

Carolina Union  
**BOARD OF DIRECTORS**

**AGENDA for NOVEMBER 19, 2014**  
5:30–6:30PM • 3102

### OLD BUSINESS

- Approval of October Minutes
- President Role Split Discussion

### NEW BUSINESS

- CUAB and Student Government Spaces

### INFORMATIONAL PRESENTATIONS

- Director's Report
  - Holiday Decorations
- Carolina Veterans Organization proposal for the Class of 2000's Lounge

### TOP FIVE UPCOMING EVENTS

Harmonyx Fall Concert (BSM)	November 21, 7–9:00pm	Genome G100
Star Heels Dance Team Fall Charity Show	November 22, 7–9:00pm	Great Hall
NC Talent Show (Friendship Assoc of Chinese Students & Scholars)	November 23, 7–10:00pm	Union Auditorium
Alpha Phi Omega Charity Night	November 24, 6:30–9:30pm	Great Hall
PASS (Student Wellness)	December 4, 4–10:00pm	Union Plaza

### EVENT NUMBERS

**250** Events in Union-managed spaces from October 30–November 19.

### CUAB CALENDAR

*Upcoming Events (through December 4th)*

Global Heelprints	November 20, 7:30pm	Historic Playmakers Theater
CUAB Retreat	November 22	CUAB
Gingerbread Houses	December 3, All day	Great Hall

## CUAB BUDGET

**\$156,155.74** spent of the budgeted **\$339,701** (does not include pending co-sponsorships that will take place in the Spring Semester).

## MARKETING & PROMOTIONS CALENDAR

*Upcoming Events (through December 4th)*

Treat Yo Self Thursday	November 20, 4–5:00pm	West Lounge
Holiday Decorations: Install	November 21, all day	Throughout the building
Winter Wonderland Décor (Candy canes available on trees, photo ops available with old well in the West Lounge)	November 24–December 19	Throughout the building
Semester-End Student Employee Appreciation	December 4, 2:00pm	Underground Lounge

## SOCIAL MEDIA COUNTS

 1,987

 864

 570

## SOCIAL MEDIA CAMPAIGNS & PROMOTIONS

Treat Yo Self Thursday	November 20
Thanksgiving (Effie video, building hours)	November 24–26
Winter Wonderland Décor Photos	November 24
Exam Study Rooms	December 4–12
Tribute of the Month Profiles	December 4–16
Winter Break (building hours)	December 12