Carolina Union

The Carolina Union creates safe, inclusive and educational experiences that enable students to maximize their time at Carolina

Annual Report for 2020-2021
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A college union is considered the living room of campus where students gather for events, activities, meetings, to hang out and to eat. Imagine the college union being closed. No students. No staff. No gatherings or activities. No one hanging out or eating. During 2020 and Spring 2021, lights were out and the Union was quiet. Due to a global pandemic during the past year, the Carolina Union operated in a hybrid model. Staff continued work to create virtual experiences and connections for UNC students. It was a challenging year, but the Union staff did an incredible job providing students with the best Carolina experience under the circumstances they had to navigate.

As I reflect on this past year, I am amazed at our accomplishments. Union staff held meetings, retreats, activities, and concerts online. Funding from the TRIAD Foundation Grant assisted to increase programming. Advising and working with student groups continued by creating virtual events, activities, and meetings. A total of 782 student organizations registered to continue operations during a global pandemic. Traditional engagements such as FallFest, LDOC, The Chancellors Awards, Jubilee, student organization events moved to a virtual environment. Union staff helped transition new student members in Student Government, the Carolina Union Board of Directors, chapter leaders for fraternities and sororities, and executive boards for student organization roles.

We also experienced the racial pandemic where tensions were high for students, faculty and staff. Demonstrations happened on campus while students wore masks to abide by community standards to reduce the spread of COVID-19. The CUBES, wooden structures outside the Union used to advertise student organization events, were used as an artistic canvas to highlight the names of many who were murdered by police officers.

In response to help staff heal, reflect and learn from lived experiences, a Diversity, Equity and Inclusion plan of action was created. This plan of action brought staff together to have difficult conversations around difficult topics. This plan evolved into action steps for the 2021-2022 fiscal year.

Low revenue generation due to building closures and the pandemic created a financial emergency, and financial restrictions limited the ability to purchase items for students and staff. The Union's housekeeping and maintenance staff cleaned and sanitized every day to create a safe space for students, staff, the campus community, and visitors. Union employees collaborated with offices across campus to create administrative efficiencies while continuing to plan programs and activities to keep students engaged. Communication evolved and played key role in sharing information with Union employees, UNC students and campus partners.

The Carolina Union accomplished a great deal during 2020-2021. Even though we were not in person, staff were together on zoom, creating virtual student engagement opportunities, continuing professional development and creating a culture of care and respect. We learned that Student Affairs professionals truly are rock stars. It was a year that no one will forget.

Thanks goes to the incredible Union full time and student staff for all they do each day. They truly are making a difference.

As we embark on a new academic year, I plan to work with students and staff to continue to make the Union a place where everyone feels welcome, respected, and cared for. This coming year we will re-acclimate to the campus community as well as the Carolina Union. There is still a lot of work to do and issues to address.

Thank you,

Alexandra Marchesano
Executive Director of the Carolina Union
Executive Summary

The mission of the Carolina Union is to create safe, inclusive, and educational experiences that enable students to maximize their time at Carolina. The Union consists of 6 departments that carry out this mission daily. Administration, Business & Finance, Communications & Creative Services, Event Services, Fraternity & Sorority Life, and Student Life & Leadership all work together to encourage students to explore interests, develop a sense of self and an appreciation for their community. The Union is funded by student fees and employs more than 200 students. It is a place for students to hang out, eat, study, attend an activity or program and attend a student organization meeting. The Union serves as a welcoming gathering spot for UNC students and the community.

During 2020-2021, the Union accomplished extraordinary work while working in a remote environment due to the global pandemic. This annual report highlights:

1. Accomplishments in each department for the year
2. Goals, outcomes, and assessment for each department
3. Student work experiences facilitated by the Union

- As the Union opened to the public for Fall 2020, more than 1,750 pieces of furniture were moved and sanitized, including chairs, couches, benches and tables. Housekeeping and facilities staff continued to clean, sanitize and make necessary adjustments to keep the Carolina community safe.

- The SLL team saw an increase in use of the HeelLife platform, with numbers more than doubling over the last academic year. This adoption was important to maintaining student involvement as more programming transitioned to virtual formats.

- FSL successfully assisted with virtual recruitment and intake with IFC, Panhellenic, NPHC, and MGC chapters. This virtual move changed decades-old recruitment/intake traditions so the process could be conducted safely online.

- The Carolina Union Re-occupancy Group developed a plan of action on returning in person to the Union that included community guidelines, maps to usable spaces, gathering limits changes and social distancing markers around the building.

- Led by Dr. Bobby Kunstman, a Diversity, Equity and Inclusion plan of action was created for the Carolina Union staff. The plan engaged full time employees in facilitated discussions around difficult topics related to equity, and inclusion. The staff in the Carolina Union will continue to participate in these discussions and other activities related to equity and inclusion in 2021-2022.

- Carolina Union programming continued to provide opportunities for student engagement and growth, while making the most of new virtual platforms. A successful virtual SPARK retreat was held and CUAB hosted the first virtual Jubilee concert both in September. The concert was the first time Jubilee featured two women, Rico Nasty and DaniLeigh, as headliners and was accessible only to UNC students though Heel Life.

- CCS held 10 virtual Ask Me Anything interviews with colleagues across campus to build relationships and learn more from other departments. Each session had an average of 22 participants and videos were loaded to a YouTube channel that had 277 additional views.

- The Carolina Union, in partnership with the Office of the University Registrar and ITS implemented a new campus-wide scheduling system and went live with 25Live in July. Over 300 requesters were trained into the system to reserve Carolina Union spaces. Event Services student staff also created and lead trainings for internal and external users.

- The Office of Event Services received the ACUI 2021 Excellence in Student Training Programs award for the 5 C’s: Carolina Cross-Collaboration Contingency Curriculum at the University of North Carolina–Chapel Hill. This two-semester program, was created with three main drivers of development: Emergency and Contingency Preparedness, Flexibility and Adaptability, and Professional and Interpersonal Skill Set Depth and Breadth Development.
Executive Summary

- Executive Director Alexandra Marchesano and Assistant Director for Student Life and Leadership Tammy Lambert presented virtually at the 2021 ACUI Conference on March 3. They discussed Risk Management for Student Organizations. Another Union team led by Rustin McNiff and Noelle Oxboel participated in ACUI’s Conference and Events Seminar special breakout session where they discussed the Union’s closing and re-opening experiences.

- CUBES were used as a artistic canvas as names of individuals killed by police were spray painted on the panels. The Union Board members voted to keep the messages as a historical reminder and new CUBES were installed. Todd McLamb, Eric Twait and the team of Facilities and Maintenance students built new CUBES for student groups to use.

Awards

- The Union’s Director of Student Life and Leadership Dr. Bobby Kunstman received the honor of being inducted into “The Order of the Golden Fleece,” the oldest honorary society at the University of North Carolina at Chapel Hill. Bobby was also presented the Student Affairs Diversity Award during the End of Year Program.

- CCS’s Marketing Project Manager Keith Hines was recognized with The Kay Wijnberg Hovious Outstanding Employee Forum Delegate Award for going above and beyond the call of duty when performing work as a delegate of the Employee Forum.

- SLL Student Activities Program Coordinator Sarah Levine was presented the Student Affairs Campus Collaborator Award during the End of Year Program.
Mission

The Carolina Union creates safe, inclusive and educational experiences that enable students to maximize their time at Carolina.

Accomplishments

• The Carolina Union staff pivoted to remote work and student engagement due to the pandemic that began in March 2020. Staff continued to provide Carolina students, campus partners and customers with quality service while working remotely.

• All full-time staff meetings were held every two weeks to inform employees about Union and the University operations due to the impact of COVID-19.

• The Executive Team met daily the first few months of remote work to put procedures in place and plan strategies for Carolina Union operations as a result of COVID-19.

• The Executive Director attended the Carolina Union Departmental staff meetings to stay informed about great things the Union staff did and to build relationships with the staff. This also allowed for departments and the Executive Director to provide updates to each other about the Union and the impact of COVID-19.

• Social Committee members were appointed for a second year to plan fun and creative activities during all staff meetings. This was encouraged to keep staff morale up while working remotely.

• A Student Employment Committee was created to review the on-boarding process for student employees, the budget, student development, training and supervision methods. This committee completed: new flow charts for hiring student staff, a new manual with guidelines for student staff, online training modules for staff and supervisors and tracking mechanism for the Federal Work Study Program. In addition to committee work, The Event Services team created a pilot program called FUSE. A calendar for student employees and their supervisors will be added to the Union Sharepoint site for informational purposes and to keep the student employment program on track.

2021-22 Goals

• Implement Union Pillars, a set of goals for the Union to focus on for the next 3-5 years.

• Plan and implement a robust Student Employee and Supervisor training program.

• Re-acclimate the staff to the Carolina Union after working remotely for over 1 year due to the pandemic.

• Implement the 15 steps for the Justice, Equity, Diversity and Inclusion (JEDI) program.

• Create administrative efficiencies to streamline processes.

• Hire and train a diverse staff to work in the Carolina Union.
Business & Finance

Mission
The Business & Finance office supports the Carolina Union mission to create safe, inclusive and educational experiences that enable students to maximize their time at Carolina.

Accomplishments
- Presented the budget to the Carolina Union Board of Directors and the Student Affairs Senior Executive Team.
- Planned, developed, and successfully implemented the Carolina Union annual budget.
- Effective financial management of the Carolina Union and the Carolina Union Student Organizations (CUSO).
- Further streamlined administrative and business related processes, including provision of financial policy changes, guidance and information to internal and external stakeholders.
- Implemented Rapid Admin Service Request (RASR) workflow tool in conjunction with Student Affairs Human Resources, to further streamline human resources processes.
- Promoted and participated in Diversity, Equity and Inclusion related activities and workshops.

2021-22 Goals
- **Budget Management** – plan, develop and manage the Carolina Union annual budget.
- **Financial Management** – effectively manage finances for the Carolina Union and Student Organizations.
- **Increase Efficiency** – streamline and implement further administrative and operational efficiencies in line with Operational Excellence, for timely delivery of information and services to internal and external stakeholders.
- **Financial Analysis** – efficiently analyze revenue and expenditure for the Carolina Union.
Volume of Transactions for the Carolina Union

Fiscal Year 2019-2020: 5,587
Fiscal Year 2020-2021: 2,1115
* 62.14% decrease in volume of transactions due to COVID-19

Volume of Transactions for Student Organizations

Fiscal Year 2019-2020: 1,126
Fiscal Year 2020-2021: 1,097
* 2.58% decrease in volume of transactions due to COVID-19
Business & Finance by the Numbers

Staff Breakdown

2019-20
- 5 Full Time Staff
- 5 Student Staff

Helped support 808 Student Organizations

2020-21
- 5 Full Time Staff
- 0 Student Staff

Helped support 782 Student Organizations

Revenue Numbers

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<tr>
<td>2019-20</td>
<td>$5,012,000</td>
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<td>2020-21</td>
<td>$4,900,000</td>
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Expense Numbers

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<tr>
<td>2019-20</td>
<td>$4,944,000</td>
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<tr>
<td>2020-21</td>
<td>$4,136,000</td>
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Utilities Expenditure

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</tr>
<tr>
<td>2019-20</td>
<td>$612K</td>
</tr>
<tr>
<td>2020-21</td>
<td>$571K</td>
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** Changes:
- 1.07%** in 2019-20
- 2.23%** in 2020-21
- 6.94%** in 2019-20
- 16.34%** in 2020-21
- 2.51%* in 2019-20
- 6.70%* in 2020-21

* Utilities are part of the expense numbers

** The decrease in revenue and increase in expenses in 2020 is due to Covid
Mission
The mission of Communications and Creative Services is to be the communication resource for the Carolina Union through intentional collaboration on creative communication solutions as we serve to enrich the student educational experience.

Accomplishments
- Assisted with the move from in-person to virtual events including FallFest to SmallFest, LDOC virtual events, celebrating the Chancellor’s Awards recipients.
- Created a SharePoint site to house documentation of CCS guidelines and created a space for training documentation for full time & student staff.
- Improved CCS project intake process by updating content on CCS webpages, created a new consolidated intake form for easier client use, completed training on FreshBooks invoicing software, and updated client survey form.
- Redesigned the Carolina Union Annual Report and implemented the use of Infogram for the interactive web version of the report housed on the Carolina Union website.
- Completed server migration of files for CCS from the Sdrive to the new network drive and better organized files on the new server for ease of searching for files. Also developed policy for of server file usage for full time and student staff.
- Updated look and content on the Chancellor Awards and Student Officer Inauguration websites.
- Successfully hosted a live event for CDS on Zoom as a new service for the department.

2021-22 Goals
- Create safe, inclusive, and educational experiences through CCS’s Diversity and Inclusion department plan as well as be active participants in the Union’s JEDI plan. Continue to support the Culture of Respect Committee with visual displays of approved statement for the Union in office spaces and on the website (https://carolinaunion.unc.edu/about-us).
- Cultivate opportunities for students to strengthen and celebrate the Carolina community through supporting updated FallFest and SmallFest events, reinstating Treat Yo Self, continue work with The Lab workshops, create online student employee trainings sessions, and continue support of other Union departments’ programs through communication resources in the office.
- Continue to increase the number of client projects to strengthen and assess student learning and employment satisfaction through information gathered from student staff performance reviews, student staff portfolio building with client-based projects, and student staff surveys.
CCS supports the Union, University departments and student organizations through various communications and marketing projects based on their needs.
CCS by the Numbers

CCS Hosted Programs

Ask Me Anything
- 2020-21 Interview Webinars
- 10 interviews
- 277 views

The Lab
- 2020-21 (Workshops)
- 3 videos
- 124 views

Social Media Statistics
- Facebook Likes: 13,578
- Instagram Followers: 8,444
- Twitter Followers: 5,288

Website Statistics*
- New Users: 63,516
- Visits: 181,948

A Digital Dialogue
Managed by the office of Communications & Creative Services, the Union maintains an informative and upbeat voice that showcases our student employees, supports student involvement, shares important updates about programming and events, and celebrates life in and around the Union every day.

*Web traffic decreased 62% during the Union’s closure due to COVID-19.
Event Services

Mission
The mission of the Event Services office is to connect the Carolina community through exceptional event services and vibrant facilities.

Accomplishments

• Hybrid Meeting Rooms: Event Services purchased and implemented equipment for hybrid meeting room function to better meet the student organization needs. Hybrid meeting room function means that each room will have the capacity to host meetings with both in-person attendees as well as attendees via a virtual meeting platform like Zoom, and allow those attendees to interact with one another.

• Installation of wireless HDBaSET systems: The wireless presentation system enables any client with any wireless-enabled device can share their media in a room. It also cuts down on our team’s labor of having to run cables/adapters to rooms, as well as saving money on wear-and-tear on cables/adapters.

• Events2HVAC: The Events2HVAC software system designed to create energy efficiency while interfacing with our scheduling software was reinstated after two years of direct effort by our facilities team. This system will help us lower our energy consumption and provide budget savings in rooms with updated HAVC systems.

• Creation of a Student Training Curriculum during COVID: The team created a student training curriculum, the 5 C’s: Carolina Cross Collaboration Contingency Curriculum and presented it to ACUI where it garnered the Excellence in Training award.

2021-22 Goals

• Continue the work of the Operational Transparency Committee implementing a display and providing student employee related content from event services and from each Union department.

• Continue the work of the Client Appreciation Committee by creating more opportunities with clients and Carolina student community.

• Formalize a cross training initiative to inform Event Services full time and student staff.

• Create more opportunities for sustained full time staff development.

• Create more opportunities for student staff development by doing the following:
  • Implementing the FUSE (student employee development) initiative.
  • Ensure committee representation in each Event Services department.
  • Create a road map of goals.
  • Add opportunities for development to the on-boarding process for student staff.
  • Bridge full time with student staff exposure to help them learn next steps in a full time career.
  • Focus on creating training resources for students.

• Research, analyze and implement industry based practices to align with national standards to improve our organization and to elevate the status of the Carolina Union.
Event Services by the Numbers

Staff Breakdown

2019-20

22 Full Time Staff
143 Student Staff

2020-21

18 Full Time Staff
84 Student Staff

Reservation: A detailed account of an event or activity scheduled to take place in a CU Space.

Occurrence: A single instance. Some reservations have only 1 occurrence, others may have dozens such as a re-occurring weekly meeting.

Total Occurrences in 2019 - 2020
(Programs/Events/Meetings)

17,731

* Total Occurrences in 2020 - 2021
(Programs/Events/Meetings)

*1,899
decrease in Reservation numbers due to COVID-19

89%
Event Services by the Numbers

Total Occurrences*

- 10,687
- 1,899

Occurrences Breakdowns*

- Student Organizations: 8,597
- Departments: 1,060
- Union Organizations: 1,084

2019-20
2020-21

*Reduction in the volume of bookings is due to COVID
Mission
The Office of Fraternity & Sorority Life (FSL) enhances the academic experience, holistic development and civic contribution of students by providing effective services and developmental opportunities that enrich the Carolina experience.

FSL advocates for the fraternal movement by educating, advising and empowering fraternities and sororities and their members to live according to their organizational values and contribute to the University and greater community.

FSL provides resources and coordinates services to assist students in transitioning to off-campus living. We promote authentic relationships between students and their neighbors by encouraging them to be active and responsible members of the communities in which they live.

Accomplishments
• Success with councils and chapters completed virtual processes and gained new members in each council (Fall 20/ Spring 21)
• Success with virtual President Leadership Academy in January 2021. Students attended and were engaged throughout the entire retreat and they participated in various conversations facilitated by campus partners. Approximately 50 students attended PLA.
• Return of Alpha Kappa Alpha and Sigma Gamma Rho Sororities for NPHC
• Successful Virtual Hazing Prevention Week Fall 2020

2021-22 Goals
• Complete Internal and External Review for FSL.
• Hiring of second graduate assistant and student staff.
• Completion of FSL Speaker’s Series.
• Opening of NPHC Legacy Plaza.
Fraternity & Sorority Life by the Numbers

Staff Breakdown

- **2019-20**
  - 3 Full Time Staff
  - 2 Student Staff

- **2020-21**
  - 3 Full Time Staff
  - 2 Student Staff

**Fraternity & Sorority Houses**

- **2019-20**: 30
- **2020-21**: 30

**Panhellic Sororities**

- **2019-20**: 12
- **2020-21**: 12

**Community Service Hours**

- **2019-20**: 23,000
- **2020-21**: 0

**IFC Fraternities**

- **2019-20**: 23
- **2020-21**: 21
Fraternity & Sorority Members

<table>
<thead>
<tr>
<th>Fraternity &amp; Sorority</th>
<th>2019-20</th>
<th>2020-21</th>
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<tbody>
<tr>
<td>Interfraternity Council (Men)</td>
<td>1,765 Members</td>
<td>1,886 Members</td>
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<tr>
<td>Panhellenic (Women)</td>
<td></td>
<td></td>
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<tr>
<td>National Pan-Hellenic Council</td>
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<tr>
<td>Multicultural Greek Council</td>
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</table>

**Membership Breakdown**

- **2019-20**
  - Total chapters: 51
  - 19% of undergraduates in Fall 2019
  - 17% of undergraduates in Fall 2020

- **2020-21**
  - Total chapters: 48
  - 17% of undergraduates in Spring 2020
  - 16% of undergraduates in Spring 2021 (Numbers slightly down due to COVID-19)
Fraternity & Sorority Members

<table>
<thead>
<tr>
<th>Interfraternity Council (Men)</th>
<th>Panhellenic (Women)</th>
<th>National Pan-Hellenic Council</th>
<th>Multicultural Greek Council</th>
</tr>
</thead>
</table>

- **181 Members**
- **183 Members**

Membership Breakdown

<table>
<thead>
<tr>
<th>2019-20</th>
<th>2020-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>51 total chapters</td>
<td>48 total chapters</td>
</tr>
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</table>

- **19%** of undergraduates in Fall 2019
- **17%** of undergraduates in Fall 2020
- **17%** of undergraduates in Spring 2020
- **16%** of undergraduates in Spring 2021 (Numbers slightly down due to COVID-19)
**Fall 2019-20 Grade Report**

- **All Greek Average**: 3.405
- **University Average**: 3.32

**Fall 2020-21 Grade Report**

- **All Greek Average**: 3.679
- **University Average**: 3.58

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**FRATERNITY & SORORITY LIFE BY THE NUMBERS**
Mission
The mission of Student Life & Leadership is to create an inclusive Carolina community through engagement and intentional educational opportunities.

Accomplishments
- Number of programs SLL transitioned to virtual last year - both standard SLL and TRIAD SLL. Transitioned 80% of their core programming to virtual platforms, and continued to add new programs to their portfolio such as a Podcast Series, and DIY Leadership workshops.
- TRIAD Funding Provided resources to create 17 virtual events impacting - 3,009 students
- Recipient of the TRIAD Foundation Grant to increase programming and support of the student body. A total of expenses of $114,524.46 was spent to engage students in a variety of formats: virtual, in-person, and long-distance.
- Registration of 782 student organizations during a global pandemic
- First cross-campus collaboration concert to meet the needs of 3 Universities with 888 views for the concerts.
- Successful Undergraduate & Graduate/Professional Student Government Elections
- Incorporation of StrengthsQuest Training for Incoming First Year Students
- Successful selection of the incoming NC Fellows Program Cohort
- Department centering itself in the COVID19 Event Planning form for the University
- Collaboration with the Office of the Registrar to incorporate commencement registration into the Heel Life Portal

2021-22 Goals
- Complete the hiring process and have a full professional and graduate team in the office.
- Reevaluate our 5 year strategic directions in order to make new meaning post-pandemic of our work to positively impact students.
- Success implementation of the Tar Heel Leadership Plan.
Student Life & Leadership by the Numbers

2019-20 Leadership Programs Sponsored

Staff Breakdown

- 9 Full Time Staff
- 21 Student Staff

2019-20 Leadership Programs Sponsored

Number of Participants

- Listeners to the HeatTalks Podcast: 333
- LEAD Workshops: 47
- Carolina United: 50
- Leadershape: 239
- LEAD DIY: 48

2020-21 Leadership Programs Sponsored

Staff Breakdown

- 6 Full Time Staff
- 19 Student Staff

2020-21 Leadership Programs Sponsored

Number of Participants

- HERITAGE MONTHS: 852
- UNC Athletics OJAB: 364
- Movie Screening Pride-in-a-Her: 254
- SHMM Programs Dr. Johnson Lecture: 98
- SHMM Programs Stacy Abrams Book Giveaway: 136
Student Life & Leadership by the Numbers

**Student Organization Statistics 2019-20**

- **808** Student Organizations
- **115** Activities/Programs hosted by CUAB
- **75%** of the student body holds membership in a student organization

**Student Organization Statistics 2020-21**

- **782** Student Organizations
- **200** Activities/Programs hosted by CUAB
- **87%** of the student body holds membership in a student organization
HeelLife Analytics

FIRST TAB OF INFOGRAPHIC

Breakdown of HeelLife Website Statistics

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<th>Unique Page Views</th>
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<th>New Visitors</th>
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2019-20 Analytics  2020-21 Analytics
Breakdown of HeelLife Website Statistics
Breakdown of HeelLife Website Statistics

Unique Page Views

Sessions

New Visitors

Returning

- 2019-20 Analytics
- 2020-21 Analytics

190,251

135,641
HeelLife Analytics

FOURTH TAB OF INFOGRAPHIC

Breakdown of HeelLife Website Statistics

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2019-20 Analytics 2020-21 Analytics
Mission

The Carolina Union Activities Board enhances life at Carolina through high-quality programming and events for the entire University community. These include films, art, music, entertainment and more.

Accomplishments

- Developed and initiated 200 virtual programs to help students socialize and form connections while off campus.
- Created the Meals on CUAB series to support local businesses and pay for hundreds of students meals.
- Implemented an organization wide Graduate and Professional Student Programming Initiative and created a new Graduate and Professional Liaison position. This initiative increased the number of attendees who were Graduate and Professional Students by 10.5%.
- Emphasized mental health and wellness by partnering with professionals to create spaces for reflection and healing, such as our Guided Mental Health and Well-Being Conversation for BIPOC Women.

2021-22 Goals

- Create a full calendar of engaging virtual programs for students, finding ways to help them connect with each other, de-stress and navigate concerns related to the pandemic.
- Provide safe and fun spaces for all students to connect (virtually or otherwise) while following University distancing guidelines and policies.
- Engage graduate and professional students with events and programming that are accessible and relevant to them.
- Plan and implement Jubilee celebration.
CUAB by the Numbers

CUAB Events Breakdown 2020-21

- 200 Events
- 13 Board Members
- 61 Committee Members
- 13,750 Interactions on Social Media
- 15,000 Attendance
- Students Attended from 18 Countries, 6 Continents, 36 States & Territories
Student Employment

215
Total Student Staff
2019-20

*127
Total Student Staff
2020-21
* Staff reduction due to COVID-19

Administration
Student Highlight

Emma Reinhardt, Administration Assistant

"The past year working at the Carolina Union as a part of the administrative team was a great experience. Not only did I develop professional skills, I developed relationships and friendships with both full time staff and fellow student employees.

I learned more about how the Union functions within the University, and the important roles that the staff play in the student experience at Chapel Hill. The Union is a wonderful place to work while a student at UNC."

Communications & Creative Services Student Highlight

Zoe Hambley, Graphic Designer

"Working at CCS allowed Zoe to develop her graphic design skills. She learned more about the design industry and working with clients in an agency setting.

Zoe requested to work more on logo designs to build her portfolio and was given several opportunities to design and work with client feedback. These projects allowed Zoe to improve her skill set in a real-work setting."
Student Employment

Event Services
Student Highlight

"My favorite part of working in the Carolina Union is getting to interact with students and guests that come into the student union. I get to learn from others, interact with individuals from different cultures and backgrounds, and more importantly, learn and gain skills that will last a lifetime.

Working in the student union, I learned effective teamwork skills and have significantly enhanced my oral and written skills, which I believe will be especially valuable and applicable in my future professional career."

Vanessa Coleman, Guest Relations

Fraternity & Sorority Life
Student Highlight

"I have been a work-study student with the Office of Fraternity and Sorority Life since September 2017 and have made tons of great memories and some even better friends during my time with FSL. I’ve worked on various projects, such as t-shirt design for events and leadership retreats, activity coordination for National Hazing Prevention Week, created a newsletter for the presidents of all our organizations, and much more.

During the Fall 2020 and Spring 2021 semesters, I had the opportunity to create a newsletter for the Fraternity and Sorority Life office. Because the members of our community were forced apart during the pandemic, the newsletter was a great way to reach out to all our organizations and remain connected during this unprecedented and isolating time."

Kayla Bryant, Work Study Student

Student Life & Leadership
Student Highlight

"Being one of the Student Leadership Coordinators for the NC Fellows Program was incredibly rewarding. A favorite part of my job in the Office of Student Life & Leadership was meeting and working alongside supportive, passionate people who inspired me with their resilience and dedication to leadership.

My position consistently provided me with the opportunity to develop communication and organization skills since a typical work day often involved sending communications to members of the NC Fellows Program about NC Fellows meetings or updates."

Theresa Webber, Student Leadership Coordinator
Communication & Critical Thinking Development

2020-21

Communication Competency
65%

Critical Thinking Competency
91%

Communication Competency:
As a result of their employment in the Union, Carolina Union Student Employees demonstrated effective oral & written communication skills.

Critical Thinking Competency:
As a result of their employment in the Union, Carolina Union Student Employees assess issues that arise and deploy critical thinking skills to address the problems impeding their work.

These competencies are mapped to Carolina Excellence & NACE Career Readiness Competencies.
Carolina Union Board of Directors

Mission
The Carolina Union creates safe, inclusive and educational experiences that enable students to maximize their time at Carolina.

Accomplishments
• Transition of new board
• Met weekly through zoom
• Planned and implemented virtual retreat with the BOD chairperson
• Board voted to host a testing site for COVID-19. No charges were assessed for this site.
• Board voted to have a COVID-19 vaccination site located at the Union. No charges were assessed for this site.
• CUBES Project – The Board voted to develop a committee to create a plan for the CUBES which had the names of black individual who were murdered by police spray painted on them during the racial pandemic. There will be a dedicated spot in the Union for the pictures that were photographed of the CUBES documenting this event. This project will be ongoing. The committee is working with Arts Everywhere to identify a spot for the actual CUBES to be displayed on campus.
• The Board voted to establish the James Cates Committee to honor his legacy at UNC and to bring awareness to his murder.
• The Long Range Planning Committee started an audit to review exceptions and the pricing structure for reservations for departments and non-affiliates. This committee will have new guidelines for pricing and exceptions completed by end of the 21-22 academic year.

2021-22 Goals
• Bring students back safely into the union to host events and utilize the space
• Working with/CDS to find a reliable and affordable food option to take the space of the Wendy’s location
• Offer more spaces for students to utilize in their pastime be that promote healthy behaviors and positive spaces for mental health
• Strengthen visibility and transparency between the Board members and students who utilize the Union
Message from the Carolina Union Board Chairs

Darian Abernathy

Serving as this year’s Board Chair has been the highlight of my time at UNC. I remember walking into the Union as a newly admitted student, bummed that the week before I had been rejected from Duke but hopeful that UNC could bring about equal fulfillment. If I had known then that the Carolina Union would become my home here, I would have been filled with tears of joy (and never had wasted any on our rivals down the road).

When former Board Chair Jaylen Evans and Executive Director Alexandra Marchesano told me I’d be his successor, a wave of emotions came over me. I was so excited yet couldn’t quite allow myself to believe that it was true. I have always struggled with self-worth and confidence and stepping into this leadership role tested me in ways that only God bore witness too. But the CU community embraced me and reminded me consistently: “You can do this! Believe in yourself.”

Leading in a virtual setting has been an interesting journey, and there are little things every day that help me to understand that this past year was a part of my purpose and destiny. One of my strengths is context, and throughout my term I have relied on the history of the Union to inform how we move forward. It was important to me that the Union continued to be the center for student-led activism and advocacy, and I am so honored that the Tar Heel community entrusted us with that role. Through much of the past year, CU has served as a refuge physically, spiritually, and emotionally for UNC Students. All of that is because of the amazing leadership that agreed to be at the table. I could not have done anything without the Union Staff and Employees, and especially the members of the Board.

We tackled racial reckoning, COVID-19 testing and vaccination, Bylaw revision and equity in student representation, and so much more.

The Union will forever hold a special place in my heart. It has been my place of refuge when I find myself panicking in a crisis, and simultaneously existed as a stretch-zone that propels me to lead and navigate our community. It seems that most students, when they graduate and leave UNC, identify as Tar Heels born and bred. While that is true of me, I am so grateful that I get to call myself a leader amongst leaders and feel that it is true for one of the first times in my life.

Darian Abernathy
Chair of the Carolina Union Board of Directors, 2020-2021
As I transition into my role as Chair of the Carolina Union’s Board of Directors, my goal is to help students as they return to a new normal centered around their mental health attributes & enjoying their time at the Carolina Union.

The new normal will deal with a focus of eradicating burnout and overcommitment for students, so they can focus on positive mental health habits that carry beyond UNC, while also finding mechanisms to deal with the racial and global health pandemic in the midst of being a student.

It is my hope the Carolina Union will continue to be a safe space for students to comfortably enjoy in their time at UNC as we continue to work through the ongoing and lasting impact of COVID-19.

Jamya Graham
Chair of the Carolina Union Board of Directors, 2021-2022

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Chair of the Carolina Union Board of Directors, 2021-2022