

Stockton University Compass Fund Proposal Form

Please Review Carefully

- x Please complete this form, save it to your hard drive, and email a copy to: CompassFund@stockton.edu.
- x Compass Fund proposals must demonstrate a direct link to one or more of the [VL\[DUHDV RI IRFXV LQ WKH 8QLYH Strategic Plan 2025 ±Choosing Our Path](#)
- x Proposals must provide specific budget details, identify realistic outcomes

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.

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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

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.

Assessment Plan

- x How will you know if your project is a success?
- x What are your anticipated outcomes and specific measurements for success?
- x What is your SURMHFW ¶ V ³ILQLVK OLQH ´ "

Were we successful?

With DVVLVWDQFH IURP 6WRFNILVERQ¶ 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:

- x Attendance goal of 700 (total among all programs/events)
- x The post event surveys and on-the-spot interviews will be constructed to examine:
 - o Did we provide relevant programs/content?
 - o Did our marketing efforts have enough outreach?
 - o Did we provide a deeper awareness and appreciation for Latino culture?
 - o Did we e QKDQFH WKH 8QLYHUVRW? DQG 0XVHX P ¶ V
 - o Were our participants involved and engaged?
 - o 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 ¶ 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

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)

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