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**STOCKTON UNIVERSITY  
ANNUAL REPORT FOR  
FY23 COMPASS FUND PROJECT**

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<b>PROJECT LEADER(S):</b>	Christina Birchler, Michael Cagno, Jessica Grullon
<b>PROJECT TITLE:</b>	Hispanic Heritage Month in Hammonton
<b>DATE:</b>	June 14, 2023
<b>CC:</b>	

**Please provide a summary of the project and your experience.**

Hispanic Heritage Month in Hammonton celebrates the Latino culture in a town with an increasingly diverse population. This project was pursued with the intention of building upon current diverse cultural relationships and increasing Stockton’s reputation as a socially responsible organization within the community of Hammonton, while also highlighting local innovation and creativity.

Kramer Hall and the Noyes Museum of Art hosted experiential and immersive programming from September 15 to October 15, 2022 and beyond. We were excited to kick off Hispanic Heritage Month in conjunction with Hammonton’s Third Thursday (Fiesta theme). The evening included a poetry reading by local Honduran poet Andrea Flores Mendoza from her recent publication *¡Oh Mi Honduras!: Poesía Con Alma, Corazón y Vida*. The evening’s festivities also included performances of customary dance from local Peruvian and Guatemalan dancers, as well as displays of traditional clothing and piñatas. Guests and students were treated to samplings of Latin American *comida típica* while enjoying regionally relevant music.

To continue to honor the Hispanic community, we arranged with the donors to keep the *disfraces* (costumes) on display for the entirety of Hispanic Heritage Month. This allowed students and visitors to passively enjoy the many cultures that comprise our Latin American community. In addition, illustrations from Andrea Flores Mendoza’s book by artist Joel Mejia were on display throughout the building.

Since Andrea Flores Mendoza is a local poet with a recent publication, we wanted to offer her the space to host a multilingual reading and talkback about her work. We executed this additional large-scale event and book signing that was recorded for posterity [filmed](#) and currently lives on the Noyes Museum of Art’s website and social media.

We were honored to provide opportunities for individuals within the community to get to know one another, as well as to house culturally significant art and attire. The events we hosted were well-attended, allowing us to develop a deeper relationship with the Hispanic community.

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

Please see Appendix A.

**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.**

All planned programming supported, and continues to support, diversity and inclusion through knowledge sharing and a sense of belonging. Therefore, each goal and objective set was targeted with the intention of engaging, elevating, and empowering the Latin American population. Through this programming, we have made Stockton more accessible to a group of people whose voices often go unheard. Our initiatives have built trust, solidified Stockton as a valuable resource, and opened doors to collaboration within the community.

Our proposed methods of assessment were designed to track **exposure, attendance and participation, and engagement.**

**Exposure:** Kramer Hall and the Noyes Museum of Art created [multilingual marketing](#) for all events, exhibits, and performances. In collaboration with Downtown Hammonton, the Town of Hammonton, Stockton Unidos, Hammonton Gazette, and Allies in Caring, all marketing was posted and shared on various social media platforms, in print media, and on local and regional television.

**Attendance/Participation:** A goal was set in hopes of attracting 700 participants to our events, etc. from September 15-October 15. We are proud to say that we welcomed approximately 970 guests in total. This number represents a 52% increase in participation from our 2021 programming and a realized attendance 28% higher than our 2022 goal.

**Engagement:** The planned distribution of our multilingual post-event survey via QR code was not successful. The response rate was very low and provided us with little to no valuable data for assessment. We believe this is due to a lack of adequate staffing on event days, not having the accessibility to follow-up with guests post-event, and the general lack of interest in survey participation. However, our one-on-one conversations with students, staff, faculty, performers, poets, community members and guests proved invaluable. Our daily presence in the community with which we serve provides a consistent connection with any participant to offer feedback regarding our programming. We began our 2023 Hispanic Heritage Month planning in February. The qualitative data that we have collected from meaningful conversations has helped to shape our goals for this year's month-long celebration.

We are proud to share that the profound work done by the staff members of Kramer Hall and the Noyes Museum of Art of Stockton University has further forged the path to fostering deeper relationships, partnerships, and collaborative efforts.

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

- Recap meeting with Stakeholders
- Semi-permanent [portrait mural](#) that celebrates the diversity of Hammonton
- A virtual exhibition by the Noyes Museum of Art of Stockton University
- [Video rendered](#) from poetry readings, ensuring ongoing public engagement

**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.**

We recommend the continuation of this project outside of a Compass Fund initiative. Fiscal Year 2024 budgets for Kramer Hall and the Noyes Museum of Art have incorporated necessary funding for Hispanic Heritage Month programming moving forward. Our departments will require the continued support of the Provost's Office to approve our Zero-Based Budget submissions.

**FINANCES: Based on your proposal, please outline below how the award has been spent.**

	Amount	Notes/Comments
<b>Beginning Budget Balance as of:</b>	<b>\$ 2800.00</b>	
Salary Expenditures		
• Stipends	\$ 0	
• TES salaries (613340)	\$ 0	
• Student worker (613345)	\$ 0	
• Grad student worker (613350)	\$ 0	
<b>Total Salary Expenditures</b>	<b>\$ 0</b>	
Non-Salary Expenditures ( <i>supplies, travel, etc.</i> )		
• Hispanic Heritage Month Decor	\$ 49.24	Flags and <i>papel picado</i>
• Catering for first poetry reading	\$ 400.00	Kitchen-19 rice, beans, guacamole, horchata
• Catering for second poetry reading/art event	412.00	Tacos Al Carbon flautas, aguas frescas, rice. Fiesta Mexicana salsa verde & chips
• Dancers & traditional dress displays	\$ 700.00	Paid to Allies in Caring
• Transportation to/from main campus	\$ 330.00	For 2 programs on 9/15 and 10/6
• Supplies for art projects	\$ 84.70	Twine, corn husk, markers, glue
• META advertisements	\$ 99.99	Facebook & Instagram ads
• Hammonton Gazette Ad	\$ 140.00	To advertise October 6 event
• Hammonton Gazette Mural "ad"	\$ 500.00	Print version of mural put up downtown to celebrate Hispanic Heritage
<b>Total Non-Salary Expenditures</b>	<b>\$ 2715.93</b>	
<b>Total Salary + Non-Salary Expenditures</b>	<b>\$ 2715.93</b>	
<b>Ending Budget Balance as of:</b>	<b>\$ 84.07</b>	

***If your project was approved for multiple fiscal years, please itemize future expenditures.***

Item Description	Expected Amount	Expected Timing for Payment
<b>Total</b>		

## Appendix A: Excerpt from original proposal

### Please provide a narrative summary of your project.

**In general:** The Directors of Stockton in Hammonton at Kramer Hall and the Noyes Museum of Art of Stockton University are seeking funds to support university programming to occur during Hispanic Heritage Month, September 15-October 15, 2022.

**Background:** For the past ten years, Stockton in Hammonton at Kramer Hall and the Noyes Museum of Art of Stockton University have been providing opportunities to develop community unity by connecting Stockton students, faculty and staff in Hammonton. If funded, this project will enhance programmatic activities with the goal of celebrating Latino culture during Hispanic Heritage Month. With the growing Latino population in the Hammonton area, these programs will not only increase opportunities for diversity and inclusion, but also expose visitors to the University's offerings.

**Detailed:** More specifically, the project will include educational and experiential programming such as life drawings, visual displays, and poster exhibitions, as well as traditional dance performances and poetry readings.

### Strategic Impact

#### Diversity and Inclusion:

The strategic impact of this program will build upon current diverse cultural relationships. It will increase Stockton's reputation as a socially responsible organization within the community of Hammonton while also celebrating innovation and creativity. The program supports diversity and inclusion through knowledge sharing and a sense of belonging. Programs and events will be free of charge, which helps to make participation more accessible to all. We are purposefully collaborating with Stockton's UNIDOS so that we can work together to further their mission beyond the Main Campus. As we celebrate the accomplishments and traditions of the Hispanic and Latino communities, we will provide opportunities for appreciation, education, and meaningful reflection.

#### Teaching and Learning:

As the leaders of Kramer Hall and the Noyes Museum, we have long valued the contributions of our students. In fact, we rely on student workers and interns to round out our respective staffs. It is customary for each of us to provide students with experiences beyond the classroom that enhance their learning of best practices involving Event Planning and Implementation, Marketing, Budgeting, Assessment, as well as Grant, Project, and Facilities Management. Students appreciate the chance to "take ownership" of an event or aspects of an event. This practice allows them to take pride in the culmination of a job well done!

### Assessment Plan

#### Were we successful?

With assistance from Stockton's UNIDOS, we will develop and employ key metrics that include the qualitative and quantitative systems to measure the success of the program. These will include:

1. Brief post-event surveys (translated and offered in multiple languages)
2. Mechanisms to track the attendance and participation for each event, such as sign-ins and social media check-ins
3. Analytical reports designed to track exposure and engagement via the social media platforms and webpages of Kramer Hall, the Noyes Museum, Downtown Hammonton, and the Town of Hammonton
4. Assigning student staff members to conduct on-the-spot participant interviews

#### Outcomes and Measurements of Success:

- Attendance goal of 700 (total among all programs/events)
- The post event surveys and on-the-spot interviews will be constructed to examine:
  - Did we provide relevant programs/content?
  - Did our marketing efforts have enough outreach?
  - Did we provide a deeper awareness and appreciation for Latino culture?

- Did we enhance the University and Museum's brand?
- Were our participants involved and engaged?
- Would participants be willing to attend future events?

**Finish Line:**

In 2021, we considered our Hispanic Heritage month programming to be at an incubator level which included limited programs but attracted a strong audience. The goal this year is to further increase Stockton's constituency participation and integration with the local community. This will help to promote intercultural exchange and cooperation in the cultural sphere.