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**STOCKTON UNIVERSITY  
ANNUAL REPORT FOR  
2020 INITIATIVES PROJECT**

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<b>PROJECT LEADER(S):</b>	Lisa Honaker, Chris DiSanto, Jeff Wakemen, Lonnie Folks, Keith Hodgson
<b>PROJECT TITLE:</b>	Stockton Pep Band
<b>DATE:</b>	August 24,2017
<b>CC:</b>	Chris DiSanto, Jeff Wakeman, Kevin McHugh, Keith Hodgson

- *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 Jessica Kay, Data Analyst & Assistant to the Chief Planning Officer at: [jessica.kay@stockton.edu](mailto:jessica.kay@stockton.edu)*

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

There has been talk over the years to create a Stockton Pep Band. In the early 2000s, Stockton hired Ron Poorman to direct a pep band as a one-credit course, ARTP 2108 Pep Band. While the band did perform at some games, resources to sustain it were not forthcoming, and it was abandoned. The course has not been offered since that time. With the advent of the Music major in 2013, with instrumental and vocal concentrations, interest in creating a pep band revived.

Even in these early discussions we saw a pep band’s potential college-wide impact and the ways in which it could offer opportunities for engagement with a wide variety of University and community constituencies. The Project Partners listed above give a sense of the scope of impact, coming from both the community and three distinct units within the University. Further, the students who sign up came from disciplines across the University and at all stages of their college careers. The intent of the band was to bring excitement and increased attendance at Stockton’s men’s and women’s basketball games as well as possible coordination with the cheerleaders and dance team on performances at the games, extending that impact even further.

As far as funding mechanisms and institutional placement for a university pep band, research revealed a variety of arrangements at New Jersey colleges and universities: with the band as a credit-bearing course, a student club, and a form of work study (in which student musicians receive stipends). We decided to create a repeatable credit-bearing option—a one-credit G-course, GAH 2202 Stockton Pep Band—but also to allow volunteer participation. The only “payment” for students not seeking credit would come in the form of band attire and free admission to basketball games. We figured that flat rate tuition and GAH requirements would make a Pep Band course an attractive option for many students who wished to continue playing music despite majoring in other disciplines. That course was approved in Spring 2016 and began being offered each semester in Fall 2016

As band director, we hired Keith Hodgson, then Music Director at Mainland Regional High School, who had been integrally involved in promoting the Music program at Stockton as well as having considerable

experience directing both marching and pep bands. A significant portion of the funding we sought was for a stipend for him and for an assistant director. In consultation with the SFT, we pursued compensation equivalent to adjunct pay for one 4-credit course, which meant that once we got approval for the GAH course mentioned above (a yearlong process), at least half of the director stipend could come in directly as adjunct funding.

Mr. Hodgson also reached out to fellow high school band directors in the area to rotate through the season as assistant band directors—attending games and playing with the band while he was present—so that they could also fill in for him in his absence. They also worked to promote the band and the university to their students and other members of the community.

We sought initially to recruit at least 12 players. Through social media and participation in the Get Involved! Fairs, we garnered interest from three times that number, with 30 students participating throughout 2015-16 and 25 in 2016-17. The schedule of activities include twice-a-week rehearsals throughout the fall semester, with a reduced rehearsal schedule in the spring once the performances at the men's and women's home basketball games get underway.

**Please attach a copy of your original proposal or list your stated objectives and expected outcomes.**

Our goals for the pep band were to

- create opportunities for musicians on campus to play their instruments, regardless of major
- support Stockton basketball and those student groups, dance team, cheerleaders who also perform at games
- increase interest in Music minor or major and recruit players for other instrumental ensembles
- enhance campus climate for music and the arts—a la Stockton's a cappella groups
- enhance school spirit and our students' Stockton identity
- introduce potential Stockton students (and their parents) to Stockton's campus and activities

We also saw the pep band embodying two Strategic Objectives in the Engagement Theme:

- Establish Stockton as an integral part of the identity of students, faculty, staff, alumni, and community members (S3)
- Foster an interactive environment among students, faculty, staff, and community (ER3)

Outcomes and Assessments:

- increased attendance at basketball games (Assessment: record numbers and majors of student participants, number of events for the band, rehearsal schedule and duration of meetings)
- increased enrollments in Music minor or major (Assessment: record numbers of students who have not previously declared Music major or minor but did so after or during participation in pep band)
- increased student participation in other instrumental ensembles on campus (Assessment: record numbers of students who have not previously participated in other ensembles but did so after or during participation in pep band)
- enhanced school spirit (Assessment: survey students at basketball games-- self report of attitude toward pep band)
- enhanced Stockton experience for participating students (Assessment: self-report from student participants)

- enhanced view of Stockton for participating high school students and their parents

**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.**

The pep band has been successful on many fronts. First, there has been a greater level of participation from the start than was expected. The annual participation, although attendance varies from rehearsal to rehearsal and game to game, averages 20 students. However, we still feel that the pep band has a great possibility to continue to grow.

Second, the majority of the students who joined the group in the first season continue to be a solid core membership now moving into the third season. This group of students show a special dedication and love for music and the activity, however, the main reason is because they truly ENJOY their participation, are proud of their performances and look forward to being together as a pep band. The feedback from some of the students is that they would like to plan further social gatherings in the future for the pep band outside of the rehearsal and performances.

Third, the involvement of community members, high school students and local music educators along with the Stockton students has been a productive (and necessary) practice and has produced very positive interactions. We plan to continue and expand this musical collaboration.

Fourth, over the past two years, the pep band has purchased new performance equipment that has made it possible to function as a musical ensemble. This equipment includes a core instrumentation of marching brass instruments that individuals would not necessarily own (unlike a flute/ clarinet or trumpet)

- 1 sousaphone
- 3 baritones
- 2 mellophones

Also very important to the pep band equipment were the rhythm section purchases.

- drum set
- keyboard
- sound system and microphones

Lastly, we have worked in many ways to give the pep band an identity with their rugby shirt uniforms, posters, bumper stickers and consistent photo circulation as well as a social media presence. When registering for the pep band, prospective members are asked how they heard about the band. The majority of the answers are from some form of social media and the pep band website, verses word of mouth or sign advertising.

The only two obstacles that we have encountered are consistent participation of specific needed instrumentation and available equipment storage closer to the performance venue.

1. Attendance: Because the pep band is mostly a volunteer organization, we find that classes, work and other absences effect specific game performances. There is a core instrumentation of necessary voice parts in the music that must be present in order for the pep band to function. This instrumentation has not been consistent from game to game. The addition of the G-course for pep band has not yet helped the attendance of the group. The establishment of a larger group and/or some additional incentives for consistent membership is still needed to improve this issue.

2. Storage: We presently use part of a closet off-stage in Alton auditorium during the Fall which has worked out very well for the Fall semester as we rehearse in Alton. Beginning in December, we use a small part of a closet in H-wing (H-108) to store the equipment from game to game. The moving of equipment to and from the athletic center has been the biggest drain on the pep band project. There have been many instances where the weather has been rainy, cold, or ice and snow as we are moving heavy equipment across campus. Hopefully, we can continue to look for solutions to both of these issues for the 2017-18 pep band season.

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

The pep band has now played for two seasons of Stockton's men's and women's basketball.

Last October, the band also played during Stockton's University Weekend celebration, and debuted the new Stockton pep song—the result of a competition spearheaded by Lynne Kesselman, with the assistance of staff and faculty from across the university.

The band continues to field requests for events at the university.

**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 to which the continuation proposal should be forwarded.**

*[Note: continuation proposals must be approved and incorporated into the appropriate budget process.]*

We plan to continue the project.

Budget requirements going forward will be roughly \$7000.00. We had hoped that we might cover the Director's payment entirely through adjunct funding, but we now believe that we are unlikely to add a second section to our 1-credit G-course offering each semester. This number includes

Director's stipend: \$3000.00

Asst directors' stipend: \$2000.00

Miscellaneous: \$2000.00

The number of new shirts needed each year will vary—as will maintenance of instruments and new music costs. We've used a miscellaneous category to cover those three areas of expense.

We will pursue Presidential Initiative funding for the continuation of this project.

<b>FINANCES: Based on your proposal, please outline below how the award has been spent.</b>		
	<b>Amount</b>	<b>Notes/Comments</b>
<b>Beginning Budget Balance as of:</b>	<b>\$</b>	
Salary Expenditures		
• Stipends	\$ 9000.00	FY 16: \$7000.00/FY17: \$2000.00
• Full-time staff salaries	\$	
• Full-time faculty salaries	\$	
• TES salaries/Adjunct salaries	\$ 3125.00	FY17 (GAH 2202 operative)
• Fringe Benefits	\$	
<b>Total Salary and Fringe Expenditures</b>	<b>\$ 12125.00</b>	
Non-Salary Expenditures ( <i>supplies, travel, etc.</i> )		
• Musical instruments	\$ 9433.50	FY16: \$4933.50/FY17: \$4500.00
• Band rugby shirts	\$ 2498.37	FY16: \$1648.00/FY17: \$850.37
• Sound equipment, music, storage	\$ 6717.34	FY16: \$5439.66/FY17: \$1277.68
•	\$	
•	\$	
•	\$	
<b>Total Non-Salary Expenditures</b>	<b>\$ 18649.21</b>	
<b>Total Salary + Non-Salary Expenditures</b>	<b>\$ 30774.21</b>	
<b>Ending Budget Balance as of:</b>	<b>\$ 313.79</b>	

*If there are remaining expenditures required to complete the project, please itemize them with expected amounts and timing for payment.*

**IMPORTANT:** *Unused funds will revert to the general 2020 Initiative Fund at the end of the fiscal year if not approved and encumbered for project costs.*

<b>Item</b>	<b>Expected Amount</b>	<b>Expected Timing for Payment</b>
<b>Total</b>		



# STOCKTON UNIVERSITY

## BASKETBALL PEP BAND

2017-2018



Please Visit:  
<http://stocktonpepband.weebly.com>

### CALLING ALL MUSICIANS!

ALL BRASS / WOODWINDS / RHYTHM  
SECTION INSTRUMENTS NEEDED



FALL SEMESTER: REHEARSALS  
THURSDAY'S 4:30-5:45pm  
Alton Auditorium

SPRING SEMESTER: Home Basketball Games  
(Men & Women) Big Blue  
Wed. night / Sat. afternoon

ONLINE INTEREST FORM: <http://bit.ly/StocktonPepBand>



INSTAGRAM: [stocktonpepband](https://www.instagram.com/stocktonpepband)

TWITTER: [@StocktonPepBand](https://twitter.com/StocktonPepBand)

FACEBOOK: [www.facebook.com/StocktonPepBand](https://www.facebook.com/StocktonPepBand)

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