sector were women and less than 7.9% of them were African American women (Deloitte and Alliance for Board Diversity, 2017).

Consequently, African American female leaders must overcome many barriers including race, gender, lack of mentorship, negative perceptions, and limited opportunities. African American women seeking leadership must prove they are worthy to hold the position. In general, leaders face numerous challenges due to the nature of the position itself, without having to account for the dualism of race and gender.

The purpose of this research is to understand, examine, and bring a voice to leadership experiences of five African American women who navigated the administrative ladder into executive leadership positions. For this research study, Black Feminist Theory (BFT), Critical Race Theory (CRT), and Intersectionality theory were used as the theoretical frameworks to explore the relevant social, historical and contemporary events that influenced African American women's development, experiences, and the barriers they have faced in their ascension to leadership roles.

This phenomenological study resulted in themes that identified barriers African female leaders faced en route to their leadership positions, challenges within their positions, and strategies they employed to overcome these barriers. Three major themes emerged: (a) intersection of race and gender, (b) lack of support system, and (c) misperceptions. The results of this study may benefit Caucasian dominated organizational and human resource leaders as they consider improvement opportunities for their recruitment, diversity and inclusion policies and programs, contribute to positive social change, and provide insight that will guide other African American women pursuing executive leadership roles.

Darlyne de Haan**Advisor:** Dr. Joseph Marchetti | **Easel 2****Title:** Increasing the Self-Efficacy of General Education Teachers of ELLs.

If you want to understand the future, understand three words: demographics is destiny. If this statement is true, then New Jersey's educational future has a storm cloud hanging over it as Hispanic students represent the fastest growing minority population in the state, constitute the majority in some large urban districts, but at the same time their language needs are woefully underserved.

English language learners (ELLs) are students whose native language is not English and who come from an environment where English is not the dominant language spoken. It is difficult to find a school in New Jersey that does not have an ELL population. However teacher education programs are not preparing future teachers to respond to this rapidly changing demographic, and the great majority of current teachers lack even a basic understanding of how to work with ELLs.

Master of Arts in Criminal Justice

Cheyenne Woods**Advisor:** Richard Mulvihill | **Table 1****Title:** Officer-Involved Shootings

This research project surrounds incidents of officer-involved shootings and the impact that these situations have on the officer. Our goal is to better understand the factors that influence an officer's ability to return to work after they are involved in a fatal shooting. We are interviewing police officers throughout New Jersey who have returned to the job after a fatal shooting has occurred. Information will be gathered on the programs and policies that were utilized after officer-involved shootings in each police department. Specifically, we are looking at how officers are impacted by the shootings and how their departments handled the situations. We will also interview police officers who did not return to the job after being involved in fatal shootings and gather the same information. We will compare these results to determine what policies and programs would be beneficial for police departments to implement in order to have more officers return to work after a fatal shooting occurs.

Samantha Szathmary**Advisor:** Dr. Rose Scaffidi | **Poster 16****Title:** Remote Monitoring and Telephone Coaching in the Heart Failure Patient and its Impact on Readmission Rates

Heart failure is a chronic progressive disease associated with costly readmissions that affects more than 6.5 million people in the United States and is expected to increase as society ages. Heart failure is associated with reduced quality of life, high mortality and frequent hospitalizations with costs projected to reach 697 billion dollars by the year 2030. Some of the biggest challenges a patient diagnosed with heart failure faces is adapting to the new lifestyle modifications that will not only improve their quality of life but will decrease the risk of mortality. Nearly half of all patients diagnosed with heart failure die within the first five years due to disease complications. The transition from acute care to home care and then keeping the heart failure patient out of the hospital is the most difficult part. With the addition of the Hospital Readmission Reduction Program implemented by the Affordable Care Act the focus began on preventing costly readmissions among the heart failure population. Interventions to improve readmission rates have varied results and assorted methods. This research proposal describes how remote telephone coaching and monitoring provides the patient close follow up and a resource in the outpatient setting to prevent costly readmissions. A quantitative, quasi-experimental study will be performed utilizing a consecutive sampling method among patients recently admitted with a diagnosis of heart failure. The group of participants will be exposed to a structured monitoring program designed to improve quality of life, education and readmission rates within the heart failure population.

Vincent Loglisci**Advisor:** Dr. Rose Scaffidi | **Poster 14****Title:** Does nursing burnout decrease patient safety?

With the recent Medicaid/Medicare policy changes regarding payments, many hospitals are experiencing a shifting culture to value-based care. Reimbursement is now based off patient outcomes. Unintentional patient injury resulting from hospital error results in millions of dollars in additional expenses that the hospital must cover. This shift from Fee-For-Service to Value-Based care has put a spotlight on the need for increase patient safety. Nationwide, approximately 250,000-440,00 people die from medical errors each year, making it the third leading cause of death. Nursing staff play a vital role in patient care. As such, it is important to evaluate both physical and mental health of nurses in order to minimize patient harm and increase patient outcomes. In order to evaluate nursing health and its impact on patient outcomes, this researcher will focus on nursing burnout and its effects on patient safety. A sample size of at least 500 nurses will

depression. The alternate method of scoring isolates three questions that are linked to anxiety and scores them separately. A score of 4 or above would indicate the need for further evaluation.

The population of this study is to include postpartum women who delivered their children in a local hospital. It is expected that findings from this study will show that many women who are experiencing a significant amount of anxiety are not being identified from current postpartum screening practices, and therefore are not receiving any treatment.

Maria Caccavo

Advisor: Dr. Rose Scaffidi | **Poster 15**

Title: Nurse Practitioner Lead Interventions with Dementia Caregivers

Improved medical treatments have helped patients manage their chronic conditions longer, which contributed to a growing older adult population in the United States. As a result of the continuously aging of the population dementia rates are increasing. Dementia is a chronic disorder of the brain that causes irreversible memory decline, personality changes, and disrupted reasoning. As dementia patients begin to show symptoms they need help and support from a caregiver to assist them and live safely. Approximately 34.2 million Americans provided informal care to an older adult last year. Caring for a person with a chronic medical condition such as dementia can place a strain on the caregiver's life if they are not prepared. Caregiver burden is when caring for a family member causes distress in any aspect of the caregiver's life. It is extremely important that enough attention is spent focused on the health of caregivers in our communities because they are the ones who can keep dementia patients out of hospitals and nursing homes and keep health care costs down. This research will investigate whether or not educational and supportive classes conducted by Nurse Practitioners (NP) will decrease caregiver burden of dementia caregivers. The purpose of this study is to investigate an intervention that could improve the quality of care provided by primary care providers (PCP) and NPs. The goal of this study the study is to decrease the negative health effects of caregiving among caregivers of dementia patients. This quantitative research study will be conducted on the east coast of the United States. A quasi-experimental one-group pretest-posttest design will be used with a nonprobability consecutive sample. Participants will be recruited over a three-month period. There will be one group that receives the intervention and outcomes will be measured before and after the intervention for comparison. The data will be collected with a self-report survey and analyzed using a Pearsons r correlation. The results of this study will be useful to develop evidenced based interventions for NPs to decrease caregiver burden for dementia caregivers.

Christopher Bogert

Advisor: Dr. Ruibin Lu | **Table 2**

Title: Social Support in the Field of Criminal Justice

Social support theory promotes the importance of social ties. It has been applied to a variety of criminal justice fields to explain misconduct and recidivism. This presentation provides a comprehensive review of social support theory and its applications in criminal justice research. With a special focus on the theory's application on corrections and rehabilitation, it also reviews how past research operationalized social support. Results and implications of previous studies provide ideas for future use of social support theory in criminal justice research.

Gianna Nitti

Advisor: Dr. Kimberley Schanz | **Poster 1**

Title: Misconceptions of Criminal Justice Majors

The purpose of this study is as a pilot study examining the impact of crime drama media on criminal justice students' misconceptions about the criminal justice system, and if these misconceptions influenced his/her choice of college major. The first question that this research will seek to answer is what misconceptions criminal justice students have of the criminal justice system. Based on the results of the first question, this research will seek to answer is whether these misconceptions influenced their decision to become criminal justice majors. The preliminary data for this pilot study consists of approximately 60 students at Stockton University who have a declared interest in criminal justice. The theoretical basis for this study is Gerbner's Cultivation theory. The concepts that this study is examining are the influence of media, its influence on misconceptions, people's interests and aspirations, as well as their choice of criminal justice as their college major. The researchers hypothesized that newer students will have more misconceptions of the criminal justice system than those who have been in the major longer, that these will be driven by media portrayals of the criminal justice system, and that these misconceptions influenced the students' choice of major.

GiAnna Rossano

Advisor: Dr. Deeanna Button | **Table 3**

Title: Master of Criminal Justice Program

Stockton University Master of Criminal Justice program curriculum has gone through a major remodel over the past couple of years. There has been a steady interest in the program from current Stockton students, most opting to enroll in the dual-degree program. However, there is a significant gap in program enrollment from current professionals in the field. The purpose of this video

is to attract criminal justice professionals to enroll in the master's program in some capacity at Stockton University. Points of discussion in the video deal with program requirements, course structures, and benefits of choosing this program. We also set out to address concerns and barriers professionals may have about attaining their master's degree. While the structure of the program is essential, the inclusion of student and faculty testimonies will lead the discussion about the Master of Criminal Justice program. The rationale behind utilizing testimonials as a focal point is to engage the audience with individuals who are similar to they are. This 5-7 minute video will be placed on a Stockton flash drive as well as be sent via email to criminal justice employers to present to their employees. These methods will be employed as a way of providing information out when representatives are not available as an additional source.

Kaela Giles

Advisor: Dr. Kimberley Schanz | **Poster 2**

Title: Effects of Service Learning Projects on Statistics in Criminal Justice Courses

Faculty have generally had difficulty getting criminal justice students engaged in statistics courses. The purpose of this research is to understand whether completing a community project has any impact on student perceptions of criminal justice statistics and its use within the criminal justice system. There are few studies on the effects of service-learning projects for criminal justice students, which show positive impacts on stereotyping, applying classwork, leadership and career goals. For this study, fall 2018 and spring 2019 criminal justice students from CRIM 2145 attended outreach events with a local non-profit organization to collect data as part of a class project. A pre- and post-test were administered, with the post-test including qualitative questions regarding the project. Additionally, homework reflections based on the project itself were assigned. The results show that interacting with people and exposure to the outreach program were the most enjoyable parts of the project, helping them to attain real-world examples and see another side to the criminal justice system. Most students least enjoyed having little to do and either would not change anything or would change the project to be more engaging, showing that the project had an overall positive effect.

Nicole Gambardello, Alex Karn, & Samantha Gericke

Advisor: Dr. Joshua Duntley | **Poster 3**

Title: Comparison of Cognitions Related to Narcan Deployment

In recent decades, increases in opioid overdose deaths have led to additional training and resources for first responders and medical professionals in the use of Narcan. We hypothesize that there will be differences between first responder and hospital professionals in their perceptions of the necessity and

Dominique Cintron

Advisor: Dr. Rose Scaffidi | **Poster 12**

Title: Patient Autonomy and Patient Satisfaction

Association of American Medical Colleges the United States identifies that there will be a shortage of up to nearly 122,000 physicians by 2032. Due to the aging population, Nurse Practitioners positions are projected to grow 26 percent from 2018 to 2028. Autonomy of Advanced Nurse Practitioners (APN) will need to adapt to the needs of patients and patient outcomes and treatment plans. This is a research proposal seeking to find the relationship between Advanced Nurse Practitioners (APN) autonomy and patient satisfaction. From the body of literature, three main types of autonomy have been identified, which include restricted autonomy, reduced autonomy and full autonomy. The purpose of this study will seek to determine how each of these forms of autonomy impact on service satisfaction so as to make a determination of which of the three is best for patients. The variable of patient satisfaction will be measured mainly through the use of service quality and so the SERVQUAL tool will be employed for this purpose. The study will take place across the country among 400 patients and 100 nurse practitioners. Data collection will be in the form of a survey, where a questionnaire will be used to make a determination of how patients rate their autonomy and satisfaction. In the analysis, Pearson correlation will be used. P-value of 0.05 has been set, which means if the resulting $-p$ -value is ≤ 0.05 , the null hypothesis will be rejected and results considered that there is statistically significant relationship between patient autonomy and patient satisfaction.

Jessica Falvo

Advisor: Dr. Rose Scaffidi | **Poster 13**

Title: New Mothers Experiencing Anxiety without Identification or Treatment

Depression and anxiety are highly prevalent in women both during their pregnancy and in the postpartum period after delivery. Postpartum depression is a type of mood disorder that is associated with childbirth that affects an estimate of 15% of women. It is standard practice to assess women for postpartum depression at regular intervals after delivery; however symptoms of anxiety are often overlooked in these routine screenings.

The purpose of this research is to determine if there is a more effective method in identifying anxiety in postpartum women by using the Edinburgh Postnatal Depression Scale with Anxiety subset (EPDS-A) during routine screenings and scoring it in two methods. Current practice entails using this 10-question screening tool and scoring the total of all responses. A score of 13 or above indicates that the women will need further evaluation for postpartum

care provider as perceived by the patient. Development of this qualitative study was based on Jean Watson's ten carative factors in her theoretical framework of Human Caring. The aim of this study is to understand how patients perceive displayed caring behaviors. The sample will include a small focus group with a maximum limit of ten participants. The researcher will collect written data while performing detailed interviewing. The main question that will be asked is, what are caring behaviors displayed by a health care provider? Data collection will continue until themes are developed and saturation has been reached. The qualitative findings will be used to help providers gain a better understanding of how patients view caring behaviors. Understanding this information can help providers form a rapport with patients, thus influencing quality. The qualitative findings can also be used as preliminary data to influence development of quantitative studies.

Cristina Patiag

Advisor: Dr. Rose Scaffidi | **Poster 11**

Title: Is Having a Hospital Base Hospice Liaison Facilitate Quality Care at End of Life

What options do families have when looking into providing palliative care for their loved ones? Many barriers to palliative care within the health system have been identified. One barrier is that patients and families have little knowledge of the availability and awareness of the benefits of palliative care. The presence of a hospice liaison to counsel prospective patients may be the answer. This issue is important, in that, the lack of hospice liaison has been found by other researchers in the field to increase rates of hospital deaths, medical expenses for futile approaches and lack of timely intervention when they may improve the health outcomes of the patient. The purpose of this study is to investigate if a hospital-based hospice liaison would increase the number of end-of-life patients who would opt for hospice care. It is imperative to assess barriers that may limit this health option uptake, and why families and patients need to look into it. This research is significant because at present there is a lack of optimal use of hospital-based hospice liaison in the medical settings, despite existing data on the benefits. Thus, the main research question based on the above factors is whether a hospital-based hospice liaison facilitates getting quality end of life care. The study will be conducted in an acute care hospital and will utilize a quantitative research methodology. The hypothesis is use of a hospital-based hospice liaison will increase the number of patients who choose to be placed on hospice compared with patients who have not had exposure to the liaison. The goal of this research project is to ensure that all end-of-life patients are aware of the benefits and availability of hospice care.

efficacy of Narcan in addressing opioid overdoses. Using a survey measure, we tested the hypothesis that first responders are more critical than hospital personnel of Narcan administration. Implications for interactions between first responders and hospital staff, and the policies that guide their work, will be considered through the lens of our research findings.

Nusret Sahin & Alexander Karn

Advisor: Dr. Nusret Sahin | **Poster 4**

Title: Police Procedural Justice and Use of Force

Citizen trust in police and compliance to police orders are of great importance to the field of criminal justice. Procedural justice theory suggests that police can gain voluntary compliance if their actions are seen as fair and appropriate. Police use a great amount of discretion while enforcing the law, and procedural justice may not shape officers' decisions or operational practices if they do not internalize this concept. From this perspective, this research aims to explore police officers' perception of procedural justice and its impact on daily policing practices, specifically their attitudes regarding use of force. A survey was administered to sworn police officers in New Jersey for this purpose. The survey has been designed to assess the relationship between police officers' internalization of the procedural justice concept and their inclination to use force against citizens. It was hypothesized that police officers who support the use of procedural justice in daily policing practices are less inclined to use force than their counterparts who do not support procedural justice.

Rosheka Faulkner

Advisor: Dr. Manish Madan | **Poster 5**

Title: Sexual Victimization among College Students – Psychological and Institutional Barriers to Reporting: A Qualitative Study

Sexual harassment on college campuses has received much scrutiny in recent years. Multiple studies have documented its prevalence, impacts and often highlighted underreporting nature of sexual harassment among the population group. Using college sample from a mid-sized University in New Jersey, this study employs qualitative methodology to examine barriers to reporting incidences of sexual victimization on college campuses. This study categorizes the non-reporting pattern into two broad frameworks – psychological and institutional. We find evidence to support Weiss (2011) typology of victim's non-reporting accounts on psychological aspect. Further, we extend this typology to include institutional barriers that are unique to this population. Those barriers are further classified into four different narrative accounts that explains the reasons for non-reporting. Understanding these barriers systematically contributes to a theoretical discourse and practical application to address underreporting of sexual victimization on college campuses.

Taylor Searles**Advisor:** Dr. Manish Madan | **Table 4****Title:** Sexual Harassment: Psychological Response and Coping Mechanism among College Students

Sexual victimization has been a prevalent social issue in recent years. Research studies have shown a wide array of impacts such as depression, post-traumatic stress disorder (PTSD), and shame, particularly among college students. Victims of sexual harassment have reported disruptions to their academic experiences and reported troubled sleep patterns. They have further indicated using alcohol and drugs as coping mechanisms. Using quantitative survey responses from a mid-sized college campus, this study examines the long-term psychological distress symptoms and coping mechanisms within the students who have reported experiencing sexual victimization (lifetime or in the past 12 months). Specifically, this paper analyzes relevant gender differences and differences within the class status (freshmen to graduate students). This research also categorizes an individual's response immediately post-victimization (e.g., avoidance, hyper-arousal, or reporting to officials). Policy implications will be discussed. Keywords: coping mechanisms, victim-blaming, hyper-arousal, avoidance

Master of Business Administration

Adrianna Deebold**Advisor:** Dr. Diane Holtzman | **Table 5****Title:** Integrated Social Media Marketing

The purpose of this research is to highlight areas of marketing via social media and traditional tactics of a nonprofit organization. Areas of focus, target audience, and a proper marketing plan will be discussed to attack goals of the nonprofit organization.

Ashley Kline & Melissa Preuhs**Advisor:** Dr. Diane Holtzman | **Table 6****Title:** Cape Assist IMC Plan

Cape Assist is a dedicated non-profit organization located in Cape May County. Not only do they help and treat people with substance abuse problems, but they help inform and educate all ages on the dangers and consequences of using tobacco, alcohol, and other drugs. The services and programs Cape Assist have stem around two key components: prevention and treatment. This marketing plan examines the strengths, weakness, and threats Cape Assist

member will be more compliant with their medical care, as evidenced by their answered questions on the questionnaire, blood pressure results, and regular follow up visits. If the null hypothesis is supported, then family presence at cardiology visits will not lead to/make no difference in patient compliance.

Carie Kretschmer**Advisor:** Dr. Rose Scaffidi | **Poster 9****Title:** First Accounts of PTSD risk in Health Care Professionals

Health Care Professionals (HCP's) including physicians and nurses of all levels in all settings, direct care staff, first responders and others witness horrific events ranging from abuse, to death, to severe trauma, rendering these individuals at risk for Post-Traumatic Stress Disorder (PTSD). The emotional toll that working in high stress, often traumatic environments has on HCP's is only beginning to be recognized. This qualitative study will explore current attempts at defining and addressing the phenomenon and review current DSM V criteria for PTSD. First accounts of experienced critical or traumatic incidents of health care professionals employed at a regional medical center and teaching hospital will be voluntarily gathered in narrative form. Accounts will then be phenomenologically examined to explore the relationship between health care professionals and job satisfaction, patient safety and long term effects of untreated underlying mental health issues in health care professionals.

Celeste Leary**Advisor:** Dr. Rose Scaffidi | **Poster 10****Title:** Patient Perceptions of Caring Behaviors Displayed by Health Care Providers

Each year the percentage of the United States population who receives Medicare and Medicaid benefits increase. Medicare, Medicaid and other government agencies are becoming more and more focused with the use of value-based programs to determine reimbursement for healthcare facilities and providers. At one time making a profit may have meant to treat more patients but now reimbursement depends on the quality of care being provided. The Institute of Medicine's (IOM) six domains of health care quality is a framework followed by many health care facilities to provide and measure quality of care. One domain of quality stated by the IOM is patient-centered care. Care that is patient centered is specific for that particular individual and focuses on their own beliefs. Creating a patient specific health care encounter relies on the communication between provider and patient. This patient-centered communication can influence a positive interaction between provider and patient and can help form a rapport that can have a positive influence on the quality of the health care encounter. The purpose of this qualitative, grounded theory study is to explore and define caring behaviors displayed by a health

different values. Section three allowed students to take in-depth personality assessments to assist us with interpreting our strengths and weaknesses to prepare us for when we are managing others. The conclusion of the project was a self-reflection section where we evaluated and analyzed how all those factors formulated our managerial philosophies. I would like to share this research with the audience.

Taylor Mueller, Mallory Smith, & Kayla VanValkenburgh

Advisor: Dr. Diane Holtzman | **Poster 7**

Title: IMC Marketing Plan For Covenant House AC

Covenant House is a nonprofit organization in Atlantic City that offers clothing, food, counseling and housing services to the homeless youth. Each year, Covenant House hosts a Sleep Out event to increase conversation and awareness within the community about local homelessness issues. The purpose of our project was to assist the AC Covenant House with deriving a marketing plan to promote the annual Sleep Out event and increase the number of participants. This project produced potential press releases, advertisements, and flyers which could be used to promote this event. The ultimate goal for this IMC project was to better market the organization and promote the November Sleep Out.

Master of Science in Nursing

Angelina Amato

Advisor: Dr. Rose Scaffidi | **Poster 8**

Title: Does family presence at cardiology visits increase medical care compliance among hypertensive patients?

Hypertension is known to be a progressive condition, leading to many complications, such as, heart attack, heart failure, stroke, kidney problems, etc. Medication management and lifestyle changes are the treatment plan to prevent the progression of hypertension to other conditions. Compliance with medical care is key. Understanding ways to help patients remain compliant with their medical care instructions is an ongoing problem and is the main focus of this study. The purpose of this study is to discover whether or not family presence at cardiology visits increases medical care compliance among hypertensive patients. A comparative study design will be utilized. There will be two groups of participants being compared. Group one will be those patients who present to their cardiology visit with a family member and group two will be those patients who present alone. Blood pressures will be taken on each patient, and a questionnaire will be given to all participants of each group. It is believed that those patients who present to their cardiology visits with a family

has along with the opportunities they have going forward. Our goal for Cape Assist is to increase the amount of referrals they receive from hospitals, medical facilities, and doctors, clarify their mission statement and services provided, and increase prevention awareness to bring education and awareness to their target market.

Carley Finnegan & Gabrielle Ward

Advisor: Dr. Diane Holtzman | **Table 7**

Title: IMC Plan for local non-profit organization “Heart of Surfing”

An Integrated Marketing Communication (IMC) Plan is a critical marketing function in any organization that presents a consistent message through various marketing mediums, including social media. With today’s changing marketplace, there are always new, improved, and upcoming tools that organizations must adopt in their marketing plan to compete with their competition. However, non-profit organizations often lack time and resources to develop and implement an effective IMC plan. Heart of Surfing is a local non-profit organization serving individuals and families who are affected by developmental disabilities by providing recreational activities for them to enjoy. Through this project, Heart of Surfing implemented multiple marketing plans based on goals and objectives set including utilizing a centralized communication system for their volunteers and participants, incorporating a scheduling software system for their social media, and increasing user participation through their social media and digital marketing.

Danielle Channell & Kyle Kolaja

Advisor: Dr. Diane Holtzman | **Table 8**

Title: Habitat for Humanity: Integrated Marketing Communications Plan

Habitat for Humanity is a non profit organization that partners with people in their community, and all over the world, to help build or improve a place they can call home. The integrated marketing communications plan developed for Habitat for Humanity examines the current state of the organization and explores recommendations to help strengthen the brand. Issues covered include: an organizational background overview, SWOT analysis, integrated marketing collateral, and recommendations to ensure the future of the organization.

Devin Hulse

Advisor: Dr. Diane Holtzman | **Table 9**

Title: The Atlantic City Rescue Mission Marketing and Communications Plan.

The Atlantic City Rescue Mission is a non-profit organization in Atlantic City, New Jersey. It is the largest non-profit organization in Atlantic City. The AC Rescue Mission provides relief to large array of people who live in Atlantic City. The largest services they provide are shelter, clothing, and food for the

homeless. They also provide several other services such as counseling and job training and placement. The Atlantic City Rescue Mission could make great use of a marketing and communication plan that will help the AC Rescue Mission communicate their services and goods to those who can use them.

Eliza Lotozo

Advisor: Dr. Diane Holtzman | **Table 10**

Title: Digital Marketing Plan for Cape May MAC

The purpose of my research is to produce an integrated marketing communications plan for Cape May MAC, a multi-faceted non-profit organization located in Cape May County, committed to the preservation, interpretation, and cultural enrichment of the Cape May region for residents and visitors.

Irina Tropcheva

Advisor: Dr. Diane Holtzman | **Easel 1**

Title: I manager

Managing people requires many different skills; one of the most important is the ability to handle different personalities, cultures, ages and ethnicity. The purpose of this paper is to illustrate the benefits and challenges of managing people from different age groups, genders and sexual orientations, with varied values, attitudes, lifestyles, priorities, work ethics or if their approach to workplace tasks are individualistic or viewed as a “team effort”. The paper will show my perspective on those differences and how I see myself as a manager who would have to face those challenges. It will examine their impact on my management style/philosophy and effectiveness. Managers will succeed only when they can identify and deploy the differences among people, challenging each employee to excel in his or her own way.

Jason Northedge & Garrett Garcia

Advisor: Dr. Diane Holtzman | **Table 11**

Title: IMC Plan for FACES 4 Autism Organization

FACES 4 Autism is an organization that supports children, teens and adults on the autism spectrum and those who love them. FACES provides autism education and resources to families and educators in the South Jersey area. The Integrated Marketing Plan created for this organization details ways in which this organization can expand their reach and footprint in the Southern New Jersey area.

Laura Ortiz

Advisor: Dr. Diane Holtzman | **Table 12**

Title: The Atlantic County Library Foundation

The purpose of my research was to optimize potential members and volunteers for the Atlantic County Library Foundation (ACLF) by creating a social media presence. Currently the ACLF has only one active social media account, which is a Facebook page. My research found that also utilizing other social media platforms, such as Instagram and Twitter, would help market to a wider-range of community members. It will also give the foundation a chance to showcase the work they do for the community, such as kids reading programs and adult yoga classes that they offer. The goal is to increase members of the community to join the foundation and become local public activists. Social media is a great way to engage thousands of possible members and create a personal relationship with the community. The foundation currently has 7 active members with a goal set at attaining 13 more for a total of 20 members. Instagram, Facebook, and Twitter will help reach this goal. Sue Marx, the President of the foundation, will be responsible for delegating a member to be the social media coordinator. This person will be responsible for creating content for each social media account on a daily basis and stay actively involved in the social media world generating more followers and potential members for each social media account. The more members a part of the committee, the more funding ACLF will have available to form more programs for the communities.

Marjorie Dugan

Advisor: Dr. Diane Holtzman | **Poster 6**

Title: “I Manager” Project

“I Manager” Project for Management Theory, Practice, and Vision Fall 2019. The “I Manager” is a research project that critically examines the impact of age, gender, culture, ability, education, values, and personality factors on the student’s own managerial style/philosophy and effectiveness. This project is developed to prepare future managers and allow us to self-reflect on their management philosophies. The project also addresses how we would manage employees who are unwilling to work with others who are different from them. Throughout the semester the students in the course completed assessments to gain a better understanding through critical analysis of what values we held and how it generated our own management methodology.

This was a semester long project that was broken down into sections. Each section allowed students to evaluate different factors that make up who we are as individual managers. The first section focused on different generations in the workplace and how the student’s own generational cohort helped shape our own personalities and managerial styles. Section two allowed students to reflect on our own personal values and how we would manage others who had