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**STOCKTON UNIVERSITY  
ANNUAL REPORT FOR  
FY24 COMPASS FUND PROJECT**

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<b>PROJECT LEADER(S):</b>	Daniel Lichtman. Co-sponsors: Sofia Abreu (Career, Education and Development), Hannah Ueno (ARTV), Joe'l Ludovich (COMM), Aakash Taneja (CIS), Noel Criscione (Esports Management)
<b>PROJECT TITLE:</b>	Diversifying the Media and Software Industries Mentorship Series
<b>DATE:</b>	6/12/2024

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

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

This project, organized in coordination with Stockton’s Career, Education and Development (CED) office, brings professionals from minority and underrepresented groups to Stockton to engage with students in a series of in-person events related to mentorship, networking and diversity. Professionals come from the software and media industries. The event series is geared towards minority students, students of color and students from underrepresented groups. On the first day of each mentor’s visit mentors give a public lecture on the state of diversity in their industry as well as a personal narrative about their career path, followed by a networking lunch reception. On the second day, mentors meet with students for one-to-one mentoring sessions.

For this first semester, the guest mentor was CEO of Differnt Systems, Sage Del Valle (Stockton BS ’20, MBA ’21). Sage gave a very successful public presentation to an audience of 81 students. The following day he hosted one-on-one mentorship meetings with 12 students, who gave positive feedback about their experience.

In my role as project leader, I worked primarily with Sofia Abreu from CED to organize the event. We developed a flyer and promotional materials to promote the event, and advertised the event across various campus communities including the Stockton Alumni network and EOF. Additionally, I coordinated with several professors (James Shen, COMM; Toby Rosenthal, COMM and Jung Lee, MAIT) to bring their students to the event. We developed a questionnaire for students to complete after the lecture, and compiled feedback from students after their mentorship sessions.

**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.**

Lecture attendance, at 81 registered students, surpassed expectations, compared to the expected 60-80 students listed in the grant proposal. Many registered students were from the COMM and DIGI majors, most likely from the classes invited to the talk, however, there was a significant group of students from other majors. A post-talk survey provided data about the diversity of the students who attended. Of 30 responses to the survey, 40% of students indicated that they identify as a person of color or minority student, indicating success in an important program goal that the event reach a diverse student audience. 70% of responding students answered 4 or 5 in response to the question, "How did this event affect your likelihood to seek out mentorship as you consider your career?". Furthermore 63.3% of students responded 4 or 5 to the question, "How much did the event increase your understanding of diversity in the software and media industries". This indicates success in two program goals of increasing awareness of mentorship as a valuable professional opportunity and increasing awareness of issues of diversity in the software and media industries. Responses to the above mentioned survey were voluntary; this data would have been more robust with a higher response rate. In future iterations of the project we would seek to increase response rate using one or more tools such as a raffle with prizes for responding students, actively collecting responses on paper or tablet, or other strategies.

We expected 15-25 students to attend mentorship sessions vs. the 12 students who attended the meetings this semester (2-3 additional students signed up but were unable to meet on the day). Students gave positive feedback including "during our talk [Sage] was able to give me insight on skills that I will need to develop in my professional career. We spoke about overcoming self doubt and impostor syndrome, as well as networking and how to foster connections you make," and "We talked about emerging interactive technologies that require people that work in multiple fields. It was enlightening to think about how multi-disciplinary UX experience can be useful for creating and working on new interactive technologies." In future iterations of the program we will collect data about the diversity of the group of students who attended mentorship meetings, qualitative data about how they would rate their experience in terms of increasing their understanding of the value of mentorship and the their understanding of strategies they may use to advance their careers in the software and media industries. Furthermore, we will increase outreach and recruitment efforts to bolster the number of students who participate in the mentorship sessions.

In conclusion, this first iteration of the event was a great success as measured by event attendance and qualitative and quantitative feedback. In future iterations of the project, we would seek to improve qualitative assessment strategies for both the public talk and the one-to-one mentorship meetings. We would also seek to increase targeted outreach student organizations such as TogetHER and Sankofa to increase awareness of the program, particularly the one-to-one mentorship sessions, among minority students at Stockton.

See attached:

- Advertising poster (included in this document)
- Registration list of students who attended the lecture (included in this document)

- Results from post-lecture survey (attached to this email)

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

Please see attached poster.

Link to video of event: <https://www.youtube.com/watch?v=SYhQlv7IPdM>

Link to photos of the event:

<https://drive.google.com/drive/folders/1aGrdBdm2AYUfqXhKUXv3loMxMMOKaitU?usp=sharing>

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

**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 as a request for permanent funding.]*

We expect to continue the program as proposed in the original Compass Fund proposal.

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<b>FINANCES: Based on your proposal, please outline below how the award has been spent.</b>		
	Amount	Notes/Comments
<b>Beginning Budget Balance as of:</b>	\$	
Salary Expenditures		
• TES salaries (613340)	\$	
• Student worker (613345)	\$	
• Grad student worker (613350)	\$1400	
• Speaker Fee		
<b>Total Salary Expenditures</b>	\$	
Non-Salary Expenditures ( <i>supplies, travel, etc.</i> )		
• Visitor per diem	\$ 0	Budgeted \$150, this was unspent
• Chartwells Catering	\$ 342.85	Also funded by other sources: \$100 provided by Communications Studies+ \$300 provided by CED
•	\$	
•	\$	
•	\$	
•	\$	
•	\$	
•	\$	
<b>Total Non-Salary Expenditures</b>	\$	
<b>Total Salary + Non-Salary Expenditures</b>	\$ 1,742.85	
<b>Ending Budget Balance as of:</b>	\$ 1,742.85	

<b><i>If your project was approved for multiple fiscal years, please itemize future expenditures.</i></b>		
<b><i>IMPORTANT: Unused funds revert to the general Compass Fund at the end of the fiscal year (June 30<sup>th</sup>). Compass funds DO NOT rollover to the next FY.</i></b>		
<b>Item Description</b>	<b>Expected Amount</b>	<b>Expected Timing for Payment</b>
Round-trip Transportation from the NJ/Philadelphia/NYC region	\$400	Fall '24 and Spring '25
Visitor hotel (1 night)	\$268	Fall '24 and Spring '25
Visitor per diem (2 days)	\$300	Fall '24 and Spring '25
Visitor Speaker Fee	\$2,800	Fall '24 and Spring '25

Chartwells event Catering, Mediterranean Market Display	\$817.70	Fall '24 and Spring '25
<b>Total</b>	<b>\$4,585.70</b>	