

# 2020 Initiatives Proposal Form

Thank you for your interest in submitting a proposal to the 2020 Initiatives process.

Please complete this form, save it to your hard drive, then email a copy to [Wojcik@ethz.ch](mailto:Wojcik@ethz.ch). You will then be contacted by the appropriate 2020 Initiative Team representative.

Proposals

Strategic Theme (choose one)	
	Learning
	Engagement
	Global Perspectives
	Sustainability

Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S) in any themes	
Learning	
Deliver high value-added learning experiences and promote scholarly activity (S1)	Reward scholarly applications (ER2)

Promote liberal arts ideal to devl-nTc 10t d32 113n 674.ev-24.3(ot)-8.1(e)-7.9ealor

The tables below allow for summaries of about 350 words. Additional information can be included as an attachment.

**Narrative Summary of Project**

**Assessment Plan: What are your anticipated outcomes and specific measurements for success?**

Budget Summary

Item                      FY201  
July 1, 201 -

## Narrative Summary of Project

Successive waves of emigration and migration have brought South Jersey the diverse population it embraces today. What is now known as New Jersey once served as home to a number of indigenous bands of original peoples. Beginning in the seventeenth century, traditional northern European stock like those from Holland, Sweden, Finland, Great Britain, France and Germany began to arrive on the shores. In the mid-nineteenth century, the Irish, seeking to escape starvation, emigrated to New Jersey and elsewhere in the United States. By the final years of the nineteenth century, Italians, Russians and Russian Jews, Greeks, Polish and Eastern Europeans all came to forge a new life in South Jersey, bringing along their culture and food ways. While the Dutch brought a small number of African Americans to South Jersey, their presence was transient. Blacks became an enduring presence in the area during the period of British settlement. In the nineteenth century their numbers increased and in the early twentieth century, South Jersey witnessed an influx of additional African Americans, who arrived during the great Southern Diaspora. In the early twentieth century, Spanish-speaking immigrants came to work as agricultural fieldworkers. More recently, Haitians have supplanted the Puerto Rican, Mexican, and professionals from India and the Middle East have come seeking a new and better life, along with immigrants from Africa, the Far East and Southeast Asia. Today, New Jersey ranks as number 3 in the states with the most foreign-born citizens.

This project will infuse an interdisciplinary approach which will engage the expertise of both Stockton faculty as well as that of regional community members with content knowledge in various areas. Moreover, students from throughout the university will be provided with opportunities to participate in the research, planning and implementation of the lectures, exhibits and events related to this proposal which will provide for an excellent experiential learning opportunity.

The intention of our programming, which will include four exhibitions and a three-part lecture series, is to raise awareness of the longstanding cultural diversity of South Jersey. Since the earliest days of European colonization within the West, now South Jersey, the area has provided homes for people of diverse religious, cultural, and ethnic backgrounds. The history is rich, engaging, and less



Appendix A  
Pre-Event Assessment Tool

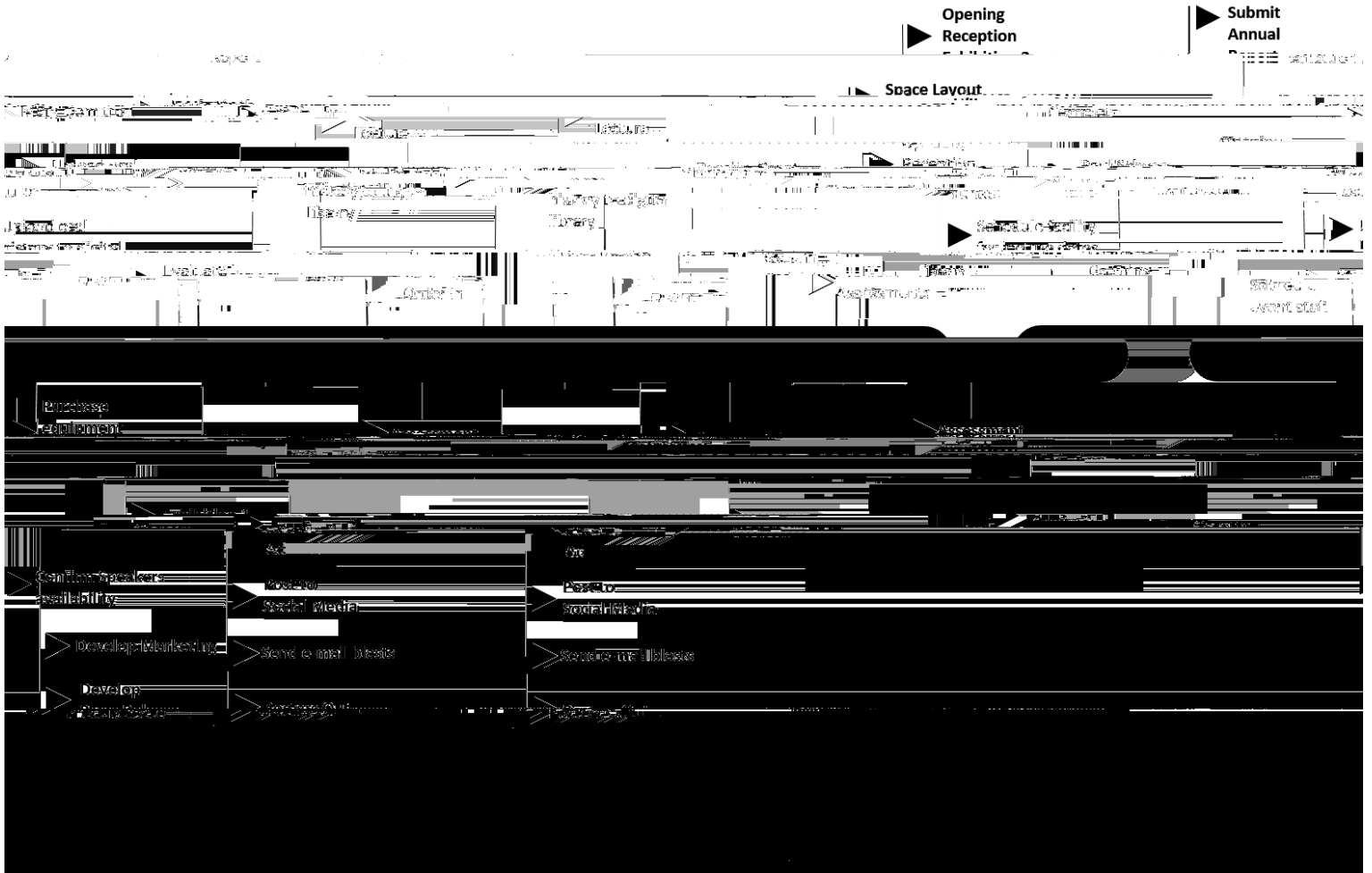
How did you learn about this event? (Please check all that apply)	
Newspaper article	
Newspaper Advertisement	
Sesquicentennial Event Calendar	
Poster	
Email	
Facebook	

Appendix B  
PostEvent Assessment Tool

Please rate the following on a scale of 1	Not knowledgeable at all	Somewhat knowledgeable	Very knowledgeable
Knowledge of			



# Appendix C Master Timeline



Appendix D  
Marketing Plan

The Lure of South Jersey Marketing Plan

1. Press Release (to be written once dates are finalized)
  - a. The Press of Atlantic City
  - b. Hammonton Gazette
  - c. The Daily Journal of Vineland
2. Eight newspaper advertisements in the Hammonton Gazette
3. Stockton Kramer Hall Social Media (to be shared by Stockton University, Downtown Hammonton & Hammonton Sesquicentennial social media)
  - a. Facebook
  - b. Instagram
  - c. Twitter
4. Stockton Kramer Hall website
5. Stockton University Staff/Faculty email distribution list (over 2000 recipients)
6. Stockton Kramer Hall eblast distribution list (over 1,500 recipients)
7. Posters to be displayed (to be designed once dates are finalized)
  - a. At tabling events with representatives of Kramer Hall
  - b. At tabling events with representatives of Kramer Hall
  - c. At tabling events with representatives of Kramer Hall
    - i. Kiosks
    - ii. Walls
    - iii. Electronic TV & LED display boards
  - d. At tabling events with representatives of Kramer Hall