

Stockton's Kramer Hall

Annual Report

2014



KRAMER HALL
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

Introduction

Stockton's Kramer Hall continues to thrive as a pivotal educational and cultural center for the Hammonton region. As indicated by our data, over 400 students enrolled in 30 academic courses offered in 2014. Equally as impressive, Kramer Hall hosted over 200 educational and cultural events which were sponsored by our faculty, students and administrators. We improved our visibility through enhanced promotional efforts which included an infusion of superior graphics and marketing concepts developed by professionals from External Affairs. In addition, we expanded the use of social media including Instagram and Facebook, both of which heightened the awareness of Stockton's presence in Hammonton.

Worth noting is the 102% increase in the use of Kramer Hall facilities by local businesses, non-profits and corporations for retreats, training seminars and conferences. These activities have yielded a modest revenue stream which has assisted us with expenses related to our daily operations. Included on the list of companies who regularly use our facility are: Kramer Beverage, AtlantiCare, South Jersey Gas, the Greater Hammonton Chamber of Commerce and Edward Jones Financial Group.

The staff at Kramer Hall is genuinely committed to supporting Stockton's academic mission and strives to provide faculty and staff with excellent support services.

As an off-campus site, we offer fewer courses which tend to have slightly lower enrollments than our main campus courses. As a result, our professional team members have the unique opportunity to make personal connections with our students and faculty. Such connections have allowed us to incorporate new pedagogical innovations into our scheduling options including offering hybrid and module- free course schedules; both of which provide faculty and students with flexibility.

These tactics have also led to the creation of cohort-styled classes at our site. Moreover, we employed creative curriculum delivery methods at Kramer Hall. These include the use of our Art Gallery, lobby, and patio to support several classes such as creative writing readings, senior art exhibits and group presentations.



Mailed in 2014, this postcard was used as a marketing initiative to introduce Stockton's site in Hammonton to the nearly 1,000 newly accepted transfer students who commute from counties surrounding Kramer Hall.

Kramer Hall - Hammonton

Beyond the academic support services we provide to our faculty and students, we are proud of our ability to support Stockton's development and fundraising efforts. Specifically, Kramer Hall served as the site for Stockton's Hammonton Scholarship's committee meetings and launch program. In addition, we served as an excellent venue for several distinguished academic lectures, the Noyes Museum's film festivals, art exhibits, openings and receptions.

The diverse talents of the professional and support staff have allowed Kramer Hall to meet the unique needs of users. To remain responsive to the ever-changing educational environment, we routinely participate in professional development seminars, retreats and certification programs. We also actively survey our students, faculty and users to garner their feedback and suggestions regarding support services they are seeking. The students and faculty consistently comment on the quality customer service and the excellent accommodations that they receive at our Hammonton Site and for this, we are most proud.

Special thanks to President Saatkamp and Provost Kesselman for their untiring support and encouragement as we continue to expand the use of Kramer Hall as both an educational and cultural center.

Sincerely,

Eileen Conran-Folks, Ed. D.
Director

Staff

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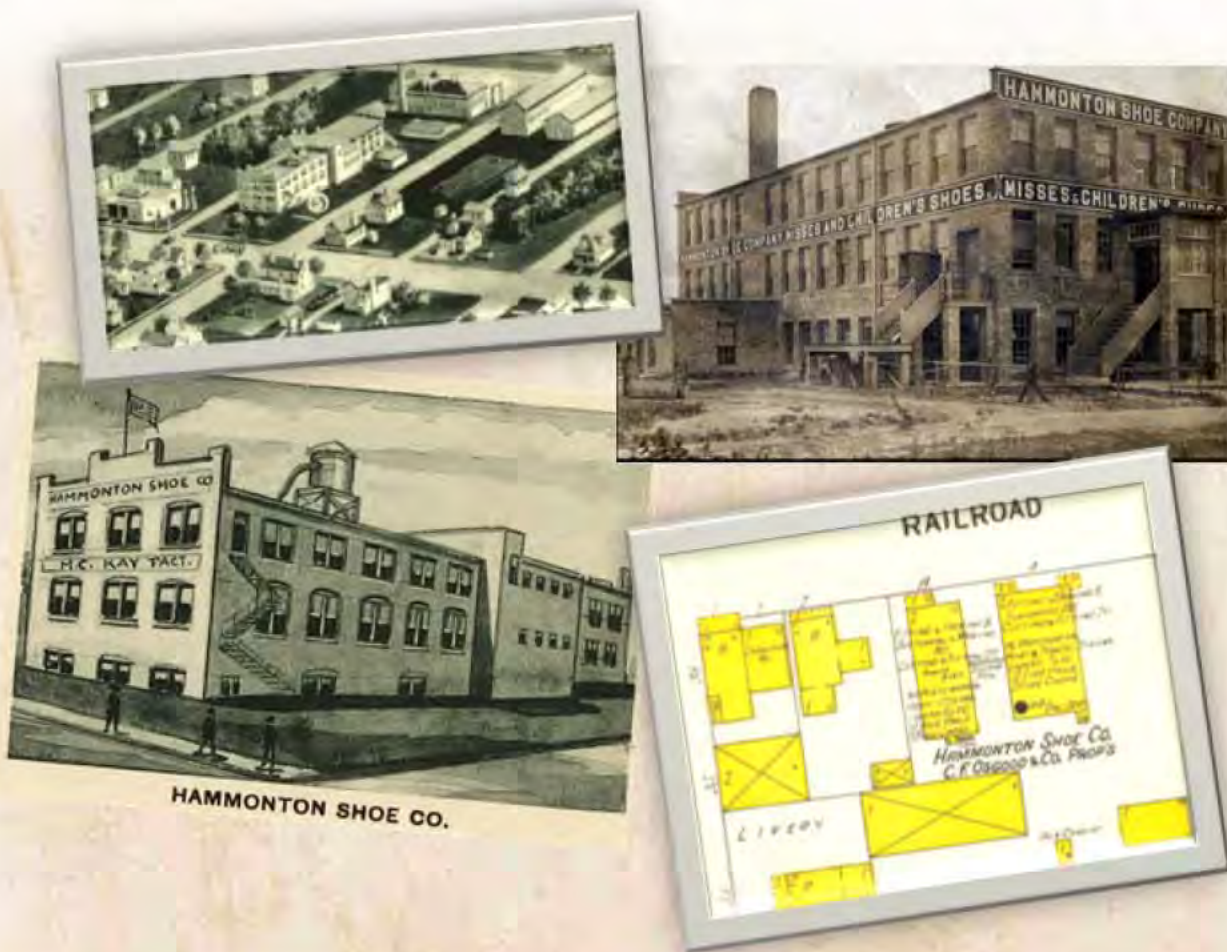


Students gather in the Art Gallery to review and discuss Photography in Farmwork, as part of their Service Learning Project.

History

Stockton's Kramer Hall was originally built in the early 1900's and first served as the Hammonton Shoe Company at the turn of the century. In the early 1950's, local resident and businesswoman, Anne Bertino purchased the building and opened the National Garment Factory. According to archives, the factory was quite successful and produced over 1,000 coats a day in its prime. In January of 2013 after a 5.2 million dollar renovation, Stockton College opened and dedicated the building as Kramer Hall in recognition of the Charles and Lynn Kramer long standing members of the Stockton College Foundation Board.

South Jersey Historian, Paul W. Schopp, researched and compiled an extensive history of Stockton College's Kramer Hall in Hammonton. For access to his complete findings, [click here](#).



Images above used with permission from Paul W, Schopp.

Facility

Kramer Hall is a fully renovated 13,900-square-foot technologically equipped facility which features: five “smart” classrooms, two seminar rooms; a 24-station computer lab and an art gallery. To address the growing demand for computer support, an additional 15 laptops were added to our site to accommodate our faculty, students and guests. Two computing stations equipped with a printer are located in the main lobby and serve as an excellent resource for commuter students.

Administrative support staff offers academic and technical support. Kramer Hall serves as a satellite site for Stockton’s New Jersey Child Welfare operation which sponsored over 135 workshops at our site in 2014.

To honor and preserve the history of Hammonton, our building features over 30 historical photographs of the region, complete with captions to allow guests to enjoy a self-guided tour. Displays throughout Kramer Hall include artifacts from the original building, historical archives related to the facility, and antiques that depict Hammonton’s rich agricultural history.

Kramer Hall continues to offer flexible academic and conference facilities to all our users. Regarded as a cultural gem, our art gallery has emerged as one of our most sought after event venues and has been used to host lectures, student programs and most recently, our community based acoustical musical program: *Jammonton*. To capitalize on our location within an Arts District and add to the richness of our site, we engaged local and emerging artists to exhibit their artwork throughout our building and in our display cases.

The art gallery is a shared space between the College and the Noyes Museum of Art. It features work from New Jersey artisans, as well as Stockton faculty, staff and students. Kramer Hall sponsored two student receptions in 2014, Creative Writing readings and an innovative community program entitled: Story Slam, facilitated by students and staff from The Peter Murphy Writing Center.

To further support the demand for the use of Kramer Hall, audio-visual equipment was purchased as well as additional portable seating. Café styled tables and chairs were added to the Gallery which resulted in an increase in the number of guests who visited our eclectic and rotating exhibits.

Highlighted Accomplishments- 2014

- Offered 11 undergraduate courses that yielded a total enrollment of 115 students. Graduate courses remain a staple at our site and to this end, we offered 19 courses to 292 enrolled students.
- Professional staff was trained to utilize X-25 software, a scheduling and reporting tool, to assist our academic partners with the coordination and planning of the 2015 academic schedule.
- Successfully collaborated with Stockton faculty member, Dr. Thomas Kinsella and South Jersey Cultural Alliance Fellow, Paul W. Schopp, on a Provost Community Engagement Grant. This grant will fund student interns who will digitize documents, photographs and other relevant historical materials related to Hammonton's Sesquicentennial Celebration scheduled for 2016.
- Enhanced our web-based survey design and implementation techniques to garner specific feedback from our faculty and students which assisted with both the academic and program planning for Kramer Hall.
- Facilitated over 200 events which included participation from over 5,000 guests.
- Scheduled and facilitated 136 New Jersey Child Welfare Training Partnership workshops which included participation from over 2,500 social workers from New Jersey.
- Sponsored the historical lecture: *A Stitch in Time*, a salute to the Italian American Garment workers from Hammonton and Vineland. This lecture was facilitated by Patricia Martinelli, Curator of the Vineland Historical and Antiquarian Society and supported by Service Learning students.
- Sponsored workshops and seminars to support the 2014 Atlantic County Teen Arts Festival which included participation from over 1,000 high school students from throughout the region.
- Co-sponsored a sculpture exhibit and reception featuring the work of faculty from the Pennsylvania Academy of Fine Arts.
- Developed the template to be used College-wide for a comprehensive financial and facility usage report for all off-campus sites. This report included an analysis of data relative to our usage as well as the expenses and revenues associated with our operation.
- Collaborated with professional staff from the Provost Office, External Affairs, Human Resources and Computer Services to offer professional development trainings and retreats on relevant academic support services.
- Assisted in the development of security standards for Stockton's off-campus sites including: hiring criterion, emergency response training, general orientation programs, coordinating off-campus security staff schedules, reviewing safety and security guidelines, documentation, and reporting protocols.

Kramer Hall - Hammonton

- Created a web-based sign-in system for our off-campus sites to enhance accountability of guests and users of facilities. This data also allows the College to maintain accurate user and event data.
- Increased the number of facility rentals by external partners including: South Jersey Gas, AtlantiCare, Kramer Beverage, and Edward Jones Financial Group.
- Revamped our strategy for developing our *Miniversity* workshops by conducting focus groups with high school students to garner their ideas and suggestions as to which topics would best assist them as they prepare for College.
- Developed, scheduled and promoted monthly Third Thursday programs which featured the talents of several Stockton faculty, staff and students.
- Hired a multi-media specialist who works in tandem with professionals from our Graphics Office to transform our awareness campaigns, marketing message and our social media strategies.
- Sponsored and professionally developed two academic interns from the Hospitality and Tourism Program during 2014.
- Hosted Stockton's Hammonton Scholarship committee meetings and served as venue for their Launch event which yielded several new donors for the College.
- Actively participated in and promoted the New York Times readership program and Service Learning opportunities for our students.
- Co-sponsored and facilitated *Lines on the Pines for Kids*, a literary conference for students which included dozens of "hands-on" activities each related to the Pine Barrens of New Jersey.

Story Slam

November 21, 2014

Over 75 local creative writers and listeners attended the spoken-word literary competition.



Jammonton

December 17, 2014

Musical "jam" sessions with Stockton faculty, staff and local community members gather once a month to play a variety of acoustic instruments.

Stitch in Time

March 21, 2014

Over 35 community members gathered for a lecture on the history of Italian-American women who worked in regional clothing factories during World War II.



Mission

As an extension of the Richard Stockton College of New Jersey, 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 career. Our convenient location and the state-of-the-art classrooms allow Stockton to offer students the same excellent education as main campus in our Hammonton facility.

Learning

Students are enrolled in graduate and undergraduate courses across the curriculums that are offered at our instructional sites. Offering hybrid and module-free courses at our off-campus, regional site provide students with the flexibility and the opportunity to continue to make forward progress towards completing their graduate and undergraduate degrees in a convenient location, close to their homes.

Engagement

Kramer Hall provides students with myriad of interactive co-curricular activities including service learning projects, volunteer experiences and access to all of our cultural programs and seminars. Providing students with experiential learning opportunities in tandem with traditional classroom learning serves as valuable asset to learning as it allows students to remain engaged in the rich cultural and historically history of Hammonton.

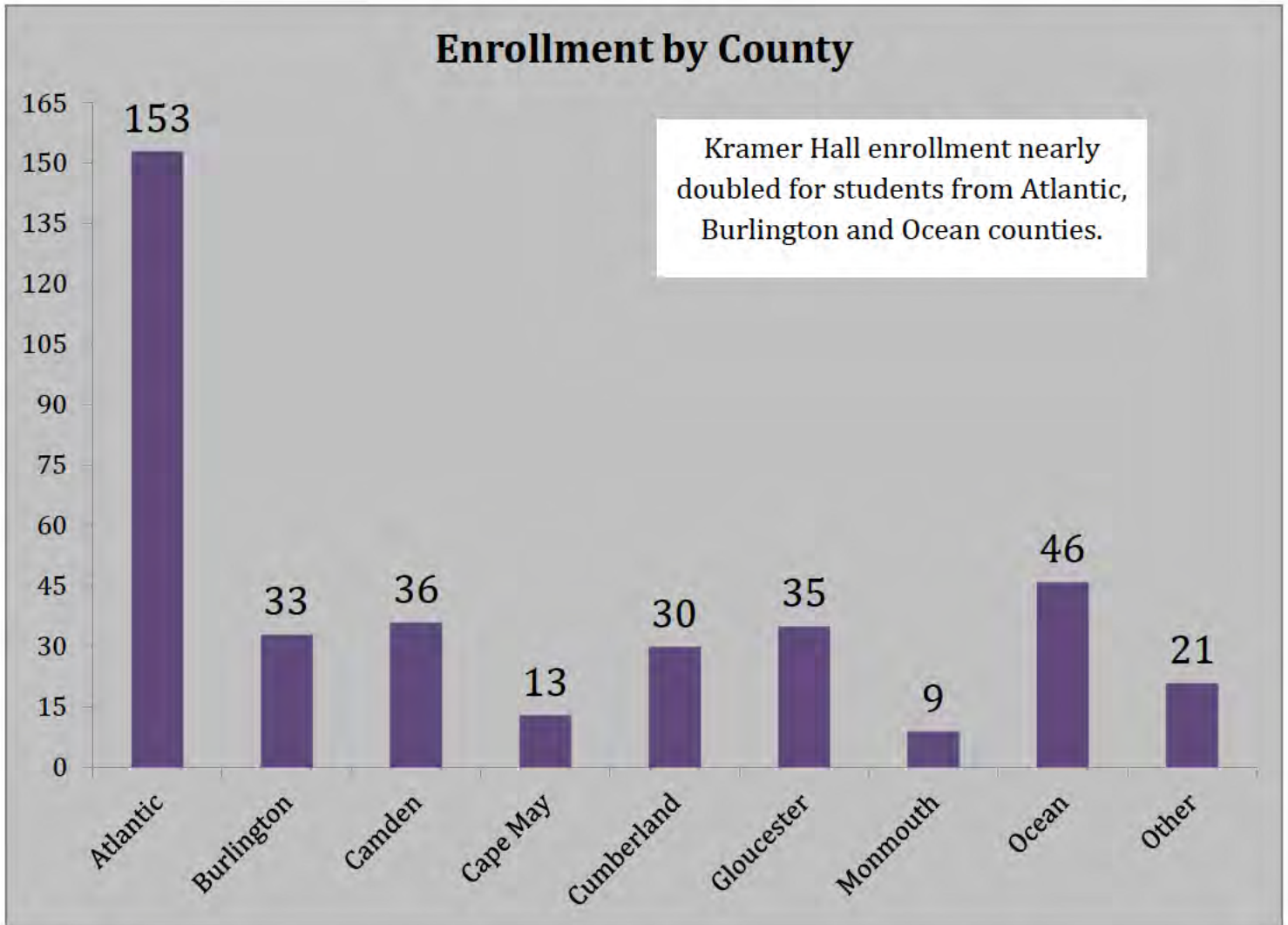
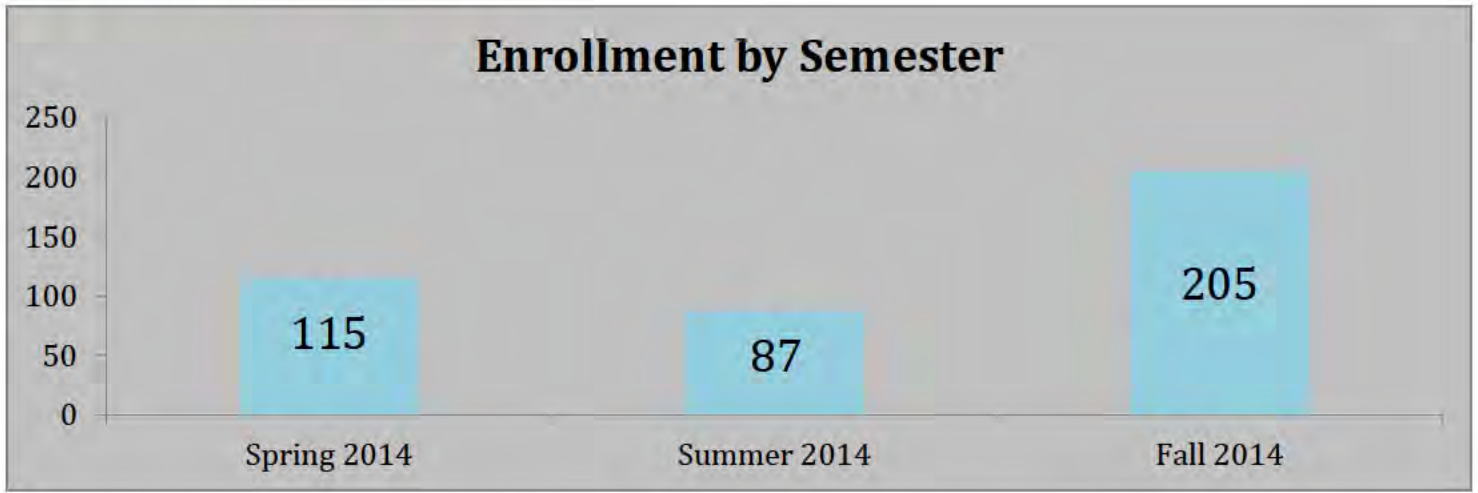
Global

Collaborations with various community groups have increased our ability to expose our students to the many contributions of our international colleagues who reside in Hammonton. Plans are underway to integrate these partners in our program planning. Specifically, art exhibits and cultural events, including an international music fest are being planned for Kramer Hall. These events will allow Stockton to highlight the contributions from members of our Hispanic, Puerto Rican, Haitian and other nations represented in our region.

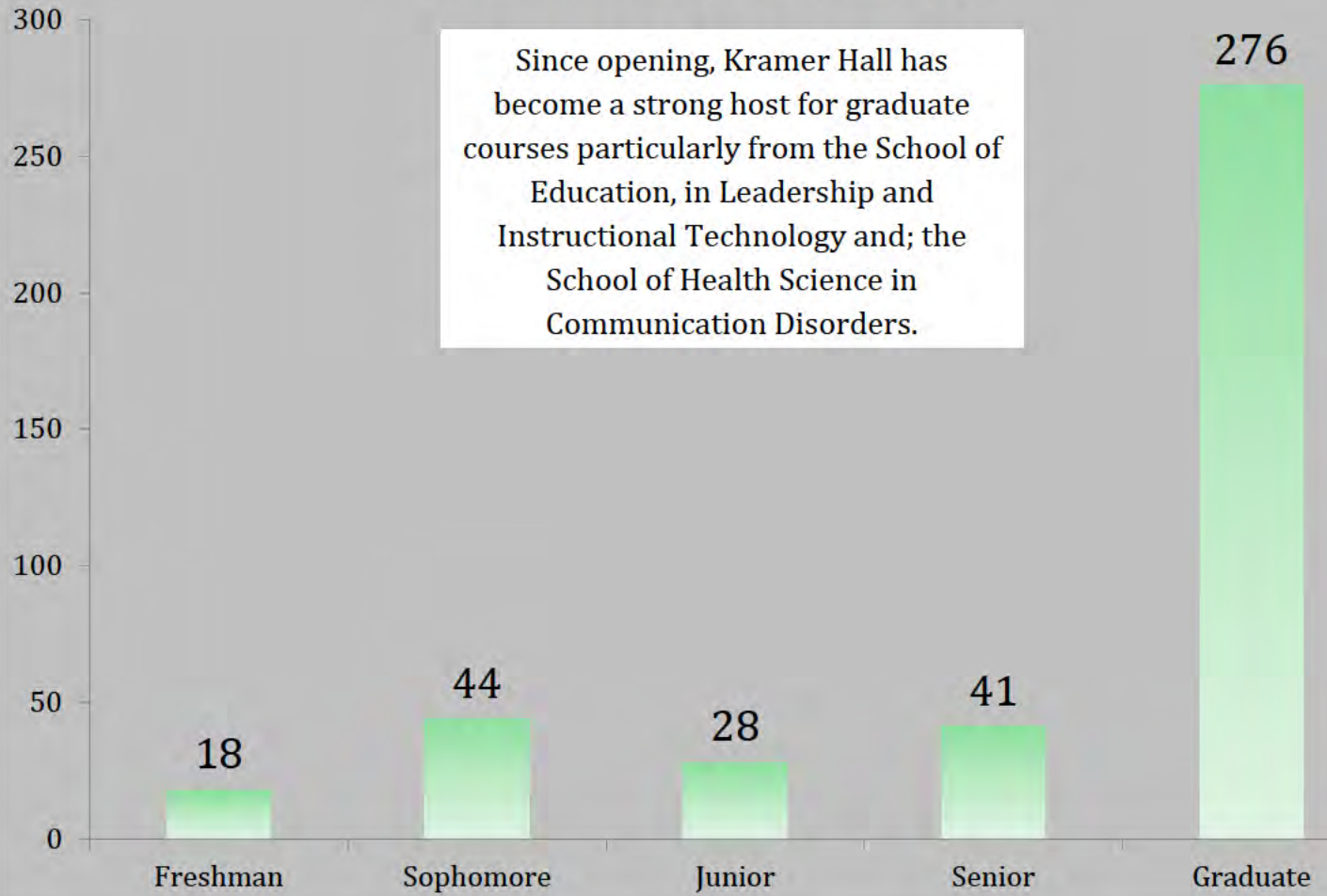
Sustainability

Kramer Hall actively participates in Stockton's recycling initiatives. In addition, we promote a "Go-Green" effort by promoting the use of our NJ rail line as well as cycling as alternative modes of transportation to our site. We participate in annual Earth Day projects and have incorporated clean-up projects with our Service learning students.

Enrollment Information



Enrollment by Grade Level

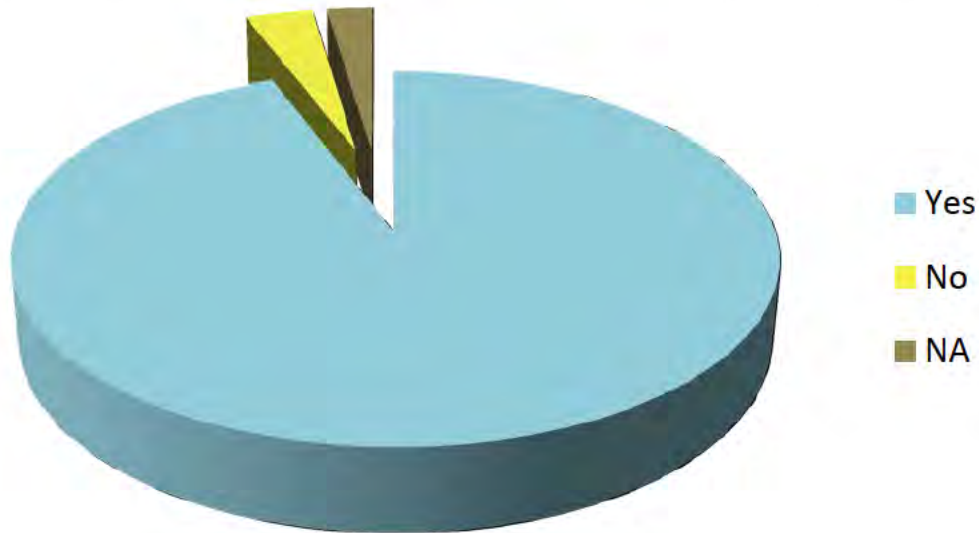


Graduate students in the Communications Disorders Program routinely use Kramer Hall for both independent studies and group projects.

Site Assessment

A survey was developed and distributed to students enrolled at Kramer Hall in 2014. The following data represents their responses to the questions.

Would you be interested in taking another course in Hammonton?



For scheduling purposes, when are you most interested in taking courses in Hammonton?

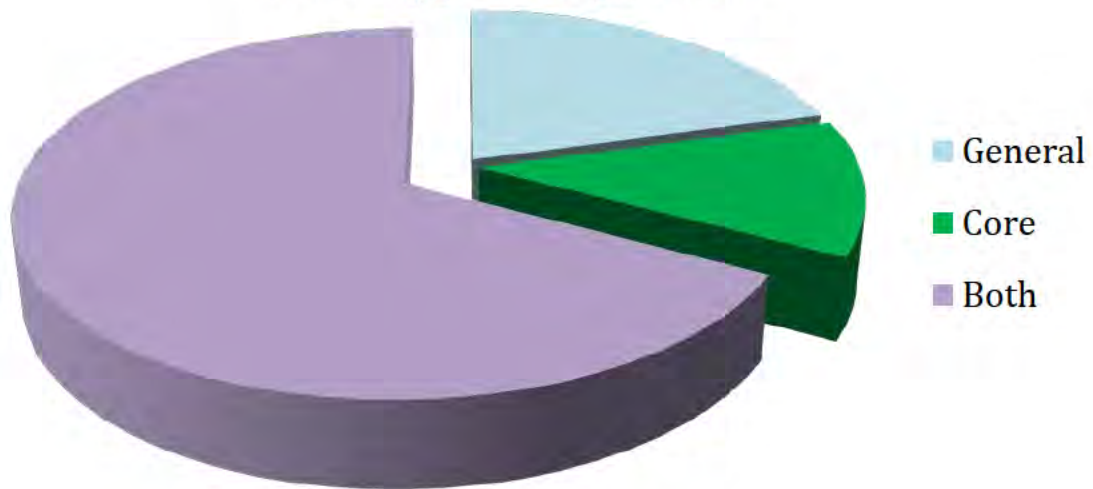


Commuter Survey

This data was compiled from surveys distributed to commuting students registered for courses during the Fall 2014 semester from counties surrounding Kramer Hall.

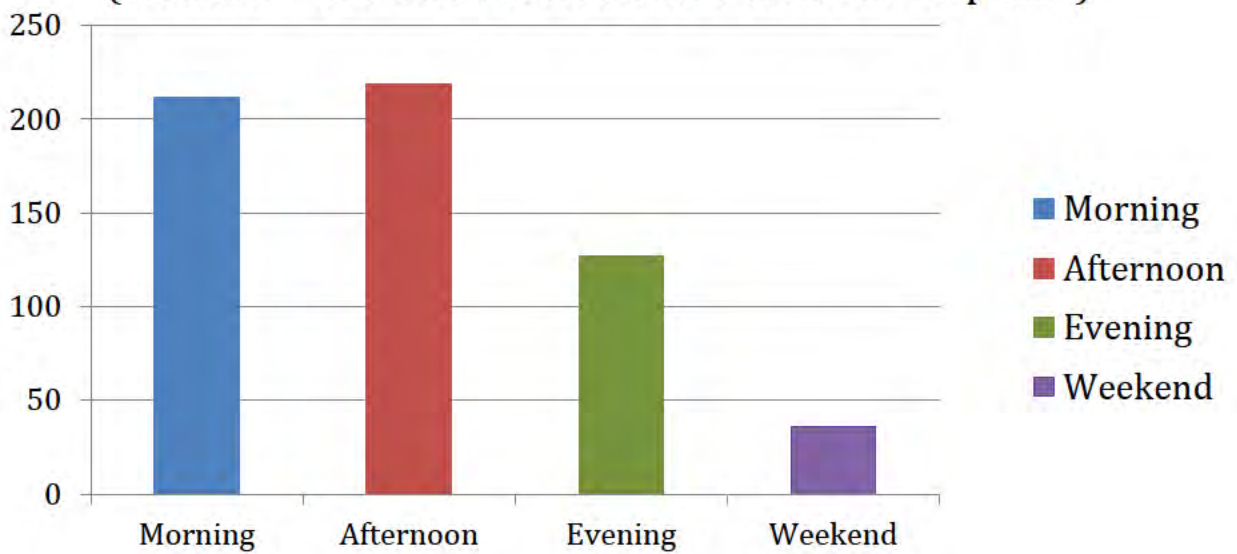
**Of the 312 responses,
237 students are interested in taking at least one course in Hammonton**

Class Types Requested



Course Times Requested

(students were able to select more than one response)



Partnerships & Community Engagement

Atlantic Cape Community College (ACCC)
Atlantic County Office of Cultural & Heritage Affairs
Atlantic County Teen Arts Festival
AtlantiCare
B'nai B'rith International
Burlington County College (BCC)
Downtown Cooperative Marketing Committee (DCMC)
Eagle Theatre
Greater Hammonton Chamber of Commerce
Hammonton Arts Center
Hammonton Arts District
Hammonton Green Committee
Hammonton High School

Hammonton Kiwanis
Hammonton Police Department
Hammonton Public Works
Hammonton Sesquicentennial Committee
Historical Society of Hammonton
It's a Sign of the Pines
MainStreet Hammonton
Noyes Museum of Art
South Jersey Cultural Alliance
South Jersey Culture and History Center
South Jersey Gas
South Jersey Public Policy
St. Joseph High School
Town of Hammonton
Vineland Historical & Antiquarian Society

Newly Formed Partnerships

B'nai B'rith International

Stockton's Kramer Hall serves as an educational and awareness initiative site for the B'nai B'rith programing that promotes tolerance and communicates a message of equality among all citizens.

Hammonton Sesquicentennial Committee

Stockton faculty and staff successfully received a grant which will allow Stockton students the opportunity to assist with the digital preservation and exhibition historical items related Hammonton's 150th Anniversary.

South Jersey Gas

Stockton's Kramer Hall serves as a site for meetings, contract negotiations and professional development workshops. These activities have contributed to a modest revenue stream.



Students participated in a "spring clean-up" service learning project in the Town of Hammonton.

Summary of Staff Professional Development Activity

External Affairs Technology Training
Web Trends Training

Human Resources

“Professionalism in the Workplace”
“Win-Win Communication Training”
“Making the Transition to Supervision”
“Delegation Skills”
“Relationship Management: Dealing with Conflict”
“Who are our customers?”

Staff Retreat

Academic Advising Overview
Enrollment Management Overview
College of the Future: Who are our Students
External Affairs: Overview & Support
Emergency Response-Off Campus Sites
Maximize promotions via Social Media
Software: X 25 Overview and Demonstration
Enrollment Management Overview
Marketing and Messaging

Payroll
Time Sheet Proxy Review Session
I-9 Form Preparations Review

First Aid

CPR/AED Certification Training

Management

Title IX Investigation Certification
Completed NCBI “Leadership for Diversity-Certification Train the Trainer Workshop”

Internship Program

Hospitality & Tourism Management Studies

Undergraduate Degree

Communication Studies

Graduate Degree

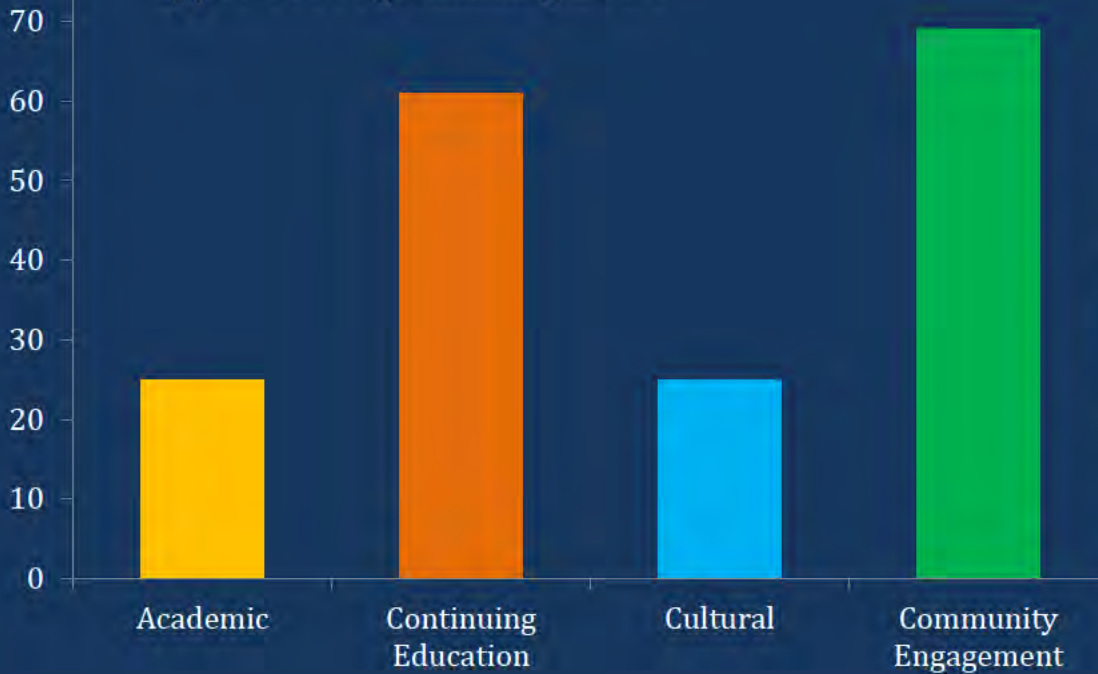
Masters of Arts in Instructional Technology



The staff of Kramer Hall joins together after a successful day co-hosting the 2014 Atlantic County Teen Arts Festival. This festival included participation from over 1,000 high school students from Atlantic County who participate in performing and visual arts.

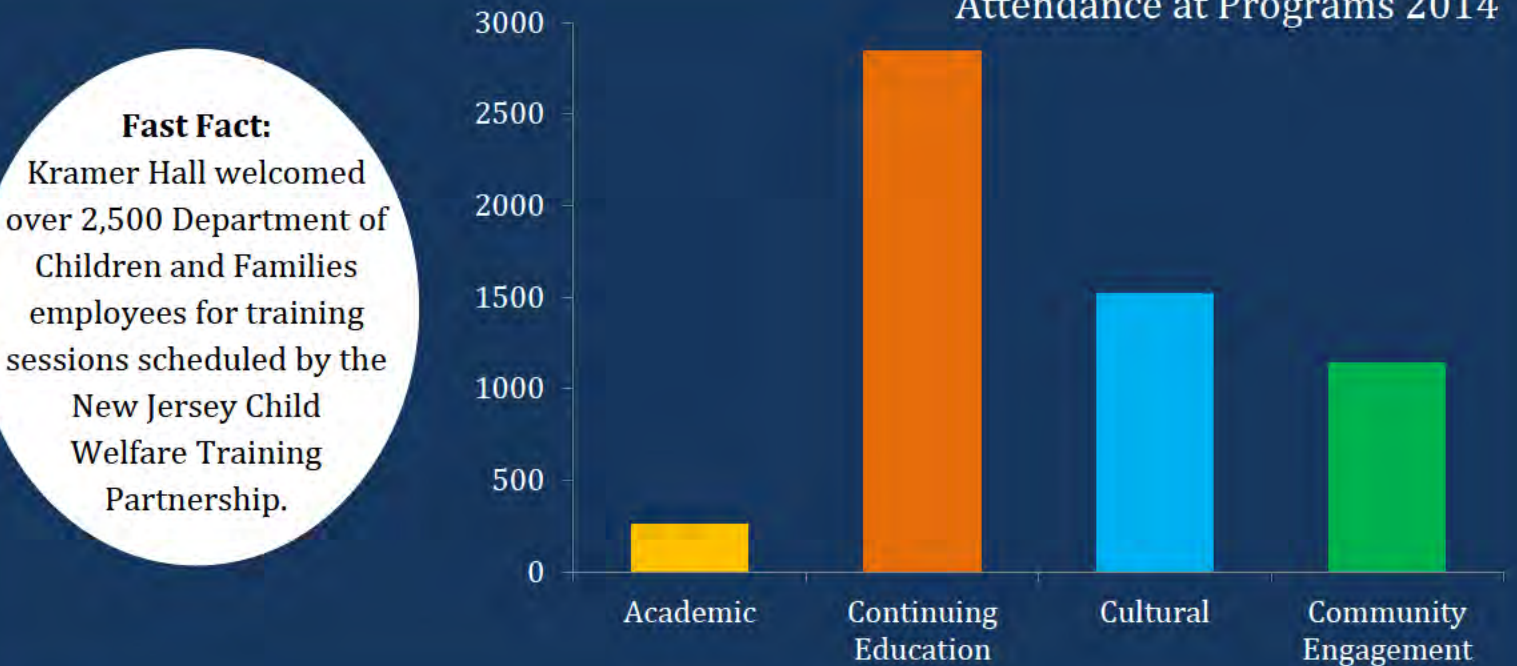
Programming

Types of Programming 2014



Fast Fact:
In 2014, Kramer Hall hosted over 200 educational and cultural events which drew over 5,000 guests.

Attendance at Programs 2014



Fast Fact:
Kramer Hall welcomed over 2,500 Department of Children and Families employees for training sessions scheduled by the New Jersey Child Welfare Training Partnership.

Hammonton Goals for the future

Goal 1:

Cultivate relationships across the College to examine how to infuse innovative academic and experiential learning opportunities into our curriculum and programming to allow faculty and students to expand the use of Kramer Hall as a unique learning laboratory.

Goal 2:

Strengthen our collaboration with Continuing Studies and Stockton's Center for Successful Aging (SCOSA). Specifically, expand our program offerings to adult learners in an effort to provide relevant and meaningful continuing education, certification and technological trainings.

Goal 3:

Explore additional grant funding sources that support the preservation of South Jersey's History.

Goal 4:

Expand our awareness and marketing campaign to encourage perspective students and businesses to consider Kramer Hall for either academic classes or conferences and trainings.

Goal 5:

Collaborate with our Arts and Humanities program to create a presence in Kramer Hall for the South Jersey Center for Cultural Arts. Such a facility could serve as a showcase for lectures, presentations and exhibits that highlight visual arts, literary works, historical photographs and exhibits from the southern New Jersey region.



Look Ahead

The future is bright for Stockton's Kramer Hall Instructional Site. Based on input and feedback we receive from students, faculty and the community, we continue to provide a unique educational environment for our all our guests and remain poised to strengthen these relationships. Clearly our alliance to the arts, history and other meaningful cultural activities will remain central to our mission. We are fully committed to supporting Hammonton's Sesquicentennial which will allow Stockton to showcase the expertise of many of our History, Literature and Communication faculty and students. Staying true to our goal to "meet our students where they live", we look forward to collaborating with the Provost Office and our Academic partners to strategically plan our future as we usher in the Atlantic City Island Campus. The year 2015 brings with it so many opportunities for Stockton to expand our footprint in the Hammonton region, as well as the promise for continued collaborations with both our internal and external partners. It truly is happening in Hammonton!



As part of Kramer Hall's Go Green Marketing Campaign, this image was used to encourage students to use the train to commute to our site.

Tagline: Take the train to Hammonton!

It's so easy, even Talon can do it!