Carolina Union

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

Annual Report for 2019-2020
# Table of Contents

**MESSAGE FROM THE EXECUTIVE DIRECTOR** ........................................ 3

**EXECUTIVE SUMMARY** ................................................................. 4
- Auditorium Renovations ................................................................. 4
- FallFest ...................................................................................... 4
- Marchesano Takes the Helm at the Union ........................................ 5
- Union Staffers Win Excellence Awards ........................................... 5
- The Chancellor’s Awards .............................................................. 5
- COVID Closure and Response ........................................................ 6

**ADMINISTRATION** ................................................................. 7
- Mission ..................................................................................... 7
- Accomplishments ..................................................................... 7
- 2020-21 Goals ........................................................................... 7

**BUSINESS & FINANCE** ................................................. 8
- Mission ..................................................................................... 8
- Accomplishments ..................................................................... 8
- 2020-21 Goals ........................................................................... 8
- Business & Finance by the numbers ............................................ 9

**COMMUNICATIONS & CREATIVE SERVICES** ..... 11
- Mission ..................................................................................... 11
- Accomplishments ..................................................................... 11
- 2020-21 Goals ........................................................................... 11
- CCS by the numbers ................................................................. 12

**EVENT SERVICES** ................................................................. 14
- Mission ..................................................................................... 14
- Accomplishments ..................................................................... 14
- 2020-21 Goals ........................................................................... 14
- Event Services by the Numbers .................................................. 15

**FRATERNITY & SORORITY LIFE** ........................................ 17
- Mission ..................................................................................... 17
- Accomplishments ..................................................................... 17
- 2020-21 Goals ........................................................................... 17
- FSL by the Numbers ................................................................. 18

**STUDENT LIFE & LEADERSHIP** ....................................... 26
- Mission ..................................................................................... 26
- Accomplishments ..................................................................... 26
- 2020-21 Goals ........................................................................... 26
- SLL by the Numbers ................................................................. 27

**CAROLINA UNION ACTIVITIES BOARD** ............... 32
- Mission ..................................................................................... 32
- Accomplishments ..................................................................... 32
- 2020-21 Goals ........................................................................... 32
- CUAB by the numbers ............................................................. 33

**STUDENT EMPLOYMENT** .............................................. 34

**CAROLINA UNION BOARD OF DIRECTORS** .......... 37
- Mission ..................................................................................... 37
- Accomplishments ..................................................................... 37
- 2020-21 Goals ........................................................................... 37

**MESSAGE FROM BOARD CHAIRS** ................................. 38
- Jaylen Evans ............................................................................. 38
- Darian Abernathy ...................................................................... 38
Message from the Executive Director

Alexandra Marchesano

As I celebrated my first year as Executive Director, I remembered my first day at the Carolina Union and the incredibly warm welcome I received from staff and students. I felt right at home and that mirrored the atmosphere a student union holds—serving as the living room of campus. After meeting with staff, I learned that I work with people who are committed to the mission of the Carolina Union and provide the best Carolina experience for all students.

During the fall semester, the Carolina Union Executive Team created opportunity committees to improve processes for staff. These improvements included the Leadership Team participating in a planning day where we learned about each other’s strengths to better work as a team. Union staff worked to create a safe space where all felt they are comfortable. This annual report touches on many of the accomplishments of the team during 2019-2020.

March 2020 brought changes to our world and work due to COVID-19. Union staff pivoted to remote work and virtual programs. March 16th, the last day I worked in the office, was the day that marked exactly 6 months from when I began working at Carolina. During the time of remote work, I witnessed an incredible team of people who immediately transitioned to working from home and went beyond the call of duty to continue to provide the best Carolina experience for our students. The Re-occupancy of the Carolina Union Working Group developed a contingency plan for staff and students to safely return to the Union. Event Services continued the transition to a new reservation system. The Business Office worked diligently on budget reports and forecasting loss of revenue. Student Life and Leadership moved to virtual engagements. Communications and Creative Services created signage for safe re-entry of the building, and updated the Union’s media sites with essential information regarding COVID and the operations of the Carolina Union. The Office of Fraternity and Sorority Life worked with community and University representatives to safely re-open fraternity and sorority houses. Facilities and Operations did an incredible job preparing the building to meet the CDC guidelines and the new community standards set by the University.

Over the next year, I plan to continue to create a culture of care with the staff, student staff and all students. I want the Union to be the place that students feel welcomed to hang out, eat, study and attend events as it continues to serve as their living room on campus. Areas of focus over the next year will be on diversity, equity and inclusion, student employment, assessment, technology, as well as community development. We will also continue to prepare to deal with COVID-19 and change our focus as we reimagine how we do our work.

My dream was to be a Union Director, and after 24 years in higher education that dream has come true. I entered higher education because I believe in student affairs and the work that we do. I believe in creating a culture where people care, respect one another, learn from each other, listen to each other and look at all ideas as a possibility. I look forward to the next year and all that is in store for myself and my team.

Alexandra Marchesano
Executive Director of the Carolina Union

“I want the Union to be the place that students feel welcomed to hang out, eat, study and attend events as it continues to serve as their living room on campus.”

- Alexandra Marchesano
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 six 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.

For 2019-2020, the Union completed extraordinary work to uphold its mission during an unprecedented time. This annual report highlights:

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

In this executive summary, we share a few collective achievements and milestones of the past year.

Auditorium Renovations

In July, the Union's Auditorium re-opened following major renovations. The makeover brought significant upgrades including:

- Modern theatrical lighting and sound-systems
- Laser projection to large main and side screens
- LED wall lighting with programmable colors
- Customizable seating that accommodates 293-397 people

FallFest

The Union helped ring in the 2019-20 academic year by organizing Carolina's biggest back-to-school celebration, UNC FallFest. The 2019 celebration featured participation from 20,000+ attendees, hundreds of student organizations and dozens of University and community sponsors.

Marchesano Takes the Helm at the Union

On September 16, 2019, Alexandra Marchesano began her tenure as the fifth director in the Union's history. Before coming to Chapel Hill, Marchesano was Director of Campus Activities and Programs at the University of North Carolina at Greensboro. Her accomplishments included increasing weekend programming on campus, implementing a risk-management assessment plan for student events and establishing a Greek Life Task Force.
Union Staffers Win Excellence Awards

Two Union employees were honored with Student Affairs awards during the 2019-20 year.

Business Service Specialist Yolanda Jefferson was presented with an Excellence Award at the Student Affairs Winter Celebration. Jefferson was cited for her outstanding work ethic and service to student organizations.

Joe Singer, Senior Associate Director of the Carolina Union, was an Award of Distinction recipient at the 2020 Student Affairs End-of-Year Celebration. Singer was praised for his leadership in overseeing the Auditorium renovation and the transition to a new reservations system.

The Chancellor’s Awards

In April, the Union adapted the traditional Chancellor’s Awards ceremony to become a virtual celebration. The restructured format included a recorded address from the Chancellor and individual recognition for 89 award winners. Additionally, a printed ceremony program and certificate signed by the Chancellor were mailed to each recipient. Award donors also received a personal thank-you card.
Executive Summary

COVID Closure and Response

In mid-March, when UNC closed campus operations due to the COVID-19 pandemic, Union departments contributed to a safe and orderly closure of the facility and to the creation of virtual programs that continued the mission of the Union.

- The Housekeeping team kept the Union sanitized in the final days it was open to the public by tripling the amount of regular cleaning and disinfecting done each day, and focused on high-touch surfaces.

- Fraternity & Sorority Life ensured communication with housing corporations and house managers to facilitate closures. They helped organizations write risk management plans to safeguard those on campus and held virtual intake processes.

- Student Life & Leadership transitioned their academic classes online, created a complete-at-home leadership workshop series, continued their HeelTalks podcast and prepared a virtual Student Officer Inauguration ceremony.

- The Business & Finance team developed budget forecasts to show the potential impact of COVID-19 on the Union’s budget.

- Union staff created internal programs to maintain team camaraderie. Activities included “social hours” over Zoom, lighthearted interview sessions with special campus guests and a live cooking demonstration.

- With hundreds of events disrupted, the Reservations team communicated with event organizers and helped them understand the impacts of closures and their options moving forward.

- Communications & Creative Services created building and digital signage, website updates and social media posts to make the public aware of changes to Union operations. They also hosted a student-written blog called Carolina From Home, where a UNC senior and CCS student employee detailed the ups and downs of completing her final semester while at home.
Mission
The Carolina Union creates safe, inclusive and educational experiences that enable students to maximize their time at Carolina.

Accomplishments
- Onboarded new Executive Director of the Carolina Union.
- Collaborated with all Union departments to create the Union’s Culture of Respect Statement, emphasizing inclusivity, fairness, community-building and openness.
- Supported the Carolina Union Board of Directors in the creation of the new Legacy Room located on the third floor of the Union.
- Created a centralized location to house a repository of Union policies, procedures and guidelines so staff can easily access pertinent documents.
- Implemented guidelines for meeting scheduling practices to create more purposeful and useful meetings.
- Created a working group to define benchmarking and best practices for Union programs and services to ensure a culture of continuous assessment, learning and improvement.
- Led the Working Group for Re-occupancy of the Carolina Union to ensure a safe and orderly opening following the facility’s closure due to the COVID-19 pandemic.

2020-21 Goals
- Create safe, inclusive and educational experiences that enable students, faculty and staff to maximize their time at Carolina.
- Cultivate opportunities for students to strengthen and celebrate the Carolina community.
- Strengthen and assess student learning and satisfaction, and use results to demonstrate the Carolina Union’s contributions to retention and student success.
- Introduce, strengthen or retire technological applications to gain administrative efficiencies and effective timely delivery of information and services to students.
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 Student Fee Audit Committee, the Student Fee Advisory Subcommittee, the Carolina Union Board of Directors and the Student Affairs Senior Executive Team.

- Transitioned financial management of the Office of Fraternity & Sorority Life from the Office of the Vice Chancellor Business Hub to the Carolina Union Business Hub.

- Transitioned financial management of Student Organizations from Student Activities Fund Office (SAFO) to Carolina Union Student Organizations (CUSO).

- Implemented Operational Excellence program by supporting Student Affairs and the University's efforts to implement cost effective purchasing methods.

- Implemented Rapid Admin Service Request (RASR) workflow tool in conjunction with Student Affairs Finance, to further streamline financial processes.

2020-21 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** – introduce 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 expenses for the Carolina Union.
Business & Finance by the Numbers

Staff Breakdown*

- 5 Full Time Staff
- 5 Student Positions

*Does not reflect total staff employed at one time during FY19/20

Revenue Numbers

- 2020-19: $5,012,000
- 2019-18: $5,066,000
- 2018-17: $4,840,000

Down 1.07%** in 2020-19
Up 4.67%** in 2019-18

Expense Numbers

- 2020-19: $4,944,000
- 2019-18: $4,623,000
- 2018-17: $4,334,000

Up 6.94%** in 2020-19
Up 6.67%** in 2019-18

Utilities Expenditure

- 2020-19: $612K
- 2019-18: $597K
- 2018-17: $566K

Up 2.51%* in 2020-19
Up 5.48%* in 2019-18

* Note that Utilities are part of the expense numbers
** Note that the decrease in revenue and increase in expenses in 2020 is due to Covid

Help to support 808 Student Organizations
# Volume of Transactions for the Carolina Union

<table>
<thead>
<tr>
<th>Year</th>
<th>Volume</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal Year 2020-19</td>
<td>5,587</td>
<td></td>
</tr>
<tr>
<td>Fiscal Year 2019-18</td>
<td>6,282</td>
<td>↓ 11.06%*</td>
</tr>
</tbody>
</table>

# Volume of Transactions for Student Organizations

<table>
<thead>
<tr>
<th>Year</th>
<th>Volume</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal Year 2020-19</td>
<td>1,126</td>
<td></td>
</tr>
<tr>
<td>Fiscal Year 2019-18</td>
<td>1,737</td>
<td>↓ 35.18%*</td>
</tr>
</tbody>
</table>

*Reduction in the volume of transactions is due to COVID
Communications & Creative Services

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

- Awarded Honorable Mention for the Five-Year Review book from the Steal This Idea competition through the Association of College Unions International.
- Developed a new client satisfaction survey to track project success metrics. Received 100% satisfaction from clients through the end of the fiscal year.
- Created the State of the Carolina Union newsletter as a response to Union employees wanting to celebrate successes and share information between departments.
- Planned and implemented programs and services for students.
  - Hosted The Lab, three creative learning workshops that featured communication strategy, graphic design and video creation/editing. 15 students participated in the three sessions.
  - Hosted three Treat Yo'Self events, serving cupcakes and refreshments for UNC students. Each event drew 300+ participants.
  - Created a new Ask Me Anything series featuring high-profile guests who meet with Union staff for an open-ended discussion.

2020-21 Goals

- Provide training opportunities for CCS full time staff and student staff.
- Promote CCS services internally and externally to student organizations, university departments and programs.
- In collaboration with Student Affairs IT, successfully transition the main Union website pages from Drupal to the WordPress platform.
CCS by the Numbers

Staff Breakdown*

- 5 Full Time Staff
- 16 Student Positions

*Does not reflect total staff employed at one time during FY20/19

Project breakdown

- Total projects: 249
  - Carolina Union Projects: 37
  - University Projects: 75
  - Student Org Projects: 137

Hours breakdown

- Project hours: 1219
  - Full Time Staff: 473
  - Student Staff: 745

CCS supports the Union, University departments and student organizations through various communications and marketing projects based on their needs.
CCS Hosted Programs

**Treat Yo Self**
REVIVED IN 2020

- **3** events
- **300** participants

**the Lab**
SPRING 2020

- **3** workshops
- **15** participants

*The Lab Series after a long hiatus had a successful return!*

---

**Social Media Statistics**

- **Followers**
  - 9,609
  - 9,192
  - **4.53%** in 2020

- **Engagements**
  - 6,371
  - 9,133
  - **43.3%** in 2020

- **Impressions**
  - 995,076
  - 910,242
  - **9.3%** in 2020

---

**Website Statistics**

- **Visitors**
  - 70,168
  - 76,078
  - **7.8%** in 2020

- **Visits**
  - 289,684
  - 322,841
  - **10.3%** in 2020

---

**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.

*During the Union’s building closure for Spring 2020 due to COVID, web traffic decreased.*
Event Services

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

Accomplishments

• Supported large scale events
  • Transformed the West Lounge and Plaza into a futuristic space odyssey to celebrate NASA Week at UNC. From grade-schoolers to graduate students to professors and researchers, the event saw thousands of visitors come through the Union.
  • Worked with campus partners and student organizations in the logistics and set up for campaign stops of Democrat candidate Bernie Sanders and Republican speaker Corey Lewandowski.
  • Provided top-notch service for The Wilberforce Conference that brought hundreds of attendees to the Union.
  • Supported Employee Appreciation Day, where thousands of UNC staff and faculty enjoyed a day of fun in and around the Union.

• Updated exterior furniture of the building with Facilities and Maintenance employees adding 50 pieces, including bar-style tables and lounging couches, to allow students more spaces to connect with peers.

• Implemented the 25Live shared scheduling system in partnership with Office of the University Registrar, Provost and University IT. Staff were trained in order to start using the new reservation system in fall 2020.

• Developed a composting partnership with Carolina Dining Services and a psychology class to create signage to improve customer behavior for the composting station.

2020-21 Goals

• Operational Transparency - Create deliberate windows into and out of Event Services operations to help our clients and employees alike understand and appreciate the value we create.

• Increase Efficiency - Simplify procedures and reduce barriers to enhance service delivery.

• Continuous Staff Development - Enhance student and full-time staff development by targeting opportunities for leadership training and technical skill development, with an emphasis on mission-based decision-making.

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

**Staff Breakdown***

- 22 Full Time Staff
- 143 Student Positions

*Does not reflect total staff employed at one time during FY2019

**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.

**17,731**

Total Reservations in 2020-19

(Programs/Events/Meetings)
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

• Made safety a top-of-mind priority by participating in Safetober. FSL provided general information about fraternity and sorority life at UNC, safety and wellness tips and campus resources for students to use.

• Held the President’s Leadership Academy with all 53 chapter presidents in attendance. This two day retreat develops intellectual, interpersonal and emotional skills of Fraternity and Sorority student leaders. With the help of UNC Student Government’s Multicultural Affairs and Diversity Outreach Committee, FSL facilitated an implicit bias training workshop to educate students on how to be more aware of unconscious biases, how they affect day to day interactions and how to dissolve the barriers they create on both a personal and institutional level.

• UNC Omega Psi Phi Fraternity organized a food and provisions drive in the Pit to help the Bahama’s after it was devastated by Hurricane Dorian. The two-week effort collected 689 pounds of clothes, food and toiletries, as well as $1,729 that was sent to the Grand Bahama Relief Foundation.

• Interfraternity and Panhellenic councils, as well as individual chapters, diverted unused funds to purchase lunches and distribute them to frontline medical workers at UNC Hospitals during the COVID-19 pandemic.

• Received approval for the start of construction on the NPHC Legacy Plaza for June 1, 2020 (due to COVID-19 all campus construction was stopped and a new groundbreaking date was set for February 2021).

2020-21 Goals

• Develop and implement guidelines and procedures for the FSL community.

• Implement the Standards of Excellence Program to the FSL community.

• Create a structured transition period for the FSL officers.

• Conduct a needs assessment analysis for the FSL community.
Staff Breakdown*

3 Full Time Staff
2 Student Positions

*Does not reflect total staff employed at one time during FY20/19

Over 23,000 hours of Community Service completed
July 2019 - June 2020

30 Fraternity & Sorority Houses

29 & 22
Fraternities
Sororities
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>

**Membership Breakdown**

51 total chapters

17% of undergraduates in Spring 2020

19% of undergraduates in Fall 2019

1,266 Members

1,236 Members

Spring 2020  Fall 2019
Fraternity & Sorority Members

- Interfraternity Council (Men)
- Panhellenic (Women)
- National Pan-Hellenic Council
- Multicultural Greek Council

1,887 Members

1,866 Members

Membership Breakdown

51 total chapters

17% of undergraduates in Spring 2020

19% of undergraduates in Fall 2019

Spring 2020
Fall 2019
Third Tab of Infographic

Fraternity & Sorority Members

- Interfraternity Council (Men)
- Panhellenic (Women)
- National Pan-Hellenic Council
- Multicultural Greek Council

Membership Breakdown

- 51 total chapters
- 17% of undergraduates in Spring 2020
- 19% of undergraduates in Fall 2019

Pie chart showing:
- 56 Members (Spring 2020 and Fall 2019)
- 47 Members in Panhellenic (Women)
Fraternity & Sorority Members

- Interfraternity Council (Men)
- Panhellenic (Women)
- National Pan-Hellenic Council
- Multicultural Greek Council

Membership Breakdown

- 51 total chapters
- 17% of undergraduates in Spring 2020
- 19% of undergraduates in Fall 2019

191 Members
183 Members

Spring 2020  Fall 2019
Fall 2019 Grade Report

- All Greek vs. University: 3.318 vs. 3.336
- All Fraternity vs. All Male: 3.276 vs. 3.259
- All Sorority vs. All Female: 3.336 vs. 3.259

4 year Graduation Rate (2016-2019)

- Greek: 94.2%
- Non-Greek: 82.8%
- All Students: 84.6%

Average Cumulative GPA

- Fall Semester 4th Year Average: 3.86
- Spring Semester 4th Year Average: 3.410
- Chapter GPA: 3.376
- Chapter Cumulative GPA: 3.346
**Third Tab of Infographic**

### Fall 2019 Grade Report

<table>
<thead>
<tr>
<th></th>
<th>All Greek vs. University</th>
<th>All Fraternity vs. All Male</th>
<th>All Sorority vs. All Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Sorority Average</td>
<td>3.463</td>
<td>3.427</td>
<td>3.371</td>
</tr>
<tr>
<td>All Female Average</td>
<td>3.349</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 4 Year Graduation Rate (2016-2019)

- Greek: 94.2%
- Non-Greek: 82.8%
- All Students: 84.6%

### Average Cumulative GPA

- **Fall Semester 4th Year Average**
  - Greek: 3.86
  - Non-Greek: 3.46
- **Spring Semester 4th Year Average**
  - Greek: 3.410
  - Non-Greek: 3.376

---

**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

• Hosted a campus wide employment fair with 25 partners participating for students to learn more about on campus employment opportunities.

• Implemented a new Leadership Workshop Series with 11 workshops hosted and 239 participants in attendance.

• Held a collaborative professional development event with Duke University for the SPARK Women of Color Initiative.

• Spark collaborated with University Career Services on a networking event that allowed self-identified women of color employers and professionals to share their experiences and advice to Spark participants.

• Distributed over 100 books to students during the Women’s History Month book event.

• Reacted to COVID-19 in person limitations:
  • Successfully transitioned all EDUC classes online.
  • Conducted Student Officer Inauguration virtually in April.
  • Held LEAD Workshop Series online in March with workshops that could be downloaded and completed at one’s own pace.
  • Continued broadcasts of HeelTalks Leadership podcasts to connect with students. Each podcast serves as a catalyst for involvement or way of understanding approaches to leadership. 17 podcasts were created during 2019-2020.
  • Held live question and answer sessions with health experts called the COVideo series on Instagram. Sessions brought in experts to cover topics such as public and personal health considerations, job/internship and grad school searches, as well as a yoga and mindfulness session.
  • Hosted a Town Hall for student employees live on Instagram with over 60 unique participants.
  • Developed six new online training modules for Carolina Union student employees.

2020-21 Goals

• Development of a Risk Management process for student organization guidance and use.

• Partner with Diversity & Inclusion to close the gap on student programming including heritage months, guest speakers and cultural performances.

• Support and advise Undergraduate Student Government and Graduate & Professional Student Federation as they continue to navigate the split governance model.
# Student Life & Leadership by the Numbers

## Staff Breakdown*
- **9 Full Time Staff**
- **33 Student Positions**

*Does not reflect total staff employed at one time during FY20/19

## Leadership Programs Sponsored

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listeners to the HeelTalks Podcast</td>
<td>50</td>
</tr>
<tr>
<td>LEAD Workshops</td>
<td>47</td>
</tr>
<tr>
<td>Carolina United</td>
<td>48</td>
</tr>
<tr>
<td>Leadership</td>
<td>50</td>
</tr>
<tr>
<td>LEAD DIY</td>
<td>333</td>
</tr>
<tr>
<td>Total</td>
<td>333</td>
</tr>
</tbody>
</table>

## Student Organization Statistics
- **808 Student Organizations**
- **115 Activities/Programs hosted by CUAB**
- **75%** of the student body holds membership in a student organization
Breakdown of HeelLife Website Statistics

<table>
<thead>
<tr>
<th></th>
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<tbody>
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<td>1,268,766</td>
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<tr>
<td>708,005</td>
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</tr>
</tbody>
</table>

New and Returning Visitors 2020-19

- New Visitors: 154,287
- Returning Visitors: 55,128

New and Returning Visitors 2019-18

- New Visitors: 124,190
- Returning Visitors: 43,404
Breakdown of HeelLife Website Statistics

- **Unique Page Views**: 338,939
- **Sessions**: 271,190
- **Views of Org. Directory**: 338,939
- **Views of Events List**: 271,190

**New and Returning Visitors 2020-19**
- New Visitors: 154,287
- Returning Visitors: 55,128

**New and Returning Visitors 2019-18**
- New Visitors: 124,190
- Returning Visitors: 43,404
## Breakdown of HeelLife Website Statistics

<table>
<thead>
<tr>
<th></th>
<th>2019-20 Analytics</th>
<th>2018-19 Analytics</th>
</tr>
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<tbody>
<tr>
<td>Unique Page Views</td>
<td>76,136</td>
<td>26,470</td>
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<tr>
<td>Sessions</td>
<td></td>
<td></td>
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<tr>
<td>Views of Org. Directory</td>
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### New and Returning Visitors 2020-19
- **154,287** New Visitors
- **55,128** Returning Visitors

### New and Returning Visitors 2019-18
- **124,190** New Visitors
- **43,404** Returning Visitors
Breakdown of HeelLife Website Statistics

|-------------------|----------|-------------------------|----------------------|

2019-20 Analytics: 30,460
2018-19 Analytics: 3,478

**New and Returning Visitors 2020-19**
- New Visitors: 154,287
- Returning Visitors: 55,128

**New and Returning Visitors 2019-18**
- New Visitors: 124,190
- Returning Visitors: 43,404
Carolina Union Activities Board

**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**

- Hosted a full lineup of Week of Welcome events that included games and giveaways in collaboration with campus partners, with attendance of more than 1,500 during the week.
- Launched the new Coffeehouse Series to create a showcase for local and UNC-student artists. 154 people attended the first event, held in February of 2020.
- Developed and initiated summer virtual programming in response to the COVID-19 pandemic. These new programs included a virtual graduation celebration for 2020 graduates and Tasty Tuesday, a contest for students to win a free meal from a local restaurant.
- Created new collaborations with departments and organizations such as Student Wellness and the Black Student Movement. These collaborations included discussions about topics of social justice, advice and strategies for maintaining health and wellness during the pandemic and a professional development series.

**2020-21 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

Popular CUAB Events in 2019-2020

August to December

Number of Attendees

- WOW Events
- Blackballed (Collab w/FSL)
- Pottery Nights
- Bubble Soccer
- Chocolate Cart
- Joker Showing
- The Farewell Showing
- Homecoming Comedy Show
- SAGA Art Gallery
- Gingerbread LDOC
- IT Chapter 2 Showing
- Leaf your Anxieties Behind
- Dia de los Muertos

January to March

Number of Attendees

- Lunar New Year Celebration
- SG Arts & Activism Gallery
- Gatsby Gala
- Build an Animal
- Coffeehouse Series
- CCS Art Gallery
- Heels on Ice
- CUAB Art Showcase
Equitable Pay

205
Total Number of Student Positions*

*Does not reflect total staff employed at one time during FY20/19

Equitable Pay

80% of positions migrated to a new pay scale in 2019-18

Increased to

97% of positions migrated to a new pay scale in 2020-19

Business & Finance Student Highlight

Ashley Ernest, Business & Finance Assistant

• Ashley’s position in the Business Services Office prepared her for her current job at a Native nonprofit with responsibilities in finance, fundraising, and grant writing. She gained interpersonal communication and administrative skills that were directly carried over to her current position.

• Her position empowered her to pursue a role in finance that she says she would not have had the confidence otherwise to pursue.

Communications & Creative Services Student Highlight

Nash Consing, CCS Photography & Videography Coordinator

• Nash learned more about working with clients as he interacted with different organizations and met their project needs.

• A favorite project for Nash was documenting former presidential candidate Beto O’Rourke’s visit to the Carolina Union because it was an opportunity to photograph a piece of history at UNC.
Student Employment

Student Life & Leadership
Student Highlight

Bria Clyburn, Student Leadership Coordinator

- Bria learned about different leadership styles and how they serve different situations. She pushed herself out of her comfort zone and allowed herself to improve her public speaking skills as she taught others about leadership styles.
- Through her work she discovered a passion for program development.
- While facilitating workshops and hosting HeelTalks podcasts, Bria was exposed to innovative ways of sharing leadership concepts and allowed to practice her own leadership skills.

Event Services
Student Highlight

Griffin Deadwick, Student Coordinator (Operations, AV & Guest Services)

- Griffin helped bring the visions of Union clients to life by creating enjoyable and memorable events. He learned about customer service and “people skills” to help turn their visions into a reality.
- His work at the Union encouraged him to build an appreciation for different types of cultures and people who utilize the Union spaces and the clients he served.
- Griffin’s favorite and most memorable Union experience was supporting Carolina Indian Circle’s annual Culture Show, held in the Great Hall.

Fraternity & Sorority Life
Student Highlight

Kayla Bryant, Student Assistant in FSL

- Kayla helped FSL as the Fire and Safety Coordinator and worked with the houses on data collection for the office.
- She was active and creative with development needs for the FSL website.
- Kayla grew her creative and leadership skill set while working with CCS and Assistant Directors in the FSL office.
Communication & Critical Thinking Development

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<thead>
<tr>
<th>2019-18</th>
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<tbody>
<tr>
<td>2%</td>
<td>3%</td>
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<tr>
<td>98%</td>
<td>97%</td>
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- **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.

100% of students reported as developing in both Communication Development & Critical Thinking Development.

*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

- Conducted a survey of Graduate and Professional students regarding their current engagement with and future expectations of the Carolina Union to better engage the Graduate and Professional student population. The survey yielded over 1,000 responses.

- Approved a collaboration to plan a closeout fundraising event to fully aid the funding of the NPHC Legacy Plaza (formerly NPHC Garden) with the Office of Student Affairs and the Office of Fraternity and Sorority Life.

- Updated Board bylaws to reflect the positions and changes in flow of operations for the Carolina Union during the year. These changes ensured regulations are current.

- Prioritized building upkeep and made renovations to modernize the space to better resonate with the needs and wants of current students, provide more services and ensure the longevity of the Carolina Union.

- Approved the renovation of the space formerly known as the “Old Director’s Room” to honor the legacy and history of the Carolina Union. The renovation aimed to provide students an engaging and interactive experience that commemorated the cachet of the organization and the body it serves.

- Worked with Event Services to vote on the exterior furniture of the building with the addition of bar-style tables and lounging couches to allow more spaces for students to connect with peers.

- Board voted to approve to house the ITS Genius Bar to increase traffic, generate revenue and help ITS maintain its stature as an easily accessible resource to students.

- Collaborated with Campus Health to implement healthcare vending machines in the building. These machines provide students after-hours access to basic over-the-counter (OTC) medicines and other wellness essentials.

- Hired, trained and welcomed new Executive Director of the Carolina Union.

2020-21 Goals

- Foster and grow graduate and professional student relationships.

- Expand the Union’s physical space.

- Increase innovative partnerships on and off campus.
Message from the Carolina Union Board Chairs

Jaylen Evans
Chair of the Carolina Union Board of Directors, 2019-2020

As I look back on my year as Chair of the Carolina Union Board of Directors, I want to thank my fellow board members for the work they did. Every time I requested their help – whether it was emergency meetings or last-minute decisions – they excelled. They brought our building to the next level, and I could not have asked for a better group of individuals to work with.

To the student leaders at Carolina and those who share this Carolina Union space: be kind to each other and look after each other. There will be difficult days, but those are the days you have to realize why you are doing the work that you are doing. When someone is slipping, make sure you lend that helping hand to pick them up because our student organizations are intertwined to make student life and the Carolina Union successful. Go that extra mile to ask each other if you’re okay and how you can help. Continue to stay safe and help each other as you strive for excellence. And I really look forward to hearing about all the accomplishments at the Carolina Union!

Jaylen Evans
Chair of the Carolina Union Board of Directors, 2019-2020

Darian Abernathy
Chair of the Carolina Union Board of Directors, 2020-2021

During my tenure as Chair of the Carolina Union’s Board of Directors, I have three specific goals in mind to help serve the mission of the Carolina Union:

• First, foster and grow graduate and professional student relationships.
• Second, expand the Union’s physical space.
• Third, increase innovative partnerships on and off campus.

My goal is to unify these efforts so that we can create synergy and give space for students in the Carolina Union. As COVID-19 continues to change the way we interact, I remain committed to helping the Carolina Union find the best way forward.

Darian Abernathy
Chair of the Carolina Union Board of Directors, 2020-2021