

Table of Contents

MESSAGE & EXECUTIVE SUMMARY	3	FRATERNITY & SORORITY LIFE	14
ADMINISTRATION	4	Accomplishments & Goals	14
Accomplishments & Goals	4	FSL by the Numbers	15
Awards	5	STUDENT LIFE & LEADERSHIP	17
BUSINESS & FINANCE	6	Accomplishments & Goals	17
Accomplishments & Goals	6	SLL by the Numbers	18
B&F by the Numbers	7	CAROLINA UNION ACTIVITIES BOARD	21
COMMUNICATIONS & CREATIVE SERVICES	9	Accomplishments & Goals	21
Accomplishments & Goals	9	CUAB by the Numbers	22
CCS by the Numbers	10	CAROLINA UNION BOARD OF DIRECTORS	23
EVENT SERVICES	11	Accomplishments & Goals	23
Accomplishments & Goals	11	MESSAGE FROM BOARD CHAIRS	24
ES by the Numbers	12		

Message & Executive Summary

Alexandra Marchesano



The college union is the heart of the campus. The philosophy around the college union is to create a sense of community, embrace the diversity of its students and college community, provide social, cultural, and educational programs and create a welcoming space. This year we welcomed students and the campus community back to the Union after closing our doors due to COVID-19. We worked with students to plan and implement in person programs and activities while still navigating COVID-19 protocols. The pandemic has certainly changed many things on our campus, but this year we came back stronger than ever.

The Carolina Union is made up of professional and student staff who are dedicated to making all Carolina

students have a great experience while visiting the Union. This past year, we saw an increase in reservations for events in the building. It was a slow start as students were trying to feel their way around and figure out how to have safe events.

However, we still offered hybrid options. FallFest was planned with a new footprint. FallFest is a traditional event that welcomes new and returning students to campus. Unfortunately, FallFest was cancelled due to inclement weather. However, due to the quick thinking of staff we planned some of the great FallFest activities during the first few weeks of school. A successful hybrid fraternity and sorority recruitment was planned. We welcomed back our student staff and held training in August.

The Union also had a great deal of staff turnover. This allowed us to take a critical look at the staffing structure. We were able to restructure some departments, hire new staff and promote staff within. We also provided a salary increase for student staff who are the heart of our operation.

We had a great year and we accomplished so much. I look forward to continuing our great work and providing a great Carolina experience for our students.

Thank you,

Alexandra Marchesano
Executive Director of the Carolina Union

“The Carolina Union is made up of professional and student staff who are dedicated to making all Carolina students have a great experience while visiting the Union.”

- Alexandra Marchesano

Administration

Mission

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

Accomplishments

1. Implemented the Carolina Union Pillars which are a set of goals for the Union to focus on for the next 3-5 years.
 - The Carolina Union Executive Team created the Carolina Union Strategic Pillars that line up with the Student Affairs Curricular Approach and the University Strategic Plan. The Pillars are used to guide our goals and learning outcomes.
 1. Pillar #1 Justice, Equity, Diversity and Inclusion
 2. Pillar #2 Student Centered Programming and Services
 3. Pillar #3 Organizational Stewardship

The accomplishments that we achieved this past year encompass these strategic pillars. You will see that as you read through the rest of the accomplishments for the Carolina Union.

2. Plan and implement a robust Student Employee and Supervisor training program.
 - Planned and implemented a Supervision Training program for all Carolina Union staff who supervise student staff. The training was held in July, 2022 and focused on skills needed to be a good supervisor. We went back to basics. Fourteen professional staff attended the training and learned about basic supervision skills.

- Student staff training was held in August. Over 100 student staff attended the week-long training which covered the following topics: Departmental Updates, Union Updates, Team Building and Icebreaker exercise, Customer Service, Emergency Training, Policies and Procedures, Facilitation and Project Management, Expectations for working in your department, TIM, Strengths Quest, Program Planning, FallFest Training and SmallFest training.

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

- This was the first full academic year that we were back in the Union working since February, 2020. We continued to follow COVID-19 protocols of wearing a mask, keeping your distance and making sure the facility was clean to ensure the safety of our students, staff, faculty and guest.

- We had to make several changes throughout the year since the number of COVID-19 cases was decreasing. Masks became optional. Social distancing was no longer going to be enforced. The COVID-19 testing site continued to be located in the Art Gallery. We started to see an increase in reservations and events throughout the year.



Administration

4. Continue to implement the JEDI (Justice, Equity, Diversity and Inclusion) program.

- Several committees have been created to address justice, equity, diversity and inclusion items around policies and procedures, community service, training and onboarding of new staff, resources such as books, podcasts, articles and professional development opportunities.
- The annual staff retreat focused on community service. We worked with Habitat for Humanity on a build in Hillsborough. A total of 26 staff members attended. We held a reflection activity and all staff said that it was a great experience and would like to do more community service projects.

5. Hire and train a diverse staff to work in the Carolina Union.

- We have had major staff turnover over the past two years. Due to this, we were able to restructure some departments and promote some staff due to their outstanding work.

Awards

The following Carolina Union staff have received and have been recognized for the following awards:

- **Victoria Boykin**, *Associate Director, Event Services* – **Student Affairs Fresh Impact Award**
- **Lee Roberts**, *Student Organization Program Coordinator* – **Student Affairs Diversity Award**
- **Brian Lackman**, *Associate Director Leadership Development* – **ACPA Mid-Level Community of Practice Mid-Level Scholar Practitioner Award**
- **Cassie Thomas**, *Assistant Director* – **Rising Professionals Program (RPP) for the Division of Student Affairs**

Award Recipients



Victoria Boykin
Associate Director - Event Services



Lee Roberts
Student Organization Program Coordinator



Brian Lackman
Associate Director Leadership Development



Cassie Thomas
Assistant Director - Fraternity and Sorority Life

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

- Developed Annual Operating Budget for fiscal year 23 (FY23) for the Union, Fraternity & Sorority Life and Carolina Union Student Organizations
- Prepared list of Capital projects and Capital expenditure budgets for submission to Student Affairs
- Promoted and participated in Diversity, Equity & Inclusion related activities, including Justice, Equity, Diversity & Inclusion committees
- Conducted analysis of LSI impact on FY22 and FY23 Budget
- Effectively managed finances for the Carolina Union and Student Organizations, including analysis of revenue and expenditure
- Continued provision of financial guidance, advice, and training for the Carolina Union and Student Organizations
- Provision of financial data as a result of increased financial reporting due to purchasing restrictions

2022-23 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.



Business & Finance by the Numbers

Volume of Transactions for the Carolina Union

Fiscal Year 2020-2021

2,115

Fiscal Year 2021-2022

2,999

* 41.80%
* Higher volume of transactions due to increased activities

Volume of Transactions for Student Organizations

Fiscal Year 2020-2021

1,097

Fiscal Year 2021-2022

1,750

* 59.53%
* Higher volume of transactions due to increased activities

Business & Finance by the Numbers

Staff Breakdown



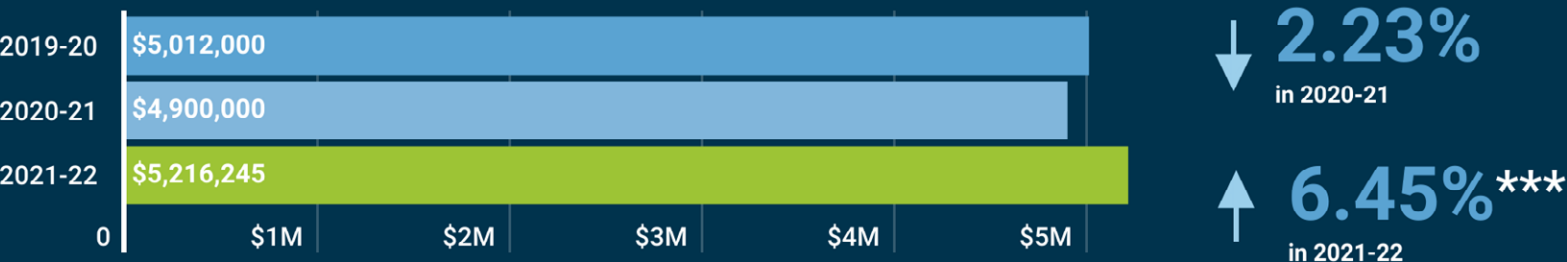
Helped support **782** Student Organizations

Staff Breakdown

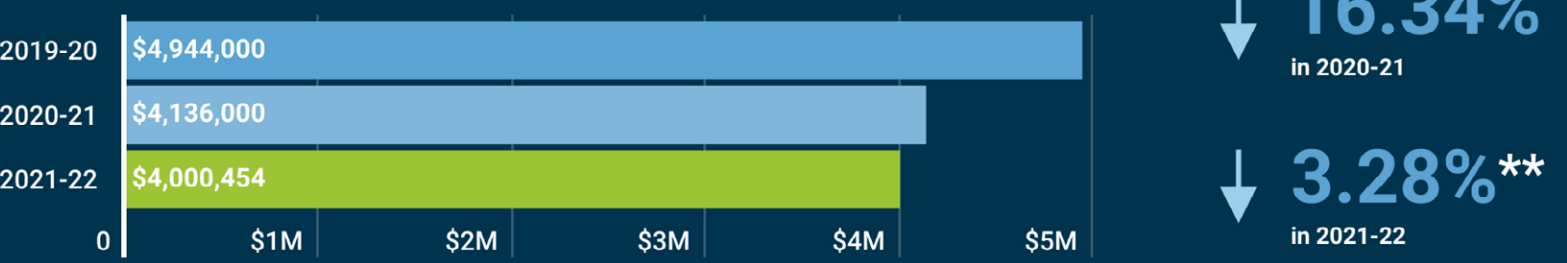


Helped support **813** Student Organizations

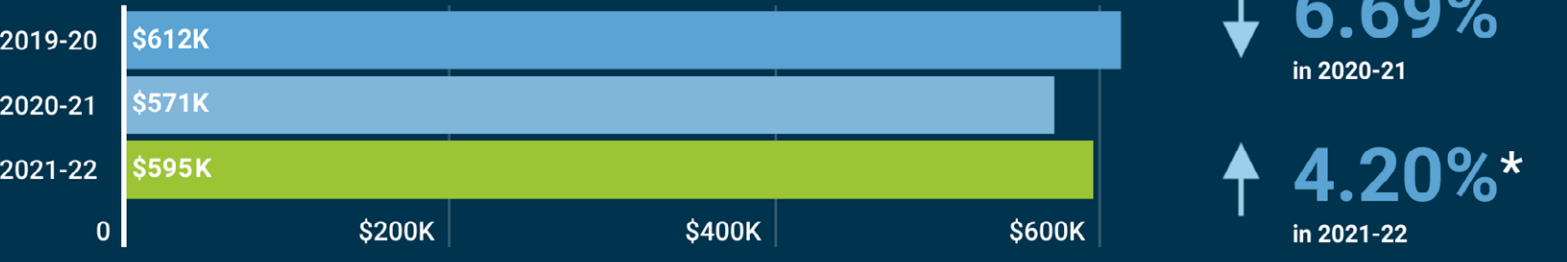
Revenue Numbers



Expense Numbers



Utilities Expenditure



* Higher Utility expense due to increased building usage
** Decrease in Expenditure due to vacancies during the year | *** Increase in Revenue due to higher enrollment numbers and increased reservations

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

- Transitioned back to the office fulltime from Work From Home due to COVID
- Provided support and assistance for key events with a limited staff
 - Lead up to FallFest (FallFest was cancelled due to inclement weather)
 - LDOC
 - Officer Inauguration Ceremony
 - Chancellors Awards
- Restructured CCS staff structure to better meet the needs of the campus.
- CCS was able to continue to provide services and support to the Carolina Union departments, Student Organizations, and UNC departments. By providing this support we were able to provide the real world work experience to the student staff in the fields of photography, videography, and social media content management
- We were able to get a good start on establishing best practices for social media
- Successfully hired and on boarded the new multimedia specialist to CCS's professional staff
- Continued to be active participants in the Union's JEDI plan for the Carolina Union

2022-23 Goals

- Provide opportunities for student staff to gain and strengthen skills for employment by assigning projects that allow them to build skills and by providing them valuable feedback.
- Support the hiring committee in the process of searching for, interviewing, and hiring the new AD for CCS.
- Assist in the training of the new AD and help acclimate them to the Union and to CCS.
- Interview, hire, train, and retain new student employees.
- Support all Carolina Union departments and student organization under the new restructure of CCS



CCS by the Numbers

Staff Breakdown



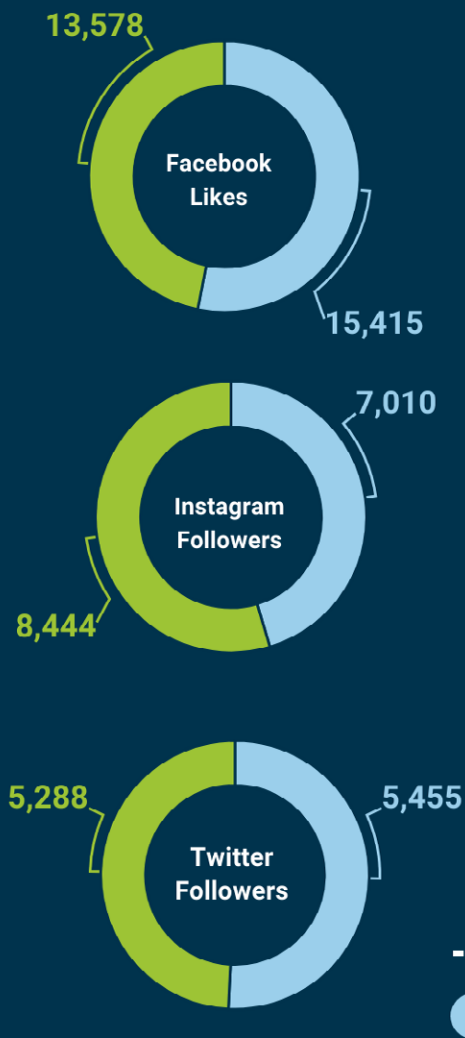
2020-21

Staff Breakdown

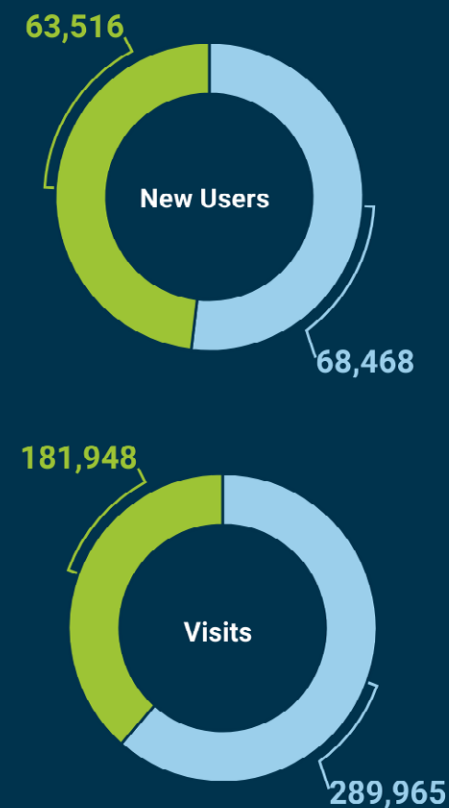


2021-22

Social Media Statistics



Website Statistics*



* Fluctuations with the increase and decrease in numbers are due to students adjusting interests with the return of in-person activities.

Event Services

Mission

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

Accomplishments

- Event Services restructured to better meet client needs through the reclassification and reduction of several positions, resulting in the reduction of three positions, and the elevation of three positions as well as creation of 8 new student lead roles.
- Event Services codified exceptions guidelines through an approvals process with the Union Board of Directors.
- Reinstated the Events to HVAC system - This system lowers our energy consumption and provides budget savings in rooms with updated HVAC systems.
- Recruitment of Protection of Minors Office onto campus scheduling system.
- Established a Business Continuity Plan for building and organizational operations to provide stability should another pandemic or health crisis event occur.

2022-23 Goals

- ENERGY COSTS

We will continue to monitor energy consumption and retain the same building hours and review this again in FY22-23.

- EVENT EXPERIENCES

Our revised staff structure of providing specific Event Managers will be in effect for Fall 2022 and will specifically target client questions and planning needs.



Event Services by the Numbers

Staff Breakdown



18 Full Time Staff



84 Student Staff

2020-21

Staff Breakdown



12 Full Time Staff



89 Student Staff

2021-21

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 2020 - 2021
(Programs/Events/Meetings)

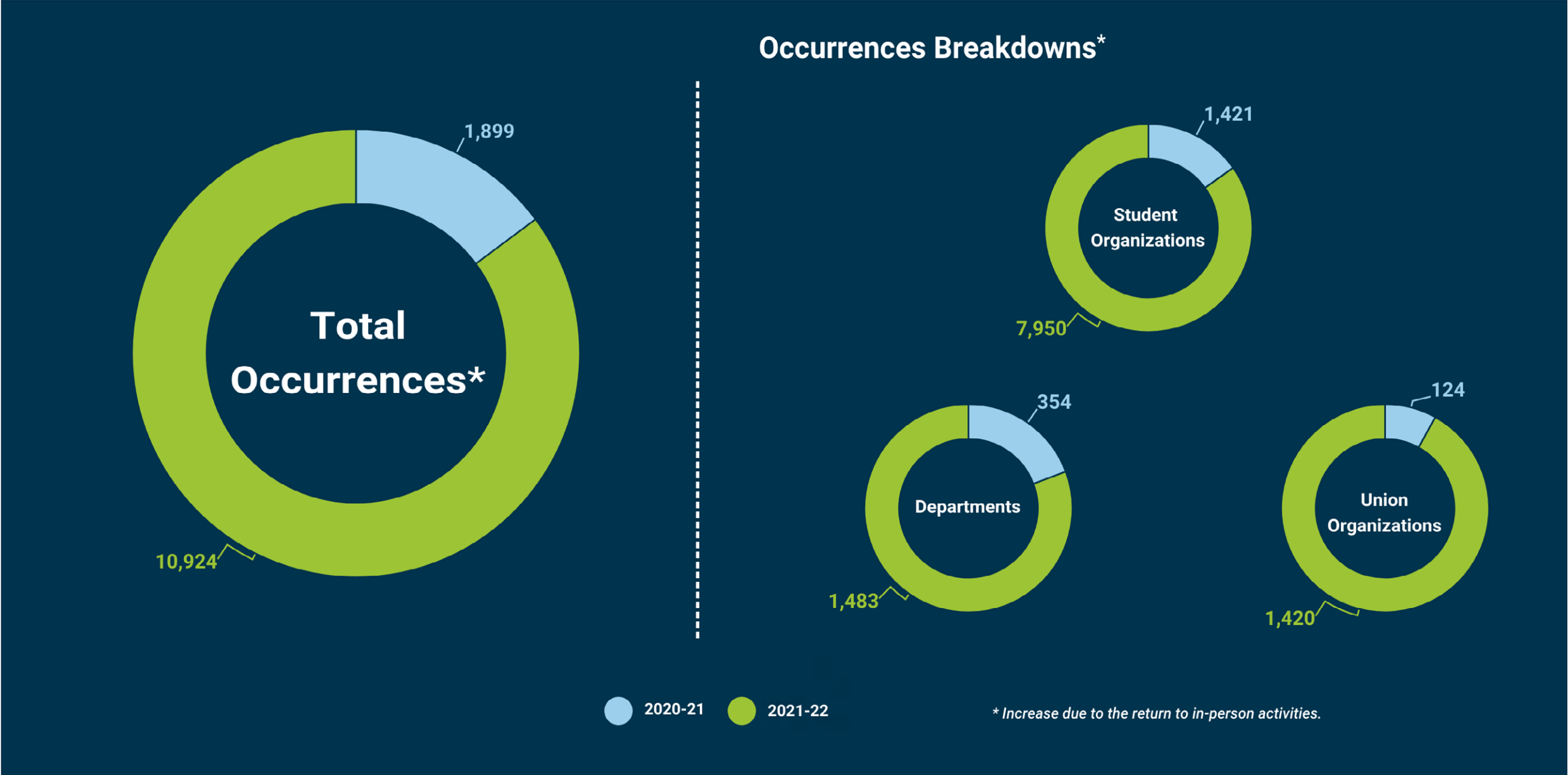


* Total Occurrences in 2021 - 2022
(Programs/Events/Meetings)

↑ 475.25%

increase in Reservation numbers post COVID-19

Event Services by the Numbers



Fraternity & Sorority Life

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

- IFC and Panhellenic had an incredibly successful recruitment despite still being in a pandemic. Panhellenic moved their recruitment to move-in weekend before classes began which had never been done and completed a hybrid process which had also never been done. Even though both things were initially considered barriers by the chapters and advisors—we had the best retention rate our RFM Specialist has seen. (FSL)
- We had no cluster breakouts within our Fraternity and Sorority Community (FSL).
- We were very successful with our Fall Speaker Series, Lunch and Learns, and Slump and Sips all were dedicated towards Social and Intellectual Dimensions (two of the eight Dimensions of Wellness) reached new members, general members, and chapter leadership depending on the event (FSL).

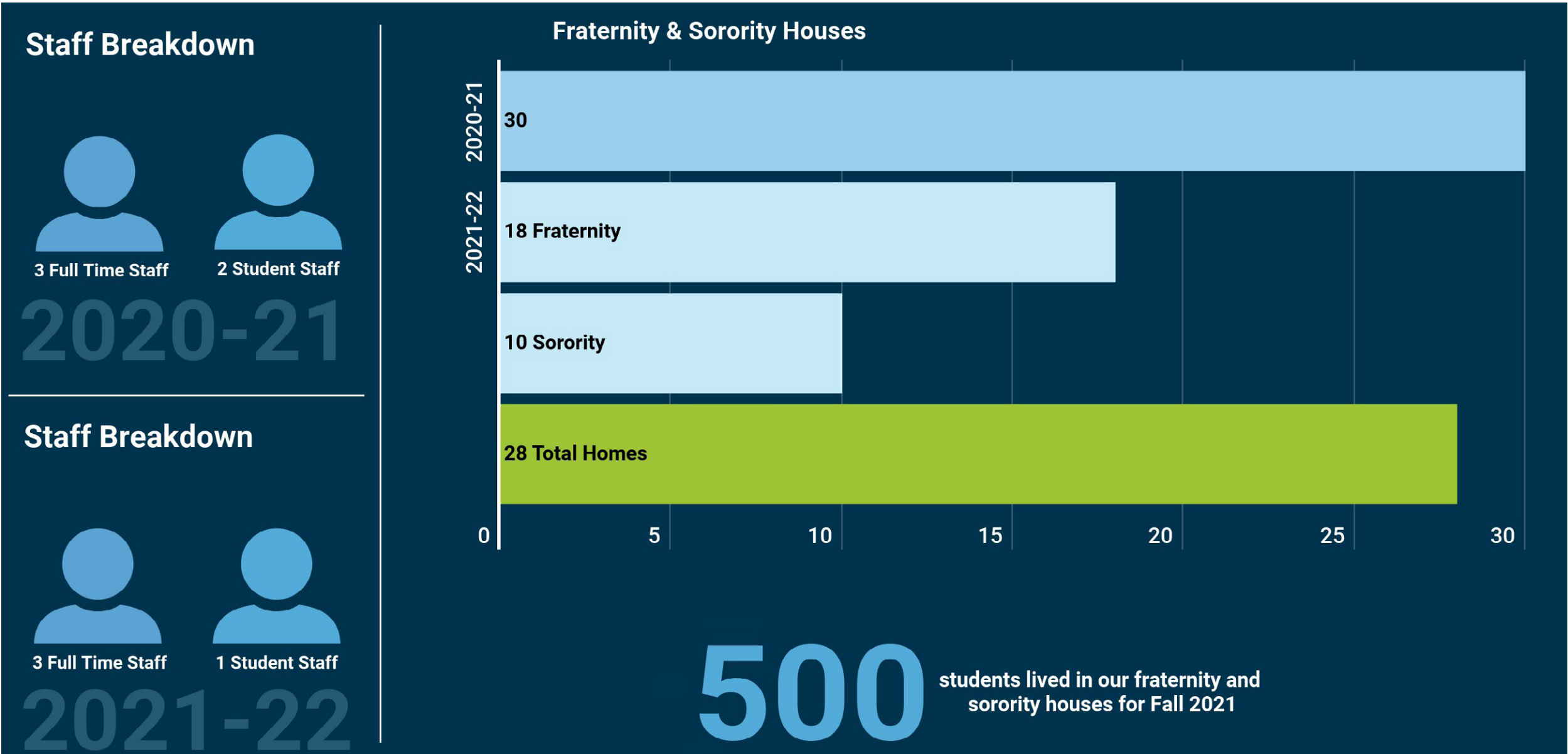
- FSL hired two Graduated Assistants that came in and did an excellent job of working with the four councils, executive boards, and programming for office (FSL)
- We received the recommendation report from Dr. Shauna Harris, Chair for Internal Program Review for FSL. The report will determine the successful vision for FSL moving forward.

2022-23 Goals

- Complete Internal and External Review for FSL.
- Hiring of second graduate assistant and student staff.
- Completion of FSL Speaker's Series.



Fraternity & Sorority Life by the Numbers



Fraternity & Sorority Life by the Numbers

600

new members attended
Hazing speaker doing
Hazing Prevention
Week (all four councils)

300

new members attended
DEI speaker in October
(all four councils)

351

IFC extended bids for
Fall Rush

703

PNM registered for
Panhellenic Recruitment

527

bids were matched

89% of Prospective New Members
(PNM) received their first choice

7% PNM received their second choice

Total for chapters went from

191 to 198

Student Life & Leadership

Mission

The mission of Student Life & Leadership is to create an inclusive Carolina community through engagement and intentional educational opportunities.

Accomplishments

- UNC was accepted into the 2022-2023 Voter Friendly Campus cohort w/SLL as the leading campus partner.
- SLL is the primary implementors of the Campus Life Experiences Curriculum.
- Fall semester programs for Heritage Month and Identity centered Celebrations hosted over 2,000 students and distributed over 250 books.

2022-23 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 of our post pandemic work.
- Success implementation of the Tar Heel Leadership Plan.



Student Life & Leadership by the Numbers

Staff Breakdown



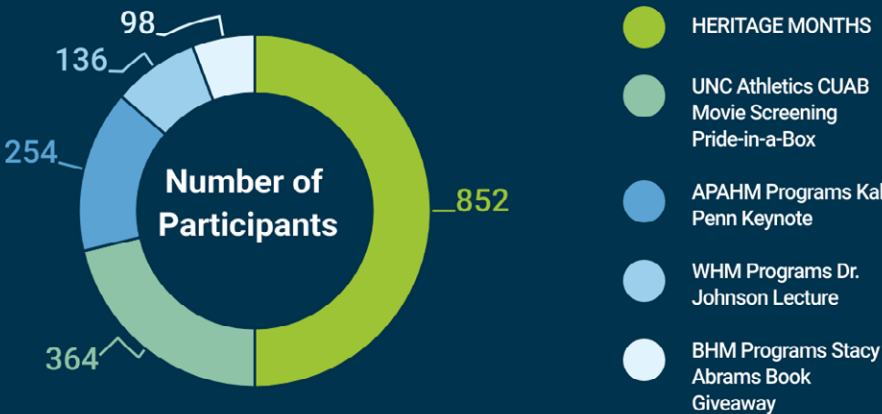
6 Full Time Staff



19 Student Staff

2020-21

Leadership Programs Sponsored 2020-21



Staff Breakdown



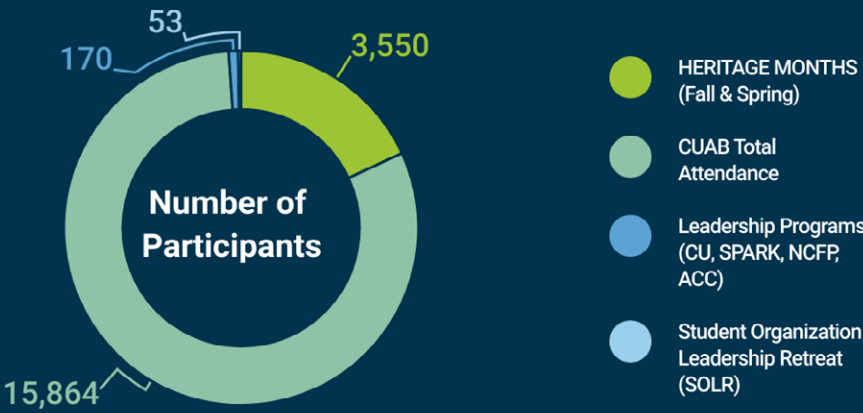
9 Full Time Staff



27 Student Staff

2021-22

Leadership Programs Sponsored 2021-22



* Due to the return to in-person programming there were significant differences in student engagement on campus

Student Life & Leadership



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

Student Organization Statistics 2021-22



813 Student Organizations



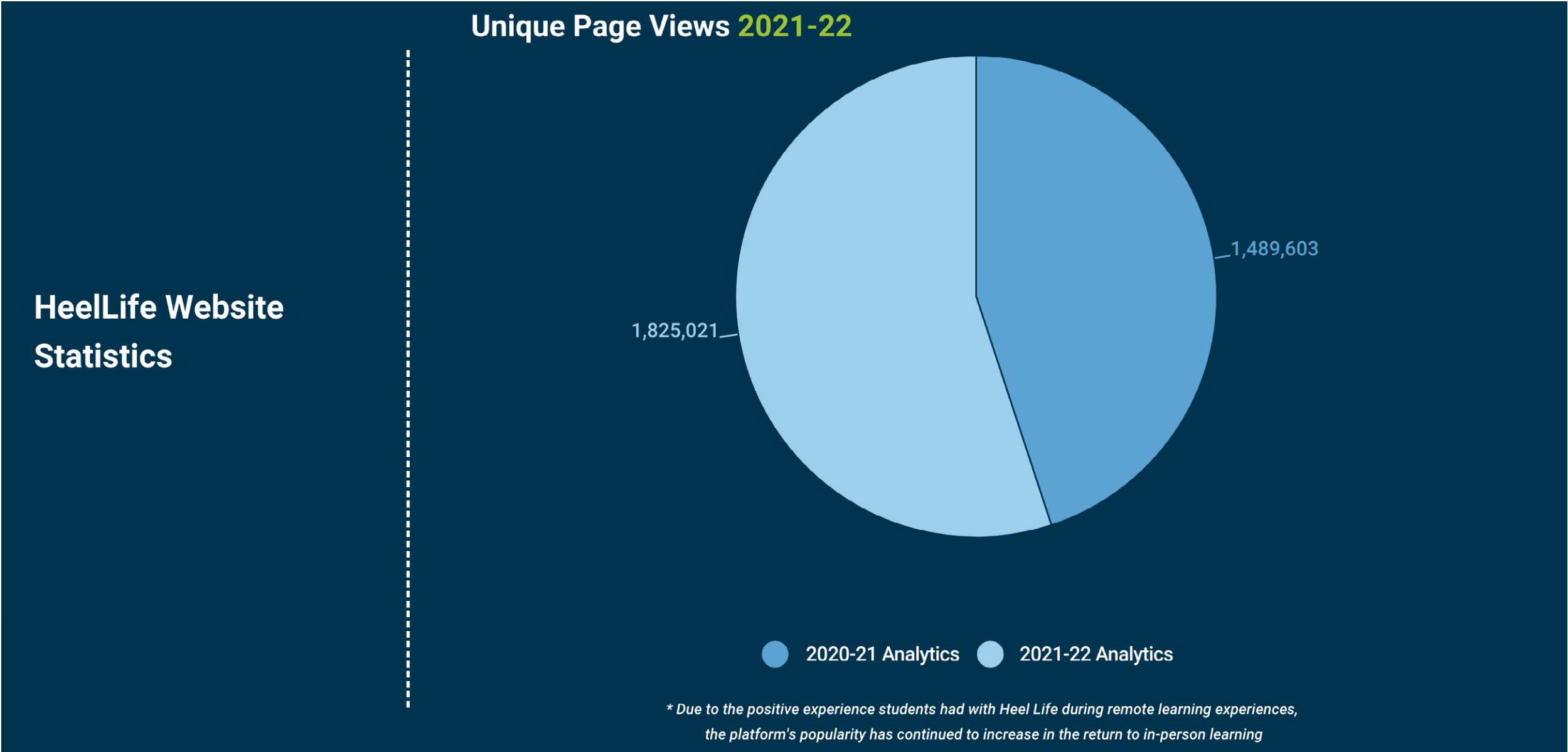
104 Activities/Programs hosted by CUAB

** Due to the return to in-person programming, less programs were held but the quality, scope, and size were increased due to adaptive COVID-19 protocols*



75% of the student body holds membership in a student organization

Student Life & Leadership by the Numbers



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

- 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.

2022-23 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 2021-22



Social Media or other virtual interactions



Students Attended from



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

- The Board Chairperson planned and implemented a successful retreat to train the new board members.
- The Carolina Union Board met in person and strategized to get more students organizations to plan events in the Union.
- The Board planned and implemented a successful reception to unveil the CUBES project in the Aquarium Lounge. The CUBES project was created in response to the racial unrest of 2020.
- The Board voted in favor of supporting the Exceptions Policy for the Carolina Union.
- The Board planned and implemented a successful Sophomore Summit. This event was funded by Triad funds to reach out to Sophomores who began their educational career at UNC during the height of the pandemic. The Board provided them with information to get involved with the Board, clubs, and organizations.

2022-23 Goals

- Bring students safely back to the Union to host events and utilize the space.
- Work with/CDS to find a reliable and affordable food options to take the space of the Wendy's location.
- Offer more space in the Union to promote healthy and positive behaviors for students.
- Strengthen visibility and transparency between the Board members and students who utilize the Union.



Message from the Carolina Union Board Chairs



Jauntel Bennett
Chair of the Carolina Union Board of Directors, 2022-2023

Jauntel Bennett

Hello Carolina Community! It is an honor to serve as the '22-'23 Chair for the Carolina Union Board of Directors.

The Union has provided me with various academic and professional resources, along with social opportunities to further enhance my Tar Heel Experience.

I am looking forward to expanding the mission of the Carolina Union to maximize the Tar Heel experience this academic year!

Jauntel Bennett
Chair of the Carolina Union Board of Directors, 2022-2023



Lauren Aycock
President, Carolina Union Activities Board 2022-2023

Lauren Aycock

Hi Tar Heels! I'm so excited to serve as your Carolina Union Activities Board President and Union Vice Chair this year!

CUAB will always hold a special place in my heart as it has broadened what the Carolina Experience means to me, introduced me to so many new opportunities and people, and has played a huge role in how I have developed as a leader on and off-campus. I hope to continue to embody CUAB and the Union's mission to engage the student body and serve our students to the best of my ability!

Lauren Aycock
President, Carolina Union Activities Board 2022-2023

