
**STOCKTON UNIVERSITY
ANNUAL REPORT FOR
2020 INITIATIVES PROJECT**

PROJECT LEADER(S):	Donnetrice Allison
PROJECT TITLE:	Hip Hop Summit 2017: Ten Years Later
DATE:	June 4, 2018
CC:	

- *The boxes below expand as needed to accommodate your notes. You may also include/submit appendices or attachments, if needed.*
- *Email a copy of this completed form to Jessica Kay, Planning Analyst at: 2020@stockton.edu or Jessica.Kay@stockton.edu.*

Please provide a summary of the project and your experience.

The project was a semester long initiative, coordinated with the course – *Intro to Hip Hop Culture, GAH2184* – leading up to a daylong hip-hop summit at the Stockton University Campus Center in Galloway, NJ. The daylong summit is the fourth summit that I have hosted at Stockton since 2007. The day included a series of very well attended panels, including scholars, students and community members. The keynote speaker was nationally known artist/activist, Talib Kweli, who drew a crowd of nearly 200 observers in the Campus Center Theater. Attendees included Stockton students, faculty and staff, and also members of the surrounding community. The final event of the day was an open mic talent showcase of local aspiring hip-hop artists. There were approximately 75 attendees. Overall, the summit was a great success and brought quite a bit of national attention to the institution.

Please attach a copy of your original proposal or list your stated objectives and expected outcomes.

See attached.

Please describe the results of your project and compare them to your original expectations. Elaborate on how well your objectives were met and how they might have changed. Note any particular obstacles that may have prevented your achieving full satisfaction on desired outcomes.

The primary expectations for this event included the belief that the event would be “a major draw among the campus community and the local community” and that the summit would be “an invaluable learning experience for students in my GAH 2184 course.” Both of these expected outcomes were met. In fact, the event was such a significant draw for the institution that it was highlighted in the February Board of Trustees meeting by the Director of University Relations and Marketing. The students also gained solid event-planning experience and a greater appreciation for socially conscious artists like keynote speaker, Talib Kweli.

Please list any follow-up actions (publications, presentation venues, etc.)

N/A

Are you recommending the continuation of this project? If so:

- **What are the next action steps you foresee or recommend?**
- **What are the expected budget requirements going forward?**
- **Please identify the program, department, or division you should be working with to secure continuation of funding for your project.**

[Note: continuation proposals must be approved and incorporated into the appropriate budget process.]

There is a strong desire to continue this program on an annual or biennial basis, coordinated with the newly developed Africana Studies major to be housed in the School of Arts and Humanities. The Africana Studies major is scheduled to begin in the fall of 2019 and faculty associated with the program are interested in hosting another hip-hop summit in the spring of 2020 as one of the program’s major events. The expected budget would be similar to that of the 2017 Hip Hop Summit.

FINANCES: Based on your proposal, please outline below how the award has been spent.		
	Amount	Notes/Comments
Beginning Budget Balance as of:	\$ 13,540	
Salary Expenditures		
• Stipends	\$	
• Full-time staff salaries	\$	
• Full-time faculty salaries	\$	
• TES salaries	\$	
• Fringe Benefits	\$	
Total Salary and Fringe Expenditures	\$	
Non-Salary Expenditures (<i>supplies, travel, etc.</i>)		
• Keynote Speaker fee	\$ 9,500.00	
• Panelists stipends	\$ 900.00	3 panelists received \$200 and 1 received \$300
• Hotel Accommodations	\$ 160.00	Two panelists stayed overnight at approximately \$80 per night
• Catering	\$ 712.17	Lunch and dinner
• Printing	\$ 37.25	
• Graphic artist presentation	\$ 450.00	
• D.J.	\$ 150.00	
• Keynote speaker ground transportation	\$ 596.48	
Total Non-Salary Expenditures	\$ 12,505.90	
Total Salary + Non-Salary Expenditures	\$ 12,505.90	
Ending Budget Balance as of:	\$ 1,034.10	

If there are remaining expenditures required to complete the project, please itemize them with expected amounts and timing for payment.

IMPORTANT: *Unused funds will revert to the general 2020 Initiative Fund at the end of the fiscal year if not approved and encumbered for project costs.*

Item	Expected Amount	Expected Timing for Payment
Total		





2020 Initiatives Proposal Form

Thank you for your interest in submitting a proposal to the 2020 Initiatives process.

Please complete this form, save it to your hard drive, and then email a copy to: 2020@stockton.edu. Please copy your Dean/Director on the email. You will then be contacted by the appropriate 2020 Initiative Team representative/LEGS facilitators.

Proposals will be evaluated based on general criteria including the following:

- University-wide impact
- Clearly addressing one of the four LEGS themes from the 2020 strategic plan
- Specific budget details provided
- Realistic outcomes identified
- Assessment measures specified

Please consider the following questions as helpful prompts:

University-wide Objective(s)

- Does your proposal clearly address an issue relevant to your selected “primary strategic (LEGS) theme”?
- What specifically do you wish to accomplish with your project?
- How will Stockton, as a whole, benefit?

Expected Results

- How will you know if your project is a success?
- What are your anticipated outcomes and specific measurements for success?
- Does your proposal clearly indicate the person(s) or department(s) that will assume responsibility for the various work tasks?
- What is your project's "finish line"?

General Application Information	
Your Name	
Your Email	
Title of Project	
Project Leader	
LEGS Initiative Team Coach	
Project Partner(s)	
Duration / Time Frame of Project	

Proposal Category (choose one: one-time or ongoing)			
One-Time Event or Activity		Ongoing Event or Activity	
(A) \$5,000 or less		(C) \$5,000 or less	
(B) More than \$5,000		(D) More than \$5,000	

Strategic Theme (choose one)	
	Learning
	Engagement
	Global Perspectives
	Sustainability

Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S) In any themes

Learning	
Deliver high value-added learning experiences and promote scholarly activity (S1)	Reward scholarly applications (ER2)
Promote liberal arts ideal to develop lifelong learners (S2)	Establish additional revenue sources (RS1-L)
Strengthen internal processes to support learning (IP1-L)	Reduce expenses (RS2-L)
Develop faculty and staff skills to support learning (ER1-L)	Align resources to support strategic plan (RS3-L)

Engagement	
Establish Stockton as an integral part of the identity of students, faculty, staff, alumni, and community members (S3)	Foster an interactive environment among students, faculty, staff, and community (ER3)
Prepare students for active citizenship role (S4)	Increase opportunities for interactions between internal and external communities (ER4)
Create mutually reinforcing intellectual and co-curricular experiences (S5)	Establish additional revenue sources (RS1-E)
Strengthen internal processes to support engagement (IP1-E)	Reduce expenses (RS2-E)
Develop faculty and staff skills to support engagement (ER1-E)	Align resources to support the strategic plan (RS3-E)

Global Perspectives	
Develop a globally diverse Stockton community (S6)	Strengthen opportunities for global interaction among members of the Stockton community (ER5)
Enhance capacity to participate globally (S7)	Establish additional revenue sources (RS1-G)
Strengthen internal processes to support global education (IP1-G)	Reduce expenses (RS2-G)
Integrate global program efforts among multiple units of the university (IP2)	Align resources to support the strategic plan (RS3-G)
Develop faculty and staff skills to support global education (ER1-G)	

Sustainability	
Increase sustainable infrastructure (S8)	Develop and implement sustainability programs (IP5)
Enhance sustainability education and research (S9)	Develop faculty and staff skills to support sustainability (ER1-S)
Increase recognition as a model of sustainability (S10)	Reward sustainable practices (ER6)
Partner to promote global sustainability (S11)	Establish additional revenue sources (RS1-S)
Strengthen internal process to support sustainability (IP1-S)	Reduce expenses (RS2-S)
Prioritize sustainability in plan operations and residential life (IP3)	Align resources to support the strategic plan (RS3-S)
Promote sustainability across the curriculum (IP4)	Seek efficiencies through sustainable practices (RS4)

The tables below allow for summaries of about 350 words. Additional information can be included as an attachment.

Narrative Summary of Project

Assessment Plan: What are your anticipated outcomes and specific measurements for success?

Budget Summary					
	Item	FY2017 July 1, 2016 – June 30, 2017	FY2018 July 1, 2017 – June 30, 2018	FY2019 July 1, 2018 – June 30, 2019	Notes/Comments (stipends, supplies, hospitality, etc.)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
	Total				

First-Year Funding Questions		
Will you need funds for <u>immediate</u> use to begin your project?	Yes	No
If so, how much?		
Date when funds will be needed		

CC: Dean/Director

HIP HOP SUMMIT 2017 – THURSDAY, DEC. 7, 2017

Campus Center Theater

10:30 – 7 p.m.

THEME

STAY WOKE:

USING HIP HOP AS A TOOL FOR CONSCIOUSNESS RAISING

Introduction/Background

In 2005, I proposed a GAH course entitled, *An Introduction to Hip Hop Culture*. The course was approved and has filled quickly during pre-registration each time I have offered the course. The first time I offered the course was in the spring of 2006. When I taught the course again in the spring of 2007, for the final project I assigned students to assist me in developing, organizing and executing a Hip Hop Summit that April 2007. The summit was held in the TRLC and the room was nearly filled to capacity with students, faculty and staff. The panel discussion was timely and thought-provoking, consisting of up-and-coming scholars in the field; including Dr. James Peterson of Lehigh University, who has since authored several books and articles on hip hop culture. The students from my course were fantastic that day, serving as ushers, escorting guests and making sure the event flowed smoothly. They were enthusiastic and reported how much they gained from the experience of being a part of the event from start to finish. In the years since that first summit, I have taught the hip hop course about a half dozen times, and it continues to grow in popularity. I have also hosted two other summits – one in 2010 and one in 2015. Each were successful, drawing approximately 100 attendees. However, the greatest challenge in executing each summit was pulling together the appropriate funding. In 2007 we received a small amount of support from ARHU for food and small honorariums for three panelists. In 2010, then director of residential life, Terrence Hardee, supported the event by funding our speakers and a small luncheon. Finally, in 2015, students in the course raised funds by holding a bake-sale, and soliciting the student senate and H.O.P.E for assistance; and I requested funding through PFOF and received \$1,000 for the keynote speaker. Although I consider each summit a success, I regret that budget limitations have not enabled me to bring in a well-known speaker or speakers to

campus in order to draw a greater audience. Yet, the demand is there, as I have had students and community members approach me to ask when the next hip hop summit will be held.

Purpose/Goal

The primary goal for this request is to make the 2017 hip hop summit bigger and better than ever. Hip Hop is one of the most popular genres of music today. It is a global phenomenon, as the music and the culture attracts fans from around world. In fact, according to a Nielsen report:

The top on-demand audio-streamed album in the first half of 2015 was Drake's *If You're Reading This It's Too Late* (409 million streams). Three hip-hop songs were also among the top 10 on-demand singles streamed (audio and video) in the first half of the year: "Trap Queen" by Fetty Wap (290 million streams), "See You Again" by Wiz Khalifa featuring Charlie Puth (251 million streams), and "Post to Be" by Omarion featuring Chris Brown and Jhene Aiko (147 million streams) (Nielsen.com).

As such, nearly all of our students here at Stockton are exposed to hip hop culture and many would be interested in hearing from an industry giant like Grandmaster Flash. Grandmaster Flash is a pioneering D.J. and member of the iconic group, Grandmaster Flash and the Furious Five. They are the first rap artists/group to be inducted into the Rock-n-Roll Hall of Fame in 2007. I believe many students, faculty, staff and community members would be excited to attend a hip hop summit featuring Grandmaster Flash as keynote speaker, given his iconic status in the genre and his continued relevance, as he currently serves as a producer and consultant for the Netflix series, *The Get Down*, about the birth of hip hop in the 1970s Bronx, NY. Grandmaster Flash is also a great choice given the theme of the 2017 summit – *Stay Woke: Using Hip Hop as a Tool for Consciousness Raising*. There is an on-going discussion among hip hop scholars as to whether the original purpose of the genre, to serve as a voice for underrepresented communities, has died and been replaced by messages of materialism, sexism, drugs and violence. Is it now all about American capitalism and no longer about social consciousness? Grandmaster Flash would be the perfect artist to speak to this, given that his group's song, "The Message (1982)," is considered the first rap song to make a strong social and political statement. In fact, according to *Rolling Stone Magazine*, "'The Message' was [the first record] to prove that rap could become the inner city's voice, as well as its choice." That single sold a half a million copies in its first month of release and topped numerous critics' and magazines' lists of best singles for 1982.

Activities

The 2017 Hip Hop Summit will be a day-long event on Thursday, December 7, which will include panel discussions and performances.

10:30 – 12:20 Module

Panel 1 – Student Panel

As a part of my fall 2017 course – **GAH 2184: An Introduction to Hip Ho Culture** – students will be required to submit proposals for topics that they believe are the “Most Pressing Issues Facing Hip Hop Culture Today.” From those, I will select the five best proposals to be developed into full papers and presented during a student panel. This will afford students the opportunity to experience the conference submission process. I will also work with the five selected students on their presentation skills in preparation for the summit.

Panel 2 – Community Panel

For this panel, I will solicit the participation of local D.J.s and artists to speak about the local hip hop scene. I have already been in communication with two D.J.s, who host shows on Stockton’s WLFR and are interested in being a part of the summit – Raymond Tyler and Shawn Wright, both graduates of Atlantic City High School. In fact, Mr. Wright recently sent me information about the various hip hop artists who performed at Stockton over the years and later became well-known artists, such as De La Soul, A Tribe Called Quest, The Roots, Common and even Jay Z. He has collected newspaper clippings and old ticket stubs that he is willing to share (see Appendix for examples).

12:30 – 2:20 Module

Luncheon for keynote speaker and panelists

2:30 – 4:20 Module

Keynote Speaker – Grandmaster Flash – approx. 25 minutes

Scholars Panel – I have reached out to the following scholars:

James Peterson, Associate Professor of English and Director of Africana Studies at Lehigh University and author of *The Hip Hop Underground and African American Culture* and *Hip Hop Headphones: A Scholar’s Critical Playlist*

Gwendolyn Pough, Associate Professor of Women's Studies, Writing, and Rhetoric at Syracuse University, author of *Check It While I Wreck It, Black Womanhood, Hip-Hop Culture, and the Public Sphere*, and co-editor of *Home Girls Make Some Noise!: Hip-Hop Feminism Anthology*

Elaine Richardson, Associate Professor of English at Penn State University and co-editor of *Home Girls Make Some Noise!: Hip-Hop Feminism Anthology*

Bakari Kitwana, author of *Hip-Hop Activism in the Obama Era, Why White Kids Love Hip Hop*

Wangstas, Wiggers, Wannabes, and the New Reality of Race in America, and the Hip Hop Generation Young Blacks and the Crisis in African American Culture

Lissa Skitolsky, Associate Professor of Philosophy at Susquehanna University, teaches a course entitled, Philosophy and Hip-Hop

Patrick Rivers, Assistant Professor of Ethnomusicology at the University of New Haven

I expect to secure 4 – 5 of the above scholars for the 2017 Summit to serve as panelists/respondents to the keynote speaker.

4:30 – 6 p.m.

Performances

Don Christian Jones will present a slide show of his mural art, which portrays images from Rikers Island Prison Complex.

Gabriel Baez (stage name: Kelo) is a NY-based rapper and the nephew of Eric Garner, who lost his life due to a deadly chokehold by NYPD officers.

Monique Shirelle (Stage name B.L. Shirelle)

I also intend to solicit the participation of local Atlantic City poets and rappers.

6 p.m. Reception – Campus Center Theater Gallery

Outcomes/Assessment

In terms of outcome, I expect this event to be a major draw among the campus community and the local community. I intend to partner with the Unified Black Students Society (UBSS) and WLFR in order to promote the event, and I will reach out to local contacts in Atlantic City. I also believe this event will further develop Stockton's relationship with minority communities in Atlantic City, given that the D.J.s with whom I am acquainted have a strong following.

Finally, I believe this event will be an invaluable learning experience for students in my GAH 2184 course, as it was for my 2015 class. They will gain event-planning experience, research experience, presentation experience, and they will meet a pioneer of hip hop culture. They will further learn that hip hop is much more than party music. It is a culture with international influence and a wealth of scholarly content.

Budget

I am requesting funding to cover the keynote speaker's fee, honorariums for participants on the scholars' panel, honorariums for artists, lunch, reception, transportation and lodging for those participants who will be traveling from greater distances.

Grandmaster Flash speaking fee range \$8,000 - \$10,000. I intend to try to negotiate for 8k, plus car service from NYC - \$350.

Five panelists at \$200 - \$300 honorariums for each

Four performers at \$200 honorariums for each

Accommodations at Seaview for up to ten guests, one night each at \$69 per night.

Luncheon – for approximately 25 invited guests – Chartwells approx. \$200 for the sandwich board

Reception – for approximately 50 – Chartwells approx. \$500

Total Request Range: \$11,000 - \$12,000