



Stockton University Compass Fund Proposal Form

Please Review Carefully

- Please complete this form, save it to your hard drive, and email a copy to: CompassFund@stockton.edu.
- Compass Fund proposals must demonstrate a direct link to one or more of the six areas of focus in the University's [Strategic Plan 2025 – Choosing Our Path](#)
- Proposals must provide specific budget details, identify realistic outcomes, and specify assessment measures.
- Proposals must include an endorsement from your Divisional Executive. Please include an email or memo from your Divisional Executive with this application or have the documentation sent to: CompassFund@stockton.edu.
- Particular attention will be paid to proposals which include one or more of the following:
 - A clear demonstration of University-wide impact.
 - Involvement of students as project leaders/mentees.
 - Identification of co-funding opportunities in addition to anticipated Compass Fund support.
 - Inter-departmental or inter-divisional collaboration within the project planning or implementation process.

General Application Information

Project Leader Name	Christina Birchler				
Project Leader Email	christina.birchler@stockton.edu				
Project Partner(s)	Michael Cagno, Jessica Grullon				
Title of Project	Hispanic Heritage Month in Hammonton				
I am a:	<input type="checkbox"/>	Student	<input type="checkbox"/>	Faculty Member	<input checked="" type="checkbox"/> Staff Member
Project start date: 9/15/2022			Project end date: 10/15/2022		

Proposal Category (choose one)

	<u>One-Time Project/Event</u>	<u>One-Year Pilot Project</u>	<u>Two-Year Pilot Project</u>
X	\$5,000 or less	\$5,000 or less	\$5,000 or less
	More than \$5,000	More than \$5,000	More than \$5,000

Strategic Area of Focus

	<i>Inclusive Student Success</i>
X	<i>Diversity and Inclusion</i>
X	<i>Teaching and Learning</i>
	<i>Strategic Enrollment Management</i>
	<i>Financial Sustainability</i>
	<i>Campus Community, Communication, and Shared Governance</i>

Goals: select all relevant goals for your strategic area/s.



Inclusive Student Success

	Offer comprehensive support systems that recognize how a more diverse student body brings a broader range of academic, social, and cultural assets, challenges, and needs.
	Work continuously to close equity gaps in students' access to learning opportunities, research with faculty, academic achievement, degree attainment, and post-graduate opportunities
	Build enrollment strategies that position Stockton as a first-choice academic home for a diverse, high achieving applicant pool.
	Increase partnership opportunities for, and with, our growing network of talented and dedicated alumni.



Diversity and Inclusion

	Focus on recruiting, hiring, and retaining a high-quality and increasingly diverse faculty and staff.
	Build enrollment strategies to reach students who have not previously seen Stockton as their academic home.
	Ensure access to sufficient resources so that all students have the opportunity to participate in foundational elements of Stockton's liberal arts education.
	Restructure institutional aid to better address financial need, thereby spreading available funds across a larger population of financially disadvantaged students.
X	Intentionally create culturally affirming learning opportunities and spaces that foster a sense of belonging, safety, and wellness for all students.



Teaching and Learning

	Enhance information about study skills, time management, and adaption to campus life through a variety of venues to start students on the right academic footing.
X	Embrace new academic programs and approaches that enhance teaching and learning, respond to changing social and economic conditions, and prepare students for emerging fields.
	Reinforce our Essential Learning Outcomes (ELOs) with students and encourage faculty to align curricular and co-curricular activities to create a well-rounded education, relevant to a changing world.
	Recognize and support the inherent value and contributions of faculty in their courses as well as activities outside of the classroom.
	Support faculty research about, and participation in, professional development opportunities that strengthen the classroom experience.



Strategic Enrollment Management

	Develop enrollment and retention strategies at the institutional, school, and program levels that account for our mission, market demand, cost, and capacity.
	Continue to strengthen the University's data analytics efforts regarding recruitment, persistence, and graduation, as well as enrollment, placement testing, housing, and financial aid projections.
	Strengthen partnerships with high schools and community colleges through programs.



Financial Sustainability

	Coordinate efforts between strategic, academic, and financial planning, including the determination of enrollment strategies specific to academic programs and the financial impact of particular pedagogic strategies.
	Implement a University-wide, zero-based budgeting exercise for non-salary expenditures to ensure optimal resource allocations, particularly with respect to discretionary expenses, and an accurate understanding of program costs.
	Coordinate with key stakeholders to institute appropriate space- and time-management practices, a capital investment strategy, and an accompanying campus master plan update that aligns with the University's academic and student life goals, and describes new facility needs and appropriate reinvestment in existing facilities, along with information technology and infrastructure.
	Create strategies to enhance the University's financial ratios and ensure the integrity of the University's credit rating.
	Leverage capital and intellectual assets to optimize revenue-generating operations.
	Reallocate existing resources toward uses that strengthen operations, revenue, FTE enrollment, and the University brand.
	Maintain and routinely test a multi-year financial planning model.



Campus Community, Communication, and Shared Governance

	Collectively evaluate our academic and administrative structures to ensure we are as efficient and effective as possible.
	Renew our commitment to shared governance and transparency.
	Regularly share institutional updates and collaboratively assess our strategic planning process.
	Empower our staff, alongside our faculty, students, and administration – to share in the governance of our institution.
	Embrace vigorous conversation in an atmosphere of collegiality and respect.

The tables below allow for summaries. If you need extra space or would like to provide supporting documentation, please attach it to your form.

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

- How will this project clearly address the strategic area/s of focus and the goal/s chosen above?
- What will be the institution-wide impact of this project?

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

- How will you know if your project is a success?
- What are your anticipated outcomes and specific measurements for success?
- What is your project's "finish line"?

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.

Budget Summary – Compass Fund Requested Funding Only

Item		FY2022 July 1, 2021 – June 30, 2022	FY2023 July 1, 2022 – June 30, 2023	FY2024 July 1, 2023 – June 30, 2024	Notes/Comments (stipends, supplies, hospitality, etc.)
1.	Marketing		300.00		Print and web advertising
2.	Printing		250.00		Posters, Vinyl graphics
3.	Staffing/Performers		500.00		TES, students, event assistance, dancers, poets
4.	Transportation		550.00		Shuttles/drivers to transport between Hammonton and Main Campus
5.	Supplies		400.00		Equipment rentals
6.	Reception/Entertainment		800.00		Event catering/hospitality
7.					
Total			2800.00		

Please note: a proposal can only receive support from the Compass Fund for two fiscal years. Compass Funding cannot be used to fund full-time/part-time salaried positions or office computer equipment. Compass Funding cannot be transferred to other budgets.

Compass Funding Budget Questions

What department or academic school will your budget for this project reside?	Hammonton	
Who will be the Budget Unit Manager (BUM)?	Christina Birchler	
Who will be the budget processor?	Nicolas Zebrowski	
If you are requesting funding to hire a TES or consultant, is that person a current Stockton employee?	Yes, currently paid as a/an: <input type="checkbox"/> Adjunct <input type="checkbox"/> Faculty <input type="checkbox"/> Staff <input checked="" type="checkbox"/> TES <input checked="" type="checkbox"/> Student	<input type="checkbox"/> No
Will you need Compass Funds for <u>immediate</u> use to begin your project?	Yes, date needed: _____	<input checked="" type="checkbox"/> No

Additional Funding from Other Sources

Are you receiving any other University funding for this project?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If so, from where?	-Hammonton Admin Budget -Noyes Hammonton Budget	
If so, what is the amount and purpose of this additional funding?	-Shared, multilingual marketing efforts such as boosted social media posts and print advertising. -Shared staffing expenses	
If so, has this additional funding already been secured or is it just anticipated at this time?	Will be supported by anticipated FY23 departmental budgets	

How will this project sustain itself after Compass Funding concludes? (You only need to answer this question if you are seeking support beyond a one-time project or event)

Additional Support Questions

Will your project require support from Information Technology Services?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If yes, please provide details:		
Will your project require support from Plant/Facilities & Operations?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If yes, please provide details:		
Will your project require support from any other unit or division?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If yes, please provide details		

Divisional Executive Approval/Support

<i>Have you discussed and received endorsement of your Compass Fund proposal from your Divisional Executive? Please include an email or memo from your Divisional Executive with this application or send the documentation to CompassFund@stockton.edu</i>	Yes, see attached documentation from: Dr. Leamor Kahonov Provost & Vice President for Academic Affairs
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From: [Kahanov, Leamor](#)
To: [Levy, Marissa](#); [Birchler, Christina](#)
Subject: FW: Compass Fund Proposal requires Divisional Executive Support
Date: Wednesday, March 30, 2022 7:49:17 PM
Attachments: [CompassFundAbstract_HispanicHeritageMonth.pdf](#)

Dean Levy and Christina,

I support the submission of the Compass Fund.

Best of luck in the review process.

Leamor