

Stockton in Hammonton at Kramer Hall

Annual Report 2025-2026

The 2025–2026 academic year demonstrated the vital role Kramer Hall continues to play in expanding access to higher education and strengthening connections between Stockton University and the communities we serve. As a regional center for learning, engagement, and opportunity, Kramer Hall supports Stockton's commitment to attracting prospective students, fostering student success, and creating meaningful partnerships throughout southern New Jersey.



Throughout the year, Kramer Hall welcomed future Ospreys through recruitment events, information sessions, and community outreach initiatives while continuing to support current students through accessible programs, academic resources, and student-centered services. Our facility also served as a gathering place for educational, cultural, and professional development opportunities that enrich both the University and the surrounding region.

Under the leadership of Director Christina Birchler, the accomplishments highlighted in this report reflect the dedication of our faculty, staff, students, and community partners. Together, we continue to create pathways to higher education, strengthen student engagement, and advance Stockton University's mission of transforming lives through learning.

Program Goals 2025-2026	Objectives	Activities to support objectives
<p>Implement operational improvements that directly support students, faculty and staff, with a focus on facilities, technology, and service coordination.</p>	<ul style="list-style-type: none"> • Coordinate the development and implementation of deferred maintenance plans and facility enhancements that prioritize safety, accessibility, user comfort, and alignment with academic functions. • Continue implementing surveys and facilitated listening sessions with faculty and students to systematically assess emerging needs and inform responsive support strategies. • Relocate the shared faculty and staff workspace to a larger, more functional area to accommodate increased utilization and support evolving operational needs. 	<ul style="list-style-type: none"> • Relocated and expanded the shared faculty workspace to a larger, technology-equipped area featuring dedicated workstations and meeting space, improving functionality and support for faculty engagement with students. • Reconfigured existing campus space to better accommodate adjunct and part-time faculty, enhancing access to professional work areas and opportunities for student interaction. • Leveraged limited campus resources and strategically managed budget allocations to fund facility and technology improvements that support faculty, staff, and student needs. • Conducted end-of-semester student surveys to gather feedback, identify areas for improvement, and inform responsive service enhancements, resulting in strong participation rates and valuable insights for continuous improvement.

<p>As we prepare to host undergraduate students, enhance the student experience by implementing initiatives that support mental health, belonging, and overall satisfaction with the campus environment.</p>	<ul style="list-style-type: none"> • Coordinate with campus resources to provide access to wellness programming, mental health services, and stress-reduction events tailored to students. • Enhance shared campus spaces to foster interpersonal connection, promote well-being, and support a sense of community among students, faculty, and staff. • Establish a dedicated lactation space to support the health, privacy, and well-being needs of student parents and caregivers. 	<ul style="list-style-type: none"> • Maximized limited budget resources to provide high-quality student programming focused on wellness, mental health awareness, stress reduction, and overall student well-being. • Collaborated with university departments and campus partners to bring services and resources directly to students, increasing access to support and engagement opportunities. • Hosted a variety of arts, entertainment, and inclusion-focused events that fostered a welcoming campus environment and encouraged students to connect, relax, and build a sense of belonging. • Enhanced campus spaces and programming to create opportunities for interpersonal connection and community building among students, faculty, and staff. • Allocated funding and coordinated improvements to establish a dedicated lactation space supporting the health, privacy, and well-being of student parents and caregivers. • Maintained regular communication with students and encouraged direct engagement with facility leadership to ensure student concerns, feedback, and emerging needs informed ongoing improvements to the campus and student experience.
<p>Increase recognition of the campus' unique role and identity through strategic messaging and engagement.</p>	<ul style="list-style-type: none"> • Continue to coordinate with Admissions and other campus partners to represent Stockton at local events, increasing visibility with prospective students, stakeholders, and potential collaborators. • Enhance the campus's digital presence to effectively highlight events, institutional achievements, and community engagement efforts, while promoting the contributions of faculty and staff. 	<ul style="list-style-type: none"> • Brought on Social Media & Marketing Intern from ARHU's Communication Studies Program, who assisted PSS3 in social media campaigns. • Facebook daily views increased from 73 people per day in July 2025 to over 1,500 people per day in June 2026 and nearly 3,400 daily post viewers. • We are converting non-followers to followers at a much higher rate thanks to these efforts. • On Instagram, we have reached over 5,000 views and hundreds of likes on many of our recent reels, driving website views and overall engagement with our social media pages. • Due to the success of our reels, we are expanding our social media presence to TikTok.

Throughout the 2025–2026 academic year, Stockton University Kramer Hall continued to serve as a critical access point for higher education in southern New Jersey, connecting prospective students, current students, faculty, and

community members through a wide range of academic and engagement opportunities. Guided by Stockton University's commitment to student success, Kramer Hall focused on strengthening recruitment efforts, supporting academic achievement, and creating meaningful connections that encourage learners to thrive throughout their educational journey.

In addition to recruitment efforts, Kramer Hall remained committed to fostering student engagement and retention through academic programs, student support resources, and opportunities for personal and professional development. Partnerships with University departments and community organizations expanded access to educational programming, wellness initiatives, and experiential learning opportunities designed to enhance the student experience. Programs hosted throughout the year encouraged students to build connections with peers, faculty, staff, and the broader community, reinforcing a sense of belonging that supports academic achievement.

Kramer Hall also continued to serve as a vibrant regional hub for education, culture, and community engagement. Through collaborations with the Stockton Center for Community Engagement and Service-Learning, the Stockton Center on Successful Aging (SCOSA), the Noyes Museum of Art, and numerous community partners, the site hosted impactful events and programs that enriched the lives of students and residents alike. From service-learning initiatives and educational workshops to arts programming and lifelong learning opportunities, these partnerships strengthened Stockton University's presence in the region while advancing its mission of access, engagement, and student success.

Spotlight: Advancing Enrollment Goals Through Collaboration with Admissions

A major highlight of the year was the continued success of Kramer Hall's recruitment and enrollment initiatives. The site hosted a variety of admissions-focused events designed to connect prospective students with Stockton



University and support their transition to higher education. Among these efforts was an Instant Decision Day event that welcomed prospective undergraduate students from across the region, resulting in more than 90% of attendees earning admission for Fall 2026. Attendees collectively earned nearly \$150,000 in annual merit scholarships, reflecting both the academic accomplishments of incoming students and Stockton University's commitment to access and affordability.

Kramer Hall also served as a key recruitment hub for graduate education, hosting multiple open house events for the Master of Arts in Counseling and Master of Science in Data Science & Strategic Analytics programs. These events provided prospective students with opportunities to meet faculty, learn about program offerings, explore career pathways, and gain a deeper understanding of the graduate student experience at Stockton University. In addition, Kramer Hall hosted a successful yield event for admitted Counseling students, helping to strengthen connections between prospective students, faculty, and peers while supporting enrollment goals.

Collectively, these initiatives strengthened Stockton University's enrollment pipeline and showcased the personalized support, academic excellence, and close-knit learning environment that define the Kramer Hall experience. By engaging prospective students at multiple stages of the enrollment journey, from inquiry to admission to matriculation, Kramer Hall continues to play an important role in advancing the University's recruitment and retention efforts.

Spotlight: Engaging the Next Generation of Ospreys Through the Atlantic County Teen Arts Festival

For 13 years, Stockton University Kramer Hall and the Noyes Museum of Art have partnered with Atlantic County Office of Cultural and Heritage Affairs to host the Atlantic County Teen Arts Festival, providing young artists with opportunities to showcase their talents, explore future educational pathways, and connect with creative professionals. The festival continues to serve as both a celebration of student achievement and a meaningful opportunity to introduce prospective students to Stockton University.



The 2026 Atlantic County Teen Arts Festival welcomed nearly 1,600 middle and high school students from across the region. Participants exhibited their work, received feedback from professional artists, and engaged in workshops and activities spanning dance, theater, vocal and instrumental music, film, photography, creative writing, and visual arts. By providing students with opportunities to develop their talents, build confidence, and explore future possibilities, the festival contributes to Stockton University's commitment to student access, engagement, and long-term success.

As part of this year's event, Stockton Admissions Counselor Grace Hind represented the University and engaged with students and educators alike throughout the festival. Through conversations about academic programs, campus life, scholarships, and the admissions process, she helped prospective students learn more about the opportunities available at Stockton University and encouraged them to consider Stockton as they plan for their future educational journeys. Her presence strengthened the University's recruitment efforts while reinforcing Stockton's commitment to accessibility and student success.

Through this longstanding partnership, Kramer Hall continues to strengthen relationships with local schools and communities while fostering an environment that encourages creativity, exploration, and educational attainment. The festival remains an important avenue for connecting future Ospreys with Stockton University while celebrating the artistic achievements of young people throughout Atlantic County.

Spotlight: Connecting Communities Through Engagement and Service Initiatives

Kramer Hall continued to advance Stockton University's commitment to civic engagement through service initiatives that connected students with meaningful opportunities to make a positive impact in their communities. These programs not only addressed local needs but also fostered student engagement, leadership development, and a sense of belonging—important factors in supporting student success and retention.

As part of the annual Dr. Martin Luther King, Jr. Day of Service, Kramer Hall welcomed Stockton students, faculty, staff, and community members for a day dedicated to service and social responsibility. The event also welcomed students from Hammonton High School's National Honor Society and Leo Club, providing an opportunity for prospective students to engage with the Stockton community and experience the University's commitment to service firsthand. Participants completed three community-focused projects: painting "Love Rocks" to be



distributed throughout the community, creating greeting cards for residents in extended-care facilities, and preparing peanut butter and jelly sandwiches for the food pantry at the Hammonton Family Success Center. In addition, 11 community members were certified in CPR/AED through the Galloway Township Ambulance Squad. Through these collaborative efforts, participants strengthened community connections while advancing Dr. King's vision of service and civic engagement.

Kramer Hall also participated in Hunger and Homelessness Awareness Week in November, engaging students and visitors in conversations about food insecurity and housing instability. An Empty Plate table-setting exhibit spearheaded by Director Christina Birchler highlighted facts and statistics about hunger in New Jersey,

encouraging reflection on challenges facing communities throughout the state. As part of the initiative, Kramer Hall students, faculty, and staff collected and donated nonperishable food items to the Stockton Student Pantry and contributed more than 50 pairs of socks to the Cumberland Family Shelter. These efforts provided tangible support to individuals experiencing hardship while offering students opportunities to engage in issues of social responsibility and community care.

Together, these initiatives reinforced Stockton University's mission of developing engaged citizens and creating meaningful experiences that connect students to their communities. By bringing together current students, prospective students, and community partners in service, Kramer Hall continues to support both recruitment and retention efforts while fostering a culture of compassion, leadership, and civic engagement. (see Appendix B)

Spotlight: Expanding Adult Learning Opportunities Through the Pinelands Summer Short Course

Kramer Hall and the Stockton Center on Successful Aging continued the University's longstanding partnership with the New Jersey Pinelands Commission by hosting the ninth annual Pinelands Summer Short Course. The event welcomed more than 100 participants for a day of educational exploration focused on the natural, cultural, and historic resources of the New Jersey Pinelands. The program featured 11 presentations and four guided field experiences led by subject matter experts, educators, naturalists, and community leaders.



The Short Course brought together lifelong learners, educators, environmental enthusiasts, and community members from across the region, reinforcing Kramer Hall's role as a hub for continuing education and community engagement. Participants explored topics ranging from wildlife conservation and forestry to Pinelands history, photography, ecology, and traditional arts, while field experiences provided opportunities for hands-on learning and exploration of local natural resources.

In addition to enriching the educational experiences of attendees, the event strengthened Stockton University's visibility and presence within the community. By welcoming visitors to Kramer Hall and connecting them with Stockton faculty, staff, and partner organizations, the program supports the University's broader goals of outreach, engagement, and lifelong learning. The continued success of the Pinelands Summer Short Course highlights the value of community-based educational programming in fostering meaningful connections between Stockton University and the residents it serves.

Spotlight: Advancing Awareness, Access, and Engagement Through Community Collaboration

Stockton University's Hammonton campus continues to serve as a vital community gathering space, strengthening relationships with local organizations and expanding opportunities for civic engagement.

Throughout the year, Stockton in Hammonton hosted monthly meetings of both the Greater Hammonton Chamber of Commerce Board of Trustees and the MainStreet Hammonton Board of Directors, providing a centralized

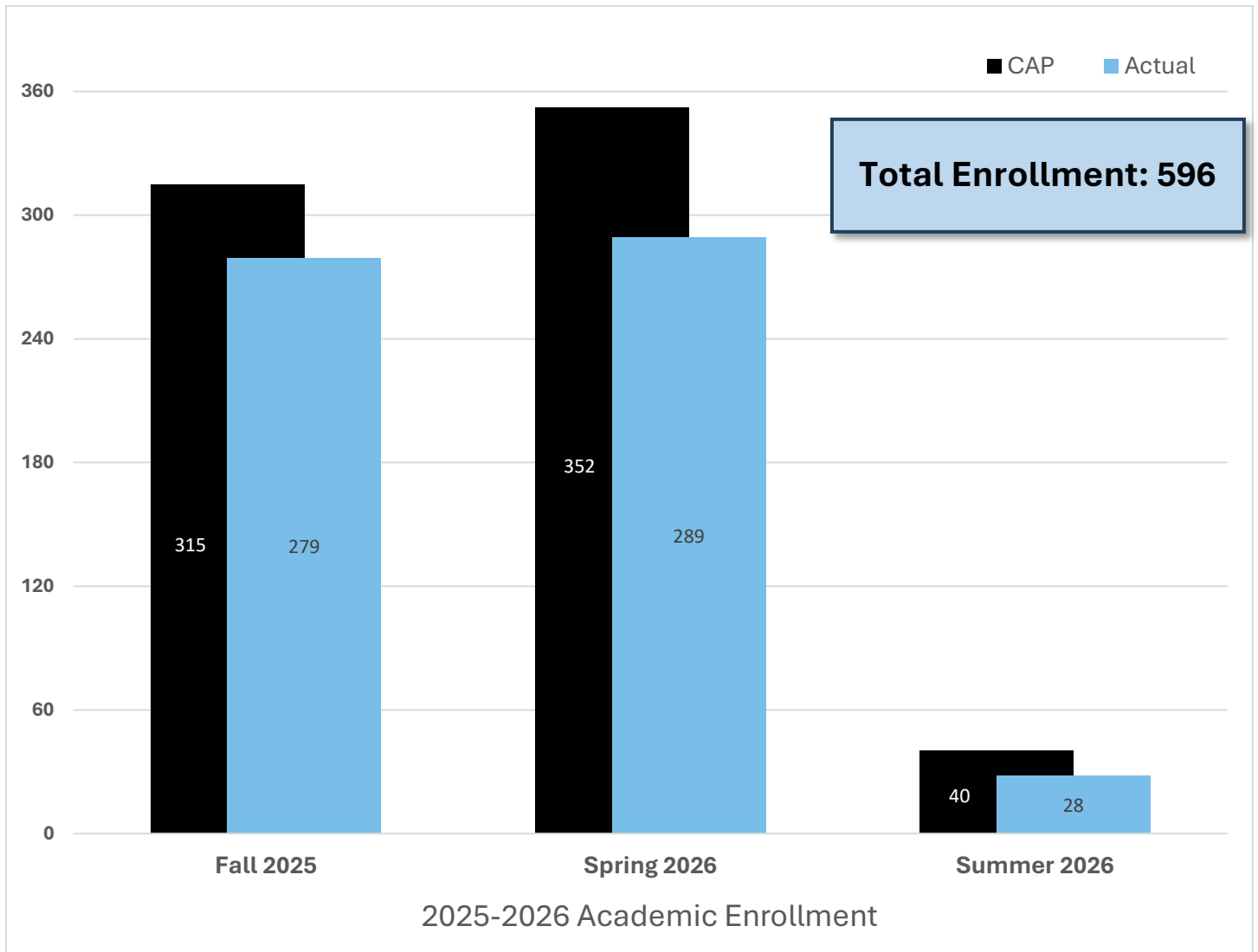


location for community leaders to review financial performance, assess organizational initiatives, address emerging economic and policy issues, and make strategic decisions that support local businesses and economic development. The campus also regularly accommodates MainStreet Hammonton committee meetings, fostering collaboration among volunteers and stakeholders working to enhance the vitality of the downtown district. In addition, Stockton supports the local arts community by providing meeting and program

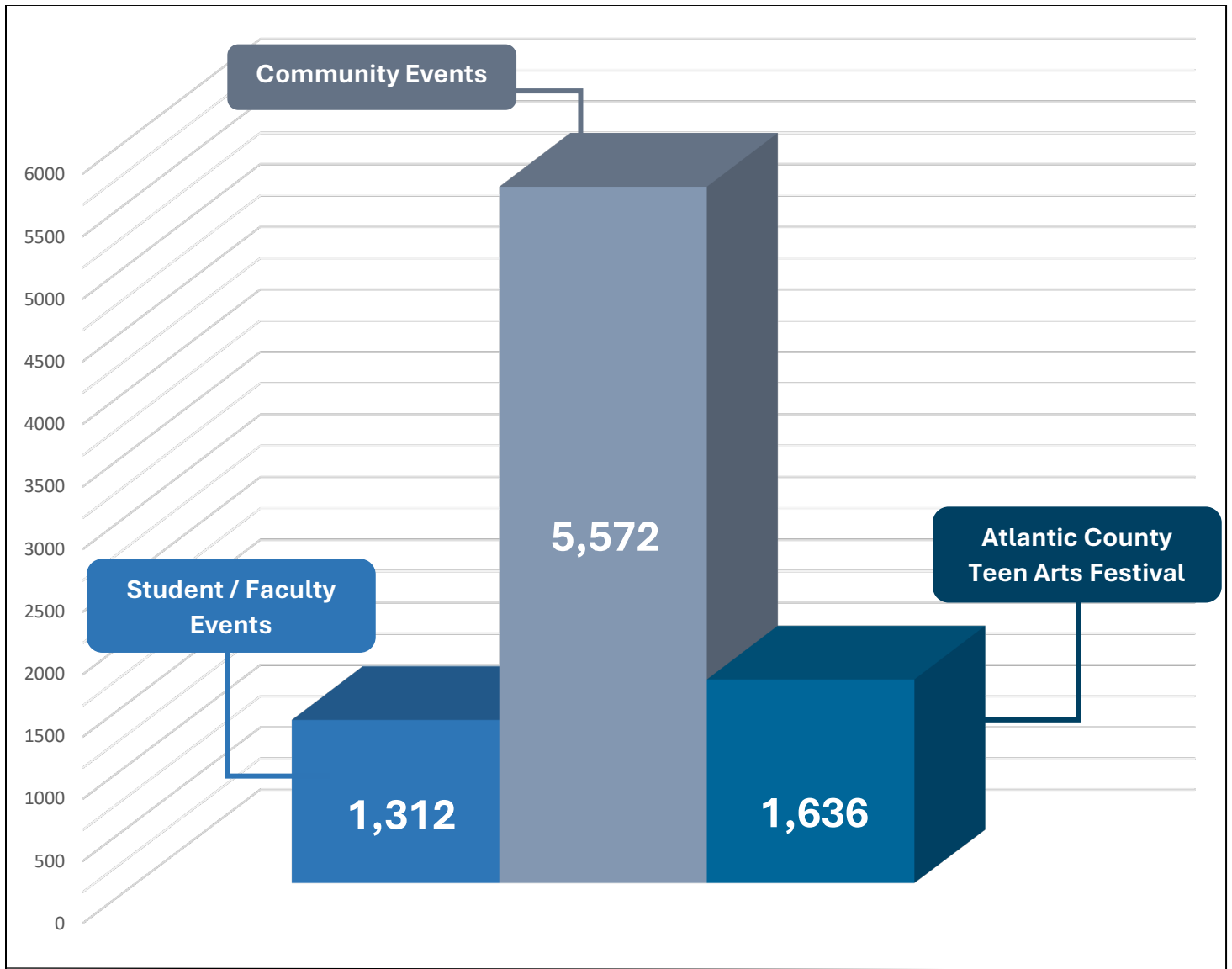
space for the Hammonton Arts Advisory Committee and hosting bi-monthly ArtClub life drawing sessions, creating opportunities for artistic expression, lifelong learning, and cultural enrichment. Through these partnerships, Stockton in Hammonton advances community awareness, increases access to educational and cultural resources, and strengthens engagement across the region. (see Appendices B and C)

Program Goals 2026-2027	Objectives
<p>Advance the effectiveness of campus operations through strategic enhancements to facilities, technology, and service delivery that strengthen support for students, faculty, and staff.</p>	<ul style="list-style-type: none"> ● Implement and refine facility improvement initiatives that consistently enhance safety, accessibility, functionality, and overall user experience while supporting academic and operational priorities. ● Expand opportunities for faculty and student feedback through surveys, focus groups, and listening sessions to identify evolving needs, evaluate service effectiveness, and guide continuous improvement efforts.
<p>Strengthen student engagement and success by fostering a supportive campus environment that promotes well-being, inclusivity, connection, and a positive overall student experience.</p>	<ul style="list-style-type: none"> ● Expand collaboration with university departments and support services to increase student access to wellness resources, mental health initiatives, and programs that encourage healthy coping strategies and personal well-being. ● Further develop campus spaces and community-building opportunities that encourage interaction, enhance belonging, and cultivate a welcoming environment for students, faculty, and staff.
<p>Elevate awareness of the campus’s value, programs, and community impact through purposeful outreach, storytelling, and relationship-building efforts.</p>	<ul style="list-style-type: none"> ● Strengthen partnerships with Admissions and university stakeholders to expand participation in community events, recruitment activities, and outreach initiatives that connect the campus with prospective students, community members, and organizational partners. ● Expand and refine digital communications strategies to showcase campus programs, student and faculty accomplishments, community partnerships, and the distinctive contributions of the campus to the university and region.

Appendix A: Enrollment



Appendix B: Event Attendance and Building Visitors



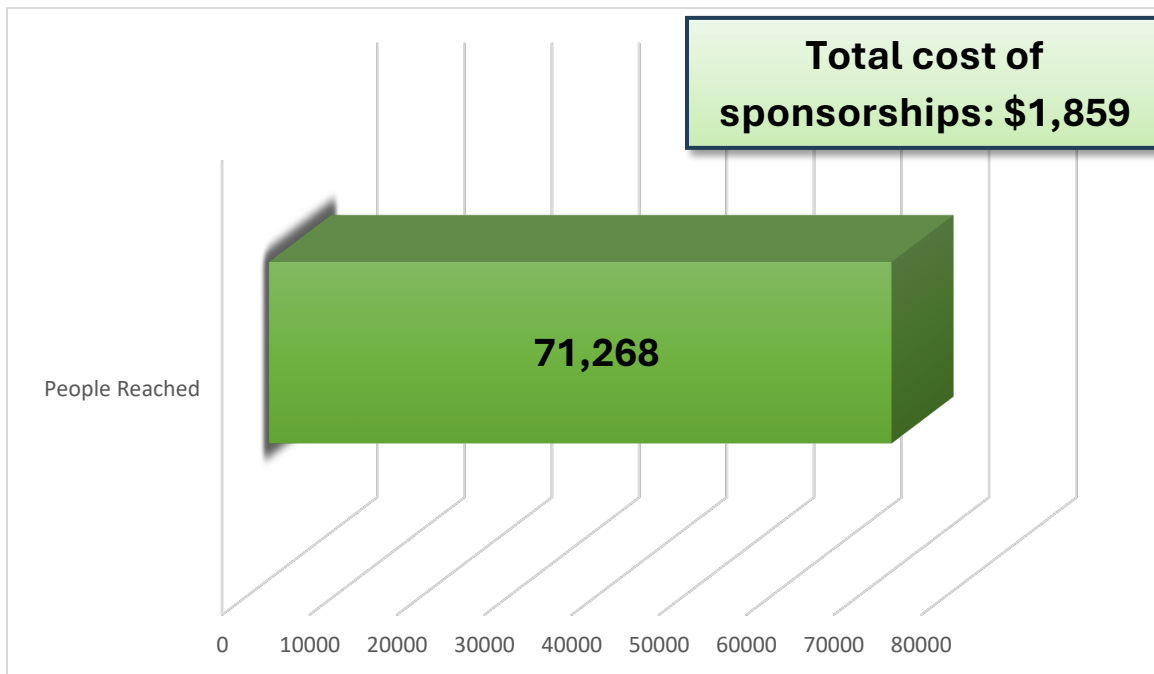
Event and Program Listing

- Hammonton Revitalization Corporation, monthly
 - Executive Committee Meetings
 - Board Meetings
 - Committee Meetings
 - Annual Board Retreat
 - Wayfinding & Sound Meeting
- Greater Hammonton Chamber of Commerce, monthly
 - Board of Trustees Meetings
 - Annual Board Retreat
 - Business Education Series Today (BEST) event
- Hammonton Community Endowment meetings
 - Leadership team meetings
 - Grant Committee meetings
- MainStreet Hammonton
 - Committee Meetings
 - Business Owner Meetings/training
 - Membership Info Sessions
 - MainStreet Board Meeting
 - MainStreet NJ Site Visit
 - Brew’Berry Coffee & Connections Networking Event
 - ACEA Interns Meeting

- Hammonton Arts Advisory monthly meetings
- Restaurant Week Planning Meeting
- Special Panel Discussions, Trainings, and Presentations: Strategies for Small Business Growth, Restaurant Owners
- Noyes Museum of Art of Stockton University partnerships
 - Exhibition Opening Receptions
 - Collaboration for expressive arts therapy activities for students
 - Access to Art with the ARC of Atlantic County
 - Art Club of Hammonton: Biweekly life drawing classes
 - Decolonization of Public Space Lunch & Learn
 - Teacher's Workshop
- Admissions Events
 - Instant Decision Day (New & Transfer Students)
 - Information Session for First-Year Admits
 - Information Session for Transfer Students
 - ACCUPLACER Testing
- Graduate Admissions Events
 - Graduate Info Sessions, students
 - MA in Counseling Open House
 - MS in Data Science & Strategic Analytics (DSSA) Open House
 - Counseling Yield Event
- Stockton Center for Community Engagement & Service-Learning collaborations
 - Dr. Martin Luther King, Jr. Day of Service
 - Hunger & Homelessness Awareness Week
- Adler Aphasia Biweekly programming (through September 2025)
- Counseling Student and Academic Events
 - Albert Ellis Institute Event
 - Graduation event
 - Counseling Networking Fair
- Counseling Student Organization Meetings and Arts Activities
- Honor Society Induction
- Chi Sigma Iota meetings
- Chi Sigma Iota special programming for Counseling Students
- Alumni Event
 - School of Business Alumni Mixer
- Atlantic County Cultural & Heritage Affairs
 - 2026 Teen Arts Festival Planning meetings
 - 2026 Teen Arts Festival
- Program/Department Retreats & Meetings
 - Assistant Deans
 - HLTH Office Retreat
 - ARHU Retreat
 - Off-Campus Sites Retreat
 - Faculty Academic Writing Network Grading Café
 - Faculty Academic Writing Network Bootcamps
 - Office of the Provost Retreat
 - Office of Academic Assessment Retreat
 - MACJ/MSW Meeting
 - EOF Summer Academy Meeting
 - STAR Area Staff Retreat
 - Noyes Museum of Art Meetings
 - CRIM Meeting
 - ARTV Retreats
 - COUN Meetings
 - MSCD Faculty Retreat
 - Career Education & Development Retreat
 - UnCommon Course Training
 - LAP AHEAD Meeting
- Stockton Institute for Lifelong Learning Courses
 - Declaring Independence to Establishing Rights: Connecting the Declaration of Independence to American Governance
 - Women on the Home Front during World War II
 - The Navy WAVES during World War II
 - The Women's Army Corps during WWII

- Politics before TikTok: 19th Century Political Cartoons & Media Messaging
- Declaring Independence to Establishing Rights: Connecting the Dots Between Our "Founding" Documents
- Stockton Center on Successful Aging Programs
 - Pinelands Summer Short Course
 - Retirement Planning Today
- The Cooperative Meeting
- Atlantic County Chiefs of Police Association
- Atlantic City Chamber of Commerce Meeting
- Ivy Rehab Meeting
- Solar Garden weekly meetings
- Active Shooter Awareness Training
- Hammonton Democratic Club Monthly Meetings
- Hammonton Police Department Active Shooter Incident Management Trainings
- Kramer Beverage Meeting

Appendix C: Expanding Community Reach Through Strategic Sponsorships



A modest investment of \$1,859 in community sponsorships generated exposure to more than 71,000 community members.

Sponsored Activities (In-Kind and Funded)

- Independence Day Parade
- Downtown Hammonton’s 1st Annual Cornhole Tournament
- Hispanic Heritage Month
- ArtClub’s Hamm-O-Ween
- Downtown Trick or Treat
- Greater Hammonton Chamber of Commerce John Mazzeo Golf Tournament
- Historical Society of Hammonton Fundraiser
- Small Business Saturday

- Downtown Open House
- Downtown Tree Lighting
- Easter Eggstravaganza
- Downtown Clean-Up and Flower Planting
- MainStreet Hammonton Gala
- Cruisin' MainStreet
- Downtown Hammonton Food Truck Fest
- Greater Hammonton Chamber of Commerce Red, White, & Blueberry Festival

Appendix D: Media Mentions

- *The Hammonton Gazette: Events Calendar/About Event:* “The 11th Annual Downtown Hammonton Food Truck Festival,” June 13, 2026
- *Private Photo Review:* “Waiting For Palms: Photographs by Peter Ydeen,” June 13, 2026
- *Philadelphia Magazine:* “A Walking Tour of Hammonton,” May 15, 2026
- *AtlanticCounty.gov:* “Teen Arts Festival,” 2026
- *The Hammonton Gazette:* “Third Annual MainStreet Hammonton Gala,” April 25, 2026
- *The Hammonton Gazette:* “22nd MLK Day of Service,” January 26, 2026
- *New Jersey Business & Industry Association:* “Hughes Center Honors 5 Outstanding New Jerseyans for Excellence,” November 18, 2025
- *The Hammonton Gazette:* “Access to Art initiative encourages creativity in all ages,” October 21, 2025

Appendix E: Positions Held

STAFF, STOCKTON UNIVERSITY AT HAMMONTON		
Positions Held 2025-2026 (Internal and External Representation)		
	Group/Committee/Council	Position
Christina Birchler, Director	Strategic Planning Committee	Satellite Locations Representative
	MLK Day of Service Planning Committee	Committee Member/ Volunteer
	Office of Diversity and Inclusion	Search Advocate
	Hammonton Community Endowment	Member, Grants Committee
	Greater Hammonton Chamber of Commerce	Trustee
	Hammonton Revitalization Corporation	Vice-President
	MainStreet Hammonton Promotions Committee	Chair
	ADA Rehabilitation Act Steering Committee	Member, Narrator
	Atlantic County Teen Arts Planning Committee	Member
Nicolas Zebrowski, PSS3	MLK Day of Service Planning Committee	Member & Volunteer
	Hammonton Pride	Vice President
	Atlantic County Teen Arts Planning Committee	Member
	Atlantic County Queer Alliance	Member
	Staff Senate	- Senator, Academic Affairs - Chair, Off-Campus Locations Committee - Member, Diversity & Inclusion Committee
	SCOSA Steering Committee	Member