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

PROJECT LEADER(S):

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 respo

Are you recommending the continuation of the

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

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.