



**Stockton University Kramer Hall
5 Year Review
2013-2018**

Stockton University in Hammonton at Kramer Hall Five-Year Review Inaugural Report FY 2013 to FY 2018

Introduction

Stockton University in Hammonton at Kramer Hall (herein referred to as Kramer Hall) opened in January 2013. Hammonton was identified as an ideal location to build an off-campus facility due to a revitalized downtown area, and its proximity to Cumberland, Salem, and Camden counties. The building itself has been a part of the downtown community since the turn of the 20th Century. Renovations began in 2011 and the first classes convened in the spring 2013 semester. However, while construction was being completed, courses were offered at St. Joseph's High School in Hammonton during the fall 2012 semester.

In the first several semesters, Kramer Hall saw a surplus of students and activity on site. By summer of 2015, Kramer Hall endured a steady decrease in academic offerings, and thus led to a decrease in student enrollment.

This, however, presented a unique opportunity for Kramer Hall to flourish as a cultural center geared toward graduate courses, community engagement, and partnerships with internal and external clientele. We are the home to 3 internal entities—Murphy Writing Center (MWC), the Noyes Museum of Art of Stockton University, and the New Jersey Child Welfare Training Partnership (NJCWTP) —as well as the external entity South Jersey Cultural Alliance (SJCA).

We are also the home of the Master of Science in Data Science and Strategic Analytics (DSSA) program, as well as hosting courses for the Master of Science in Communication Disorders.

Mission Statement

Kramer Hall encourages lifelong learning by providing opportunities for personal and professional growth. To this end, Kramer Hall delivers comprehensive academic offerings designed for students who are beginning or continuing their Stockton careers. Our convenient location and state-of-the-art classrooms allow Kramer Hall to offer students the same excellent education as the main campus.

Facility

Kramer Hall has the following amenities:

- Three 35-seat smart classrooms
- One 24-person computer lab
- One seminar room
- Two art galleries with a seating capacity for 75, and exhibits hosted by the Noyes Museum
- Two computing stations in the lobby equipped for student printing
- Student lounge space on the 2nd and 3rd floors

The accommodations listed above represent the building in its current state. The building has undergone modifications since its opening. In May 2013, the administration made the decision to convert two seminar rooms to offices for the staff of NJCWTP.

In June 2016, the Noyes Museum of Art closed its Oceanville site and relocated to Kramer Hall. To accommodate this move, the first floor underwent modifications to become Dedicated space for the museum. One classroom was converted to allow for additional exhibit space. Noyes staff members were assigned to the office suite, which was vacated by Kramer Hall administrative staff. A large conference room and the student lounge on the third floor now serve as office space for those staff members.

In Summer 2016, an additional classroom was converted to an office suite for tenant, South Jersey Cultural Alliance and an additional seminar room was transformed to provide office space for MWC.

Kramer Hall Programming & Partners

As a part of its 2020 Initiative, Stockton University established four key goals by which programming should abide: Learning, Engagement, Global Perspectives, and Sustainability (LEGS). Kramer Hall strives to meet these goals annually through programming offered to both students and the community. We also strive to increase visitorship by offering diverse and unique programs.

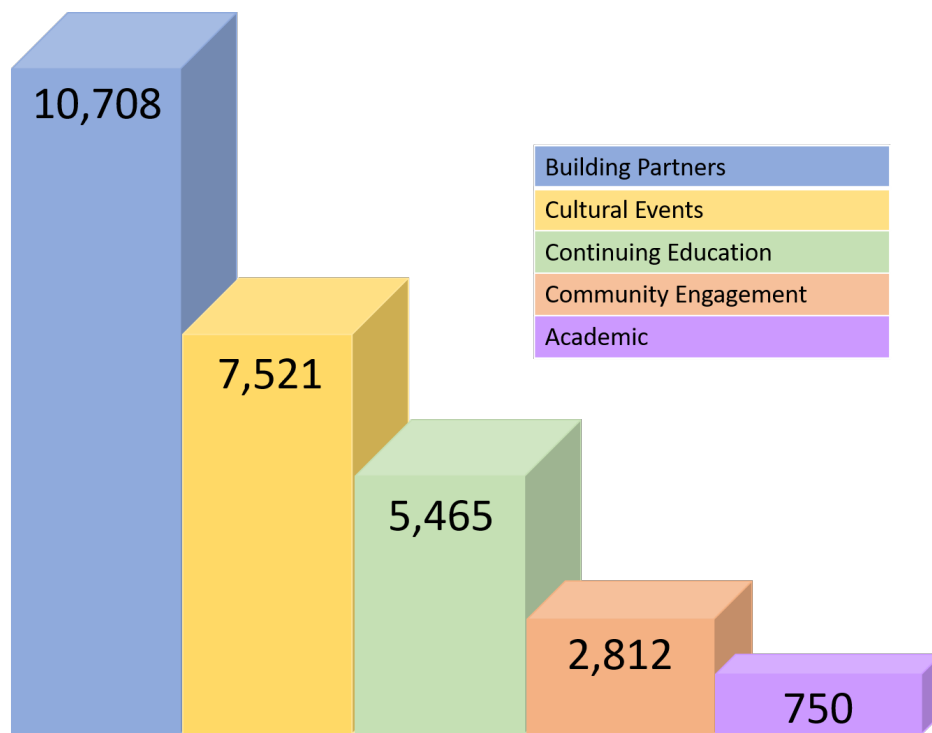


Figure 1: This chart depicts the number of visitors (by category) that visited the site from FY 2013 to FY 2018.
Total visitors: 27,256

Highlighted Events

Event	Learning	Engagement	Global Perspectives	Sustainability
<i>International Pre-College Symposium</i>	✓	✓	✓	
<i>Adopting Park & Launch of 1-mile Blueberry Walking Trail</i>		✓		✓
<i>Hammonton History Project & Sesquicentennial Celebration</i>	✓	✓		
<i>Annual Dr. Martin Luther King, Jr. Day of Service</i>	✓	✓	✓	✓
<i>Annual Spring Trash Cleanup</i>		✓		✓
<i>Annual Teen Arts Festival</i>	✓	✓	✓	✓
<i>The Lure of South Jersey Lecture Series</i>	✓	✓	✓	
<i>“Without Papers” Lecture Series</i>	✓	✓	✓	

Third Thursday

Every third Thursday of the month, Downtown Hammonton engages the community with “Hammonton Third Thursdays,” which are theme nights to generate activity downtown. Kramer Hall, since opening, has participated in this monthly event by sponsoring various lectures, book talks, educational workshops, art lessons, and other collaborative programming to meet the University’s educational mission. Our programming has become an integral part of these events.

South Jersey Cultural Programming

The staff of Kramer Hall formed a partnership with the South Jersey Culture and History Center and the Noyes Museum of Art to develop educational programming that focused on the area’s diverse culture.

In fall 2017, “The Lure of South Jersey” held two lectures related to immigrant settlement in South Jersey: “By Rail to the Promised Land” by Paul W. Schopp and “Ethnic Settlements in the Pines” by Mark Demitroff. Both talks had audiences that were standing room only. These went alongside the Noyes Museum’s fall semester exhibition “Lure of South Jersey,” which had two receptions that highlighted the various migrant communities in our area. We also held an event titled “Migration in a Minute,” which invited community members to share their family stories with attendees.

In the spring 2018 semester, we hosted the exhibition “Without Papers” with an opening lecture by artist Jim Dessicino. We held two corresponding lecture events: “Migrant Deaths from Southern Arizona to South Jersey” by Stockton faculty Jessie Finch and a panel discussion “Why DACA Matters to You,” moderated by Stockton faculty Michael Rodriguez and Robin Hernandez-Mekonnen. Once again, the crowds were standing room only. We are confident that our programming helped to raise awareness of the long-standing cultural diversity of South Jersey.

Partnerships

Our internal partners include the Stockton Center on Successful Aging (SCOSA), the Office of Continuing Studies, the Office of Service-Learning, the New Jersey Child Welfare Training Partnership, Noyes Museum of Art of Stockton University, Murphy Writing Center, and the Small Business Development Center. Through these partnerships, we are able to provide educational programming, professional development, personal enrichment, and workforce training courses for our students and community members.

Partnerships with Atlantic County businesses and organizations have afforded us the opportunity to provide community workshops and trainings. Students are benefitted with connections to our regional community through service projects and volunteer opportunities.

Kramer Hall Community Partners

Adler Aphasia	Hammonton Public Works
Allies in Caring	Historical Society of Hammonton
Alloy Silverstein	Literacy Volunteer Association, Inc.
Art Pride NJ	MainStreet Hammonton
Antique Collectors Club of Atlantic County	Mays Landing Historical Society
Atlantic County Municipal Administrators	Migrant Worker Outreach Commission
AtlantiCare	Murphy Writing Center
Atlantic County Cultural and Heritage Affairs	New Jersey State Historical Society
Creative New Jersey	NJ Fringe
Destination Hammonton	NJ Heartland
Dodge Foundation	Noyes Museum of Art
Downtown Cooperative	Ocean City Historical Society
Marketing Committee (DCMC)	Our Lady of Mt. Carmel Society
Eagle Theatre	SmartNet
Girl Scouts of Central & Southern New Jersey	South Jersey Cultural Alliance
Greater Hammonton Chamber of Commerce	South Jersey Culture & History Center
Hammonton Green Committee	South Jersey Industries
Hammonton Arts Center	South Jersey Public Policy
Hammonton Arts District	Southern Jersey Family Medical
Hammonton High School	St. Joseph High School
Hammonton Health Coalition	Town of Hammonton
Hammonton Historic Preservation Commission	Vineland Historical & Antiquarian Society
Hammonton Kiwanis Club	Volunteer Income Tax Assistance
Hammonton Police Department	Universal Supply Co.

Undergraduate & Graduate Courses

Kramer Hall was established to serve as an alternate location for students to make academic progress. Since our inauguration in January of 2013, we have hosted 123 undergraduate and graduate courses, with 1,472 student registrations. The greatest number of enrollments occurred in the fall 2013 semester, with 263 student registrations across 19 courses. This was the first semester to offer students a full course load of graduate classes in both Communication Disorders and Education.

Course Offerings Spring 2013 – Spring 2018

Semester	# of Courses	Enrollment
Spring 2013	11	103
Summer 2013	6	113
Fall 2013	19	263
Spring 2014	12	115
Summer 2014	6	48
Fall 2014	16	204
Spring 2015	10	120
Summer 2015	3	45
Fall 2015	2	35
Spring 2016	4	59
Summer 2016	8	106
Fall 2016	5	74
Spring 2017	3	23
Summer 2017	6	48
Fall 2017	6	69
Spring 2018	6	47
Total	123	1472

Courses by Semester

HAMMONTON SPRING 2013		
INTC 5290-091	Leadership in Instructional Technology	12
CMDS 2120-091	Intro to Audiology	26
CMDS 2119-091	Intro to Communication Disorders	6
CMDS 5421-001	Educational Auditory Management	6
AMST-5004-001	19th Century American Art	9
LANG 1241-003	Beginning Spanish II	4
GAH 2116-003	Argument & Persuasion in Arts & Humanities	3
CMDS 2115-002	Language Acquisition	10
GNM 1123-001	Fisheries in Crisis	9

GAH 2012-001	Art Appreciation	10
GEN 2101-002	Leadership Strategy & Change	9
Total		104

HAMMONTON SUMMER 2013		
CMDS 2125-491	Methods & Materials	24
CMDS 5450-801	Disorders of Voice	30
CMDS 5460-891	Disorders of Fluency	30
EDUC 6110-301	Curriculum Development Evaluation	15
EDUC 6132-301	Curriculum Development Writing & Implementation	9
EDUC 6133-391	Leading Instructional & Program Assessment	5
Total		113

HAMMONTON FALL 2013		
CMDS 1103-003	Speech Science II	13
CMDS 2115-091	Language Acquisition	18
CMDS 2119-091	Intro to Communication Disorders	20
CMDS 2120-091	Intro to Audiology	32
CMDS 2210-002	Sign Language	7
CMDS 3121-092	Aural Rehabilitation	23
CMDS 6440-001	Motor Speech Disorders	29
CSIS 1206-009	Statistics	17
EDUC 5430-001	School Leadership & Decision Making	4
EDUC 5432-001	School Finances & Resources	9
EDUC 6120-001	Principles of Supervision & Evaluation of Instruction	11
EDUC 6130-001	Public School Admin & the Community	8
EDUC 6134-001	Research for Education Leaders	5
EDUC 6935-001	Internship for Education Leaders I	10
EDUC 6937-001	Internship for Education Leaders III	7
GSS 2240-002	The Holocaust	24
LANG 1240-004	Beginning Spanish I	15
LITT 2237-002	Intro to Creative Writing	8
INTC 5420-091	Human Performance Improvement & Tools	3
Total		263

HAMMONTON SPRING 2014		
CMDS 2120 091	Intro to Audiology	14
CMDS 5421 001	Educational Auditory Management	15
EDUC 5431 001	School Law	4
EDUC 5432 001	School Finances and Resources	7
EDUC 6120 001	Principles of Supervision and Evaluation of Instruction	19

EDUC 6936 001	Internship for Education Leaders II	10
GAH 2012 001	Art Appreciation	12
GAH 2116 002	Argument & Persuasion in Arts & Humanities	4
GEN 2235 001	Gender Equity in Sports	8
GSS 2248 001	Business and Nazi Germany	6
INTC 5170 091	Research in Instructional Technology	10
LANG 1241 003	Beginning Spanish II	6
Total		115

HAMMONTON SUMMER 2014		
CMDS 5450 191	Disorders of Voice	29
CMDS 5460 191	Disorders of Fluency	29
EDUC 6110 201	Curriculum Development Evaluation	12
EDUC 6937 101	Intern for Educ Leaders III	10
EDUC 5450 291	Project Management	7
Total		87

HAMMONTON FALL 2014		
CMDS 5125-001	Advanced Clinical Methods	31
CMDS 6420-001	Medical Speech Language Pathology	15
CMDS 6430-001	Dysphagia	30
CMDS 6450-091	Communication Disorders in Culturally & Linguistically Diverse Populations	29
EDUC 5430-001	School Leadership & Decision Making	8
EDUC 6120-001	Principles of Supervision & Evaluation of Instruction	17
EDUC 6935-001	Internship for Education Leaders I	2
GAH 2420-001	Photography & Farm Work	6
HLTH 2119-091	Intro to Communication Disorders	11
HLTH 3121-092	Aural Rehabilitation	24
INTC 5410-091	Adult Learning	8
LANG 1240-004	Beginning Spanish I	14
LITT 2237-001	Intro to Creative Writing	10
Total		205

HAMMONTON SPRING 2015		
GAH 2012-192	Art Appreciation	8
CMDS 6210-001	Acquired Adult Lang Disorders	30
COMM 4601-001	Communications Seminar	20
EDUC 5431-001	School Law	11
EDUC 6935-001	Internship for Education Leaders I	2
EDUC 6936-001	Internship for Education Leaders II	2
GIS 4672-001	Pinelands Physical and Cultural Geography	14

LITT 2237-002	Introduction to Creative Writing	21
NURS 5421-091	Advanced Pathophysiology	4
SOWK 5540-091	Aging: Advanced Practice	8
	Total	120

HAMMONTON SUMMER 2015		
CMDS 5450-101	Disorders of Voice	11
CMDS 5470-291	Speech-Language Pathology in the School Setting	12
	Total	23

HAMMONTON FALL 2015		
CMDS 6450 091	Disorders/ Diverse Populations	30
GSS 3113 001	Fashion and Society	5
	Total	35

HAMMONTON SPRING 2016		
CMDS 5470 091	Speech-Language Pathology in the School Setting	17
GAH 2012 091	Art Appreciation	15
HLTH 1241 093	Medical Terminology for Health	17
GIS 4672 001	Pinelands Physical & Cultural Geography	10
	Total	59

HAMMONTON SUMMER 2016		
CMDS 5450 101	Disorders of Voice	31
CMDS 6420 191	Medical Speech Language Pathology	16
CMDS 6450 391	Communication Disorders in Diverse Populations	18
EDUC 3101 201	Introductory Fieldwork in Education	22
GIS 3326 101	Money & the American Imagination	9
LANG 1180 101	Italian Language & Culture I	6
LANG 1181 101	Italian Language & Culture II	4
	Total	106

HAMMONTON FALL 2016		
CMDS 5470 091	Speech Language Pathology in School	9
CMDS 6450 091	Disorders in Diverse Populations	14
GAH 2012 091	Art Appreciation: Art through Film	14
HLTH 1240 093	Medical Terminology for Health	22
LANG 1240 001	Beginning Spanish I	15
	Total	74

HAMMONTON SPRING 2017		
GIS 4672-001	Pinelands Physical & Cultural Geography	7
HLTH 1241-095	Medical Terminology for Health	6
GEN 2252-001	Real Food	5
		Total
		18

HAMMONTON SUMMER 2017		
CMDS 5470 291	Speech Language Pathology in School	13
CMDS 5902 491	Clinical Practicum II	10
CMDS 6420 191	Advanced Topics in Medical Speech Pathology	11
CMDS 6420 192	Advanced Topics in Medical Speech Pathology	12
ECON 4899 401	ECONL Summer RSCH EXP	2
		Total
		48

HAMMONTON FALL 2017		
DSSA 5001 091	Intro to Data Science & Analytics	17
DSSA 5101 091	Data Exploration	11
DSSA 5102 091	Data Gathering & Warehousing	12
GIS 4672 001	Pinelands Physical & Cultural Geography	15
HLTH 1241 092	Medical Terminology for Health	8
LANG 1240 002	Beginning Spanish I	6
		Total
		69

HAMMONTON SPRING 2018		
ARTV 3924 001	Noyes Museum Internship	2
DSSA 5103 091	Data Visualization	11
DSSA 5104 091	Data Analysis	13
DSSA 5201 091	Machine Learning	11
GIS 4672 001	Pinelands Physical & Cultural Geography	12
		Total
		49

HAMMONTON SUMMER 2018		
CMDS 5470 291	Speech Language Pathology in School	10
CMDS 6420 191	Advanced Topics in Medical Speech Pathology	9
CMDS 6420 192	Advanced Topics in Medical Speech Pathology	7
GEN 2252 191	Real Food	16
		Total
		42

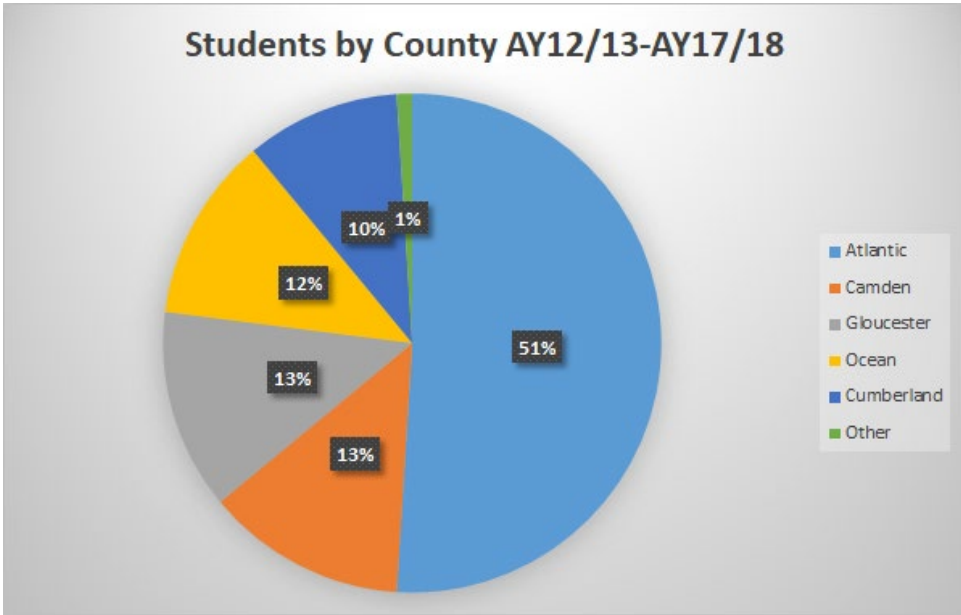
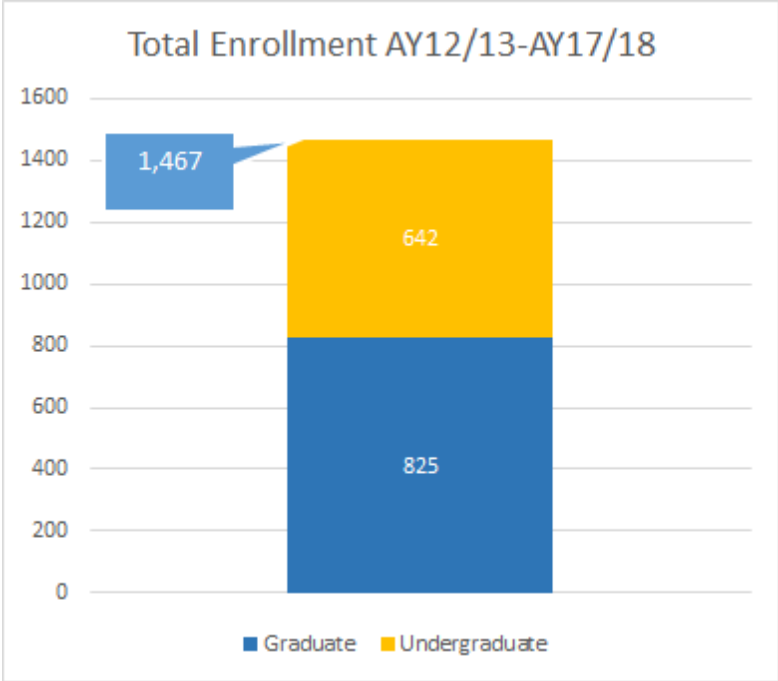


Figure 2: The pie graph to the left illustrates the breakdown of students by county that have taken classes in Hammonton.

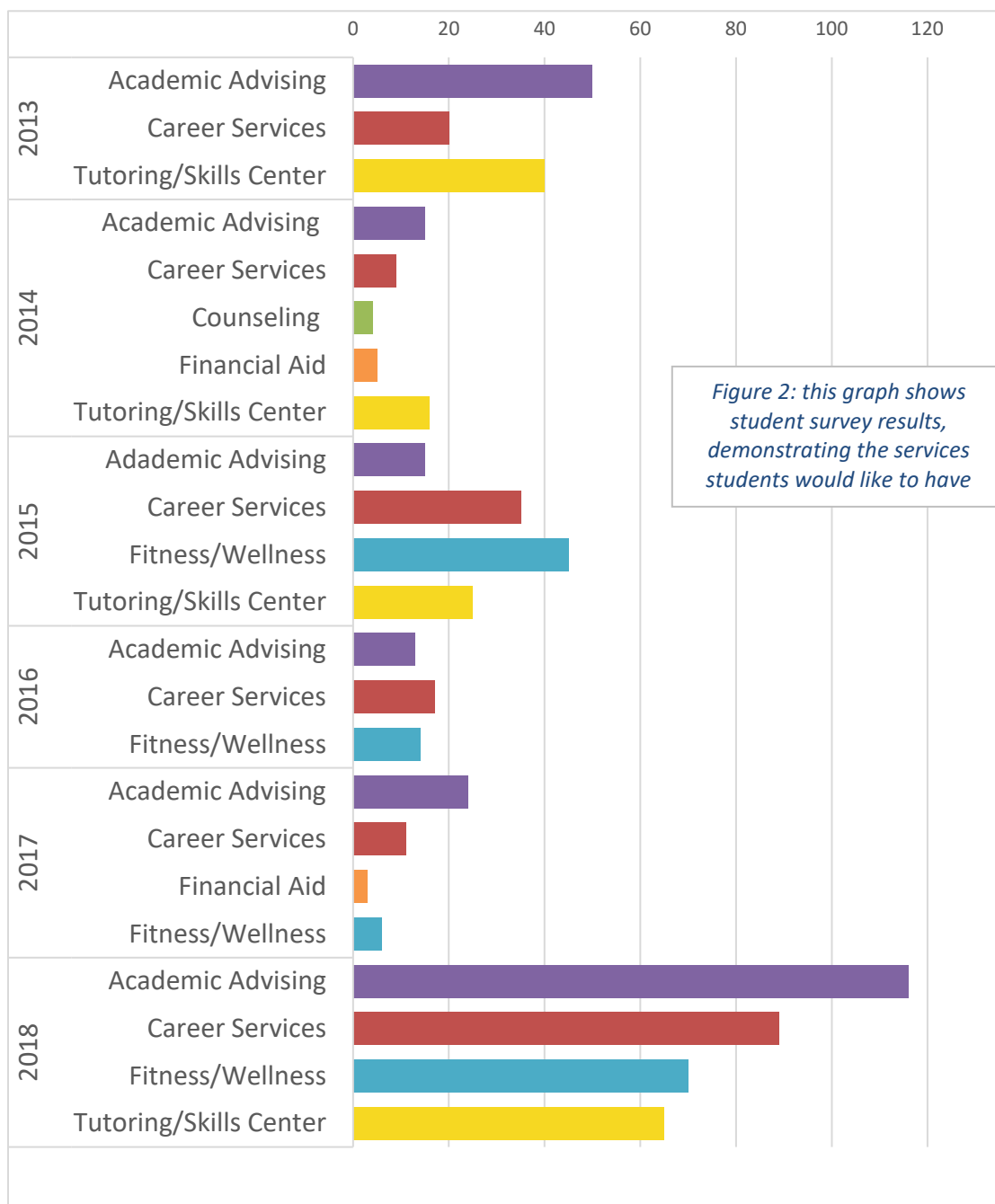
Figure 3: The chart to the right displays the total enrollment of undergraduate vs. graduate students.



Assessment

As a means of assessing that the site meets students' needs each semester, we issue a survey that relies on both qualitative and quantitative data from the students. While the questions on the survey have changed periodically since it was first issued, the feedback from students has proven to be generally positive. Students offer positive feedback regarding the building and its history, welcoming staff, the convenience of location, and the events that they attend. What students have felt that we lack at this location are options for career and academic advising support services. The following page highlights student survey feedback on services they wish to see at Kramer Hall. Students taking multiple classes are asked only to complete one survey.

Student Survey Results by Year



Strengths, Weaknesses, Opportunities, & Threats (SWOT)

Strengths

- Student-based programming
- Able to offer module-free options for faculty & students
- Provide excellent customer service
- Teamwork & the versatility to adapt to change
- Strong relationships with local merchants & vendors
- Close proximity to major highways and public transportation

Weaknesses

- Lack of strategic planning for off-campus locations
- Adequate university marketing to promote awareness of location
- Shuttle service not offered
- Reduction of academic programming space due to provide workspaces for University offices and external tenants
- Decrease in academic courses due to shift in University's priorities

Opportunities

- Flexible hours, staff, & facility
- Revenue streams through rental space for meetings, retreats, seminars
- Internships with Hammonton industries
- Alternate teaching space for conferences, retreats, & professional development
- Growth in graduate programming may result in facility reprioritization

Threats

- Online & Hybrid Courses
- Market share struggle with other nearby colleges & universities
- NJ Legislature for free 2-year college
- Rowan University & Burlington County College merger

Goals: The Next Five Years

Stockton University in Hammonton at Kramer Hall has been primarily used as a space for cultural and educational engagement with students and the community over the past several years. With the upcoming Master of Arts in Counseling program that will arrive in fall of 2019, we hope to see a growth of academics at our site. Being the future home of two graduate programs will help us to form a Stockton identity that will provide a focus and clear direction, while also guaranteeing increased student enrollment.

SUMMARY OF PERIODIC REVIEW MEETING

TO: Christina Birchler, Director
FROM: AmyBeth Glass, Interim Assistant Vice President of Academic Affairs
SUBJECT: Hammonton - Kramer Hall Close the Loop Meeting
DATE: JULY 17, 2020
CC: Michelle McDonald, Interim Provost and Vice President for Academic Affairs
Heather Watkins, Executive Assistant to The Provost

Dear Christina,

It was a pleasure to meet with you on July 16, 2020 to discuss the periodic review documents and process for the Hammonton-Kramer Hall Educational Site.

This memo serves as a summary of our discussion, including the action steps that you might work on as soon as possible. In addition to addressing the action items, you may want to consider the discussion items that emerged from the meeting and that are listed at the end of the memo. Finally, in your next annual report, please discuss your progress on the action and discussion items listed here.

During the Close the Loop meeting, we discussed many program strengths and positive accomplishments, including the strength of the Hammonton-Kramer Hall educational site as well as student and community engagement. In addition, we discussed some changes that are more immediate and challenges that will want to address over the next 5 years. Both the strengths and challenges are itemized in the table below.

If you have any questions about any aspect of this memo, please do not hesitate to contact me.

Action Items

Item	Lead	Status/Notes	
Program strengths; Hammonton—Kramer Hall should retain and enhance these strengths moving forward.			
1.	Continue to nurture collegial relationships and environment w/ faculty, students (both prospective and accepted), and community members by providing stellar customer service.	Director and staff.	The staff is renowned for working cohesively to with both faculty, students, and community members and providing customer service and managing enrollment targets.
2.	Proximity to major highways and public transportation	Director and staff	Work with URM to internally promote Hammonton-Kramer Hall.
3.	Continue offering and improving building programming to include undergraduate, continuing studies, and community programs.	Director and staff.	Continue to offer and support the programs that make Hammonton-Kramer Hall distinctive.
Program challenges; Hammonton—Kramer Hall should work to address these challenges over the next 5 years.			
4.	Lack of academic Identity for Hammonton -Kramer Hall.	Director, Academic Affairs, Academic Schools.	Create an academic identity for Hammonton-Kramer Hall. Currently offering courses in Data Science and Counseling, exploring other programs is an important consideration for enrollment. Continue to collaborate with the Academic Schools, URM, and the Division of Enrollment Management to diversify academic offerings.

SUMMARY OF PERIODIC REVIEW MEETING

Information/Discussion Items

During the Close the Loop meeting, we discussed the following topics, which the Center may want to explore in more detail.

- | | |
|----|--|
| 1. | Noyes Museum will have a smaller presence in Hammonton, since they are relocating to Atlantic City. The Kramer Hall Staff will return to the first floor. |
| 2. | There will still be a small gallery space that can be utilized for smaller exhibits. Many of the prior museum spaces could be retrofitted for academic use. More classroom space would allow the Kramer Hall team to schedule more academic offerings. |
| 3. | Creating a virtual tour of Kramer Hall for faculty (one was put together previously for students). Update the content and market the use of the building to the University Community. |
| 4. | Explore the possibility having the new CTL utilizing the space for possible workshops, faculty retreats, etc. |
| 5. | Build upon the stellar programming and connections with undergraduate students and programs. |