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

PROJECT LEADER(S):	Adriane Sicknick
PROJECT TITLE:	Diversity & Inclusion through STEM Outreach Initiative
DATE:	June 12, 2023

- *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 the Compass Fund Review Board: CompassFund@stockton.edu.*
- ***This form must be completed and submitted to be considered for a second year of funding, if applicable, or any future Compass Fund support.***

Please provide a summary of the project and your experience.

As a school of higher education that is committed to diversity and inclusion, NAMS wanted to establish a connection with the next generation of science students in these populaces to provide an authentic experience for students to their views on the nature of science inquiry outside their typical curriculum. Our goal is to use these events as a positive introduction to sciences at a collegiate level and as a prelude to a potential academic career at Stockton or another four-year institution. Using the State of New Jersey high school enrollment data by race and ethnicity for the '18-19 AY and the federal guidelines for free school lunch, we identified school districts throughout the state whose student body fell in line within the guidelines for underrepresented populations.

Because our events take place during the school day, most districts require the students to return by dismissal. Due to this, we determined areas outside a 90-mile radius would impede the students from having a meaningful experience because of travel and limited allotted time on campus. Therefore, this past spring, we narrowed our target area to districts within Mercer, Monmouth, southern Middlesex, Burlington, Ocean, Atlantic, Cape May, Gloucester, Camden, Salem, and Cumberland counties. We mailed flyers which included an embedded video from previous events, along with a written invitation to participate in one of several Zoom meetings which allowed schools the opportunity to learn about the event and help identify districts in need of transportation assistance.

Overall, my experience in developing and running this initiative has been profound. Learning from the schools how the financial inequities and challenges their students face can delay, or completely hinder their outlook for postsecondary education, has given me pause. It has brought me an immense amount of pride knowing that we are working as a community to provide these students – many who are first generation – the opportunity and means to visit a college campus. It is our desire that the experiential learning experience could untap potential and interest in STEM, as well as walking away with the belief that college is an obtainable target.

The planning and execution have been fruitful but is also time-consuming. The student workers assistance with the distribution of marketing material, planning, and preparation, provided a much-needed balance in the workload required to execute each event.

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.

After determining the time requirements for event, we adjusted our target audience to a 90-mile radius to ensure the attendees would have a meaningful and positive experience. Response to our invitation exceeded our expectation, yielding 12 school inquiries and seven planned events for nine schools; whereas it was my initial expectation to host only 5 to 6 schools throughout the academic year.

Throughout the '22-23 AY, we planned seven events from October through June for nine schools; however, our June 2nd event with the Marine Academy of Science and Technology (MAST) and Toms River East High School, had to be canceled because of an unforeseen closure of the Garden State Parkway and Route 9 due to the forest fire in Bass River. Without knowing the anticipated reopening of the road closures and the distance to alternate routes, we prudently decided to cancel the event and reschedule the next academic year. With that aside, overall, we had 392 student participants from the remaining six events. Of those 392, the largest were sophomores at 41% (*Table 1*).

Table 1
Sciencepalooza Attendee by Grade Level

Anticipated Enrollment Year	Count of Name	
2023	72	18%
2024	88	22%
2025	162	41%
2026	70	18%
Grand Total	392	

Looking at the ROI Report from Enrollment Management (Table 2), we saw an increase of 37 (15%) in the number of completed applications from the school districts participating in Sciencepalooza this year from Fall 2022 to Fall 2023 and an additional 10% (23) increase in number of admits.

Table 2

[Sciencepalooza Attendee Application Funnel Analysis](#)**(Please note: The Admissions ROI report was run June 1, prior to our last three events)**

High School	Complete Apps					
	Fall 2020	Fall 2021	Fall 2022	Fall 2023	+ / -	% Chg
LOWER CAPE MAY REGIONAL HS	24	14	20	33	+13	+65%
CAMDEN COUNTY TECH SCHOOL	22	23	65	66	+1	+2%
CUMBERLAND REGIONAL HIGH SCHOOL	11	6	14	15	+1	+7%
TOMS RIVER HIGH SCHOOL EAST	25	25	28	38	+10	+36%
MARINE ACADEMY TECH ENV SCI	11	6	5	21	+16	+320%
BRIDGETON HIGH SCHOOL	17	11	55	31	-24	-44%
TRENTON CENTRAL HIGH SCHOOL	27	19	55	76	+21	+46%
EASTSIDE HIGH SCHOOL	3	4	0	2	+2	N/A
MALCOLM X SHABAZZ HIGH	5	2	12	9	-3	-25%
Totals:	145	110	254	291	+37	

High School	Admits					
	Fall 2020	Fall 2021	Fall 2022	Fall 2023	+ / -	% Chg
LOWER CAPE MAY REGIONAL HS	23	14	20	29	+9	+45%
CAMDEN COUNTY TECH SCHOOL	17	22	62	64	+2	+3%
CUMBERLAND REGIONAL HIGH SCHOOL	9	6	14	15	+1	+7%
TOMS RIVER HIGH SCHOOL EAST	24	24	27	37	+10	+42%
MARINE ACADEMY TECH ENV SCI	11	6	5	21	+16	+320%
BRIDGETON HIGH SCHOOL	15	10	54	25	-29	-54%
TRENTON CENTRAL HIGH SCHOOL	21	17	48	64	+16	+33%
EASTSIDE HIGH SCHOOL	3	4	0	2	+2	N/A
MALCOLM X SHABAZZ HIGH	2	2	8	4	-4	-50%
Totals:	125	105	238	261	+23	

Each event provides an opportunity to learn what improvements could be made to enable us to offer the best experience for our guests and volunteers. In addition, the post-event survey completed by both the visiting students and faculty also provides insight into the overall experience.

One obstacle I'm finding is transportation needs. Most schools in urban areas do not have their own buses and/or due to the bus driver shortage since the pandemic and cuts in budget, there are many districts that do not have expenses for travel. Thanks to the Compass Funds, I had the ability to assist in providing transportation to three schools this year. Given the current financial crisis, I anticipate the budget reductions will persist and the need for assistance will grow.

I've thought about ways to alleviate this obstacle. I'm investigating a possible collaboration with subject matter experts (i.e., Center for Community Engagement and Service Learning, et al) on campus to either develop an informational guide for districts to locate government funding that would assist with transportation.

Another challenge is getting the students to fill out the Admissions Inquiry cards to track the application funnel. We've tried different ways (electronically and in person), but each group of students is a hit or miss. We've been considering some ideas on how we could increase that return rate. One idea is to provide an incentive through a raffle. We could gather the cards in real time and pull one or two winners who would receive either a small Stockton swag gift or a \$5 DD voucher to spend in the Campus Center before they leave.

Please explain and provide any University Relations & Marketing (URM) coverage of your project (social media posts, press releases, photos, videos, etc.) You may include these items as attachments or paste them at the bottom of this document.

We worked with URM throughout the year to get coverage of our events, both video and photographs. Earlier this year, URM made two posts on social media about the event via Facebook and Instagram, as well as written an article on January 6, 2023.

In addition, I've worked with Production to gather footage of the events and compiled into a short video which we embedded into the marketing flyers that are sent to the schools. We've also posted information about the initiative on OspreyConnect and the NAMS group page on LinkedIn to bring awareness of the program to alumni who are currently science educators, as well as those who work or live within the communities we are targeting.

- [Facebook post 1-8-23](#) link to article "Anyone Can Become a Scientist at Sciencepalooza"
- [Instagram post 1-8-23](#)
- [YouTube video](#) snippets for marketing
- [Flickr photos](#)

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. This report will not constitute a request for permanent funding.]

I believe we have been successful over the past couple of years transitioning from a virtual to an in-person event and would recommend continuation of the project. Having the event in collegiate academic space will allow for the best learning experience for our guests and we have seen gains in applicants from participating

schools over the past two years. In order for us to continue with this initiative, the School of Natural Sciences and Mathematics will need to request permanent funding from the President and/or Provost office.

This year, we pivoted our budget items to ensure the larger expenses would be covered (i.e., lunch, buses) due to the demand for transportation. With 27% of the budget allocated to transportation, we omitted promotional giveaways for students. We also moved away from handing out several pieces of marketing materials for each of our programs; instead, provided a bookmark with QR codes to each program's website to cut back on printing costs.

If interest continues at its current pace, I anticipate we will be hosting 10 events per year requiring a budget increase of \$3,000-4,000. Should school districts gain governmental assistance for transportation, we can reallocate the bus funds towards meals and supplies, and only incur a slight increase in the budget by \$1,000-2,000 for promotional giveaways.

FINANCES: Based on your proposal, please outline below how the award has been spent.		
	Amount	Notes/Comments
Beginning Budget Balance as of 1/1/2023:	\$ 11,000	
Salary Expenditures		
• TES salaries (613340)	\$	
• Student worker (613345)	\$ 2,000	Student graduated and did not come back for May and June events
• Grad student worker (613350)	\$	
Total Salary Expenditures	\$ 1425.00	
Non-Salary Expenditures (<i>supplies, travel, etc.</i>)		
• Supplies	\$ 1,346.80	Marketing materials and activity supplies
• Meals	\$ 5,607.01	Lunch and snacks
• Buses	\$ 1925.00	Buses for three schools. \$850 was allocated, but event cancelled morning of due to GSP/Route 9 closure (Bass River Fire). Company did not bill us.
•	\$	
•	\$	
•	\$	
Total Non-Salary Expenditures	\$ 8878.81	
Total Salary + Non-Salary Expenditures	\$ 10,303.81	
Ending Budget Balance as of June 12, 2023	\$ 696.19	Balance would have been \$0.00 as the funds were allocated to bus transportation for one of the schools on the June 2 event; however, event was cancelled the morning of due to the Bass River fire and GSP & Rt 9 closure.

<i>If your project was approved for multiple fiscal years, please itemize future expenditures.</i>		
<i>IMPORTANT: Unused funds revert to the general Compass Fund at the end of the fiscal year (June 30th). Compass funds DO NOT rollover to the next FY.</i>		
Item Description	Expected Amount	Expected Timing for Payment
Total		