



Carolina Union

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

Annual Report for 2022-2023



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Message & Executive Summary

Alexandra Marchesano



The Carolina Union had an incredible year as we entered the 2nd full year back on campus with full operations since closing our doors due to COVID-19. This year, we saw an increase in the number of students on campus and in the Union. Students were coming to the Union to hang out with friends, study, eat, attend a student organization meeting, or attend an event. The Union is truly the living room of the campus.

We had so many events happening in the Union. We kicked off the year with student staff training welcoming back 100+ student staff. Our student staff contribute greatly to the operations of the Union. We cannot do our jobs without them. We planned and implemented FallFest, 2022, which was highly successful. Thousands

of students attended and had a fun time. Student organizations held meetings and planned events in the Union. CUAB held many major events throughout the year. We planned several Treat Yo' Self events for the students who received sweet treats and resources from various departments around campus. We had several vendors come to the Union selling posters and apparel that our students loved. We had political speakers come to campus that sparked student demonstrations. The political speaker event with the student demonstrations was successful and we did not experience any issues. We celebrated and recognized over 70+ students' great academic and leadership accomplishments at the Chancellor's Awards. We added artwork to the Union with a mural from the senior class and a quilt for Denim Day to educate others about sexual violence.

The Union staff participated in an All-Staff Community Service project with a build with Habitat for Humanity. The Union staff worked on the curricular approach, which helps us to focus on how we are educating our students through the work that we do. This has been a great challenge and has the staff looking at how we can partner with other departments within the division and across campus to avoid duplication of services.

The Board of Directors (BOD), which was led by Jauntel Bennett, had a great year working on various initiatives related to the operations of the Union. They created a survey entitled "The Living Room of the Campus." The goal was to identify other resources that students want in the Union. The BOD had a successful retreat to onboard the members to learn about Union operations, budget, capital projects and space needs.

We continue to have challenges with staff turnover. However, we have hired new staff in many of the departments in the Union who are providing great services for our students. We also hired more student staff this past year. We are also navigating budgetary challenges which have empowered us to think differently.

We had a great year with many accomplishments. I am proud of the work that we are doing to educate our students outside of the classroom. I am looking forward to continuing our great work to provide a great Carolina experience for our students.

Best,

Alexandra Marchesano
Executive Director of the Carolina Union

"Students were coming to the Union to hang out with friends, study, eat, attend a student organization meeting, or attend an event. The Union is truly the living room of the campus."

- Alexandra Marchesano

Administration

Mission

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

Accomplishments

- Successfully worked with the new restructuring model for the Carolina Union. Fraternity and Sorority Life reports directly to the Executive Director for Student Development and Campus Partnerships. Student Life and Leadership has a dotted line reporting relationship to the Executive Director for Student Development and Campus Partnerships with a direct report to the Executive Director of the Carolina Union. Held weekly meetings between the two Executive Directors to work together on student programming, student governance, leadership, human resources, and budgetary matters.
- Planned and implemented a Carolina Union All-Staff retreat with Habitat for Humanity with a focus on community service and giving back to the community.
- Oversaw several searches in which we hired and trained new staff for the following positions:
 - Associate Director in Communications and Creative Services
 - Business Officer in the Business and Finance Office
 - Assistant Director of Event Services in Event Services
 - Administrative Assistant in Event Services
 - Associate Director for Involvement and Activities in Student Life and Leadership
- Working with the Office of Internal Audit at UNC, Administration and the Business & Finance office successfully completed a Carolina Union Financial Audit where we received high praise for maintaining strong internal controls over receipts and expenditures as well as having a robust budgeting process in place.

- Created a new CUSO funding model to be launched in fall 2023. Hiring a new controller to support the new model to work on purchases and reimbursements for students and student organizations along with more student staff to support this new model.
- Planned and implemented a successful FallFest program that included a new footprint for this annual tradition.
- Met with UNC Police to discuss safety issues for the Carolina Union. We established good relationships, open communication between the two areas, and received the daily police report to stay informed about issues that happen in the Union and around campus.
- Created a Carolina Union Development Team to work with the Student Affairs Director of Development on fundraising and development initiatives for the Union.
- Added new artwork to the Carolina Union. The Senior Class had a mural created that is being displayed in the Union. A quilt was created for Denim Day to educate people on sexual violence.

2023-24 Goals

- Renegotiate MOUs with our tenants as advised by an external audit
- Implement a tiered pricing system for services to ensure clarity in charges and efficient invoicing.



Achievements

Awards



Amber Ali
Director of Business Services
Carolina Union



Hala Hanna
Assistant Director, Business Services
Carolina Union

- **Amber Ali** was selected for and graduated from the **University Leadership Education and Development (ULEAD) Program**, targeted for high-performing and high-potential leaders.
- **Hala Hanna** was selected for and participated in the **Student Affairs Rising Professionals Program (RPP)**, a year-long career development experience which enables professionals to learn and grow in preparation for next steps in their careers.

Anniversaries



Juan Chavez
Housekeeping Manager, Event Services
Carolina Union



Natasha Young
Ldrshp Development Prog. Coord., Student
Life & Leadership - Carolina Union

- **Juan Chavez** celebrated **25 years** working at UNC.
- **Natasha Young** celebrated **5 years** working at UNC.

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 the Annual Operating Budget for fiscal year 24 (FY24) for the Carolina Union (Union), Fraternity & Sorority Life (FSL) and Carolina Union Student Organizations (CUSO) for submission to Student Affairs.
- Prepared a list of Capital projects and Capital expenditure budgets for submission to Student Affairs.
- Effectively managed finances for the Union, FSL and CUSO, including analysis of revenue and expenditure.
- Continued provision of financial guidance, advice, and training for the Union, FSL and CUSO.
- Promoted and participated in DEI related activities, including JEDI committees.

2023-24 Goals

- Plan, develop and manage the Union and FSL annual budget, including effectively managing finances for the Union, FSL and CUSO.
- Implementation of the revised CUSO funding model, including hiring of professional and student staff to support the student organizations with their procurement needs.

- Train new student government leaders and student organizations on fiscal management and financial processes, including revised CUSO funding model.
- 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.
- Efficiently analyze revenue and expenditure for all budgets managed by the department.



Business & Finance by the Numbers

Volume of Transactions for the Carolina Union

Fiscal Year 2021-2022

2,999

Fiscal Year 2022-2023*

2,730 ↓ - 8.97%

Volume of Transactions for Student Organizations

Fiscal Year 2021-2022

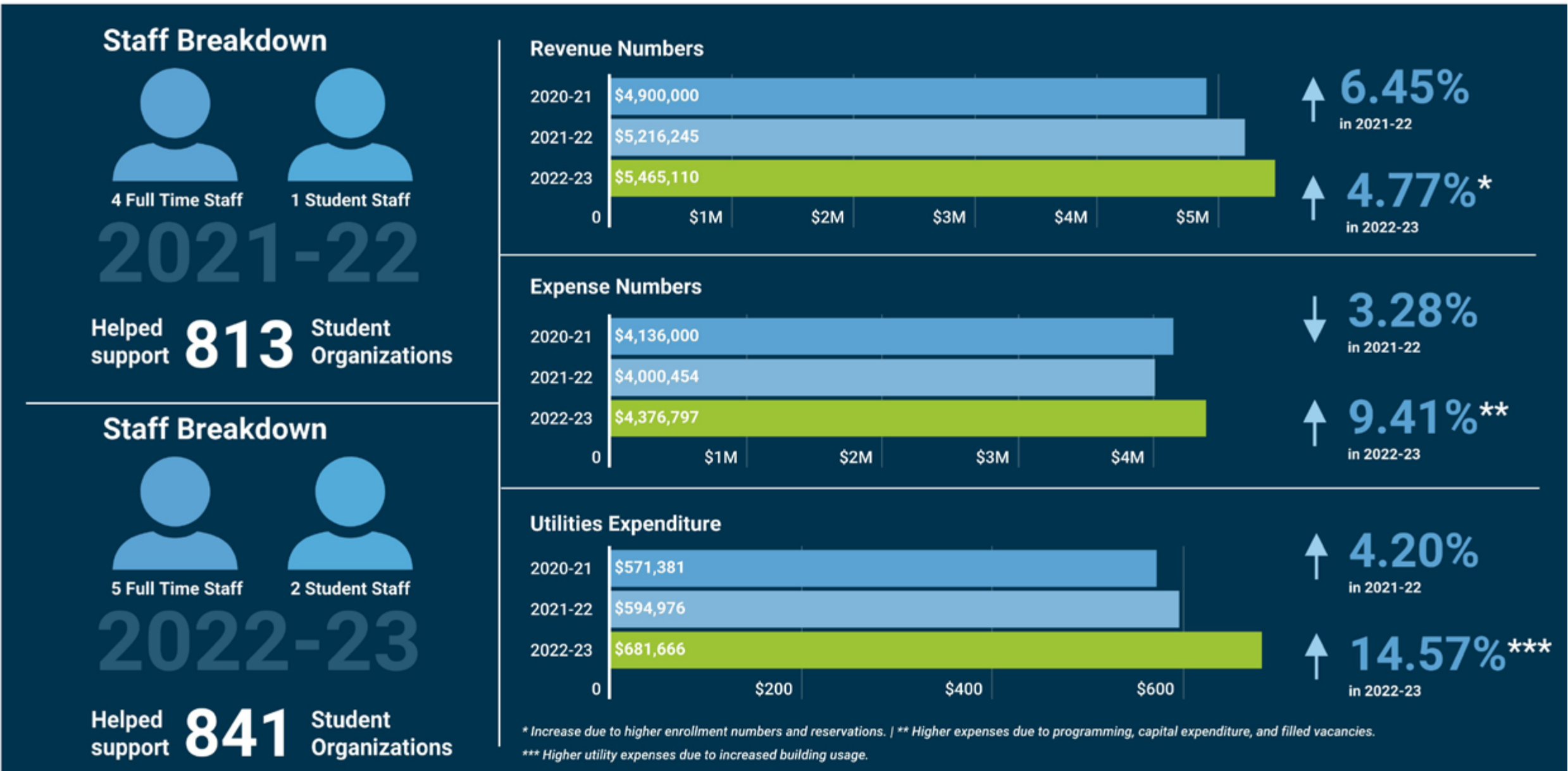
1,750

Fiscal Year 2022-2023**

1,769 ↑ 1.09%

* FY21-22 numbers were higher due to timing of payments for FY20-21 items. FY22-23 numbers are reflective of a normal year. | ** FY22-23 numbers remained consistent with previous years' numbers.

Business & Finance by the Numbers



Communications & Creative Services

Mission

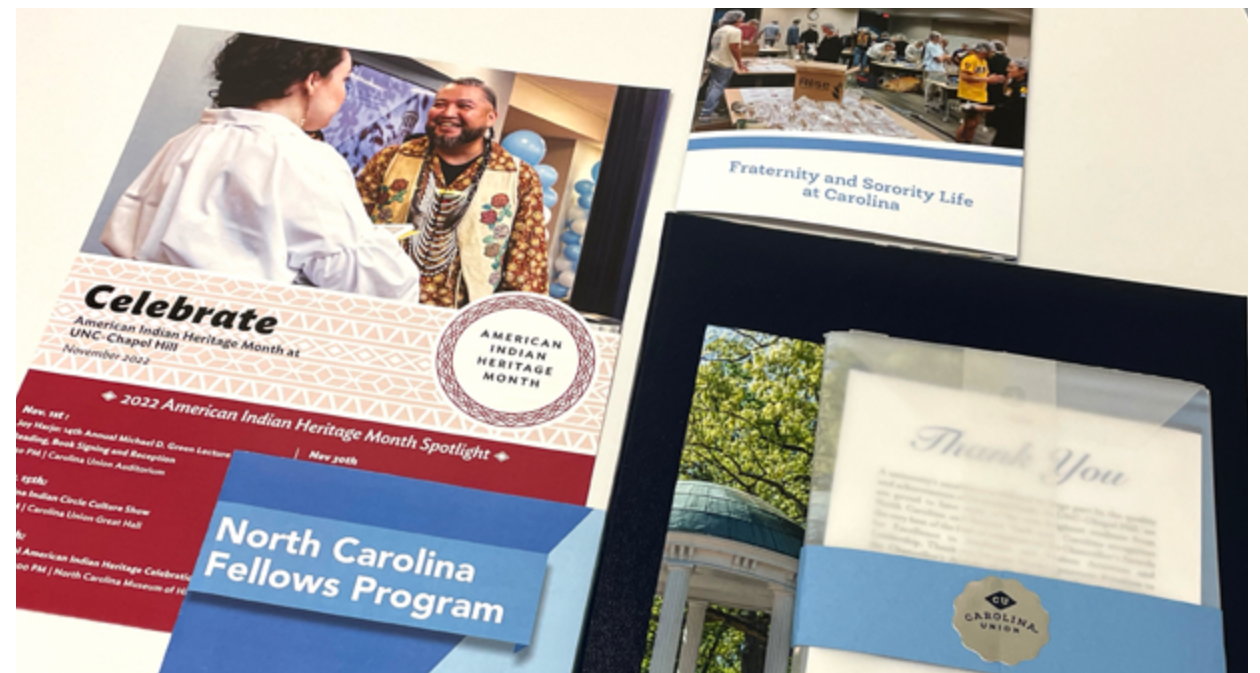
The mission of Communications and Creative Services is to be the communication resource for the Carolina Union through intentional collaboration on creative communication solutions as we serve to enrich the student educational experience.

Accomplishments

- Successfully hired and onboarded a new Associate Director for CCS.
- Increased social media presence by creating custom content that encouraged follower engagement on both Instagram posts and reels.
- Collaborated with UNC departments and student organizations to produce updated logos, branding, and print materials for various programming needs. In addition, provided photography services to several UNC departments and student orgs.
- Created original branding for a new Carolina Union signature event, Market Days.
- Completed the initial Carolina Union website migration while overseeing and implementing ongoing site updates.
- Supported all Carolina Union Signature Programs by providing print and digital design work, social media promotion, and branding elements.
- Advanced communication between the Union and the other Pit Partners by creating a Teams channel to share updates and host an events calendar.

2023-24 Goals

- Create a comprehensive and long-range marketing plan for the Carolina Union.
- Advance the Carolina Union's social media presence by encouraging new and returning students to follow and engage with appropriate channels.
- Introduce the Carolina Union as "The Living Room of the Campus" by creating a custom campaign that focuses on educating students on all the Union has to offer, engaging with students in meaningful and fun ways, and establishing the Union as the go-to on-campus location for students outside of class.
- Foster collaborations with student organizations to supply custom design work.
- Hire a student employee to focus on photography and videography support.



CCS by the Numbers

Staff Breakdown



2021-22

Staff Breakdown



2022-23

Social Media Statistics

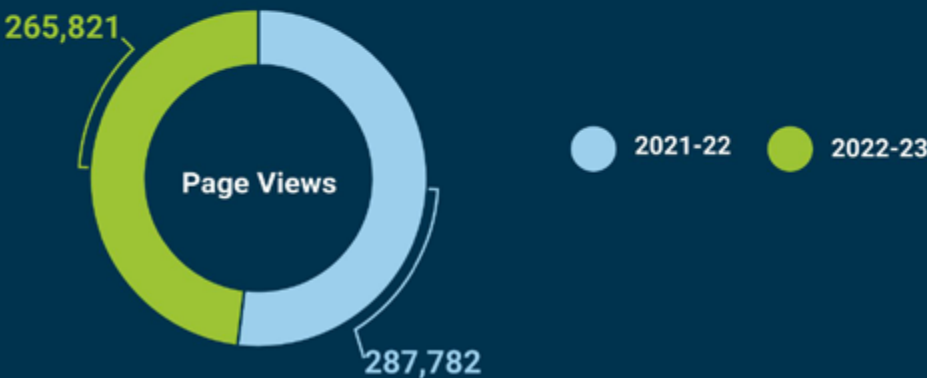
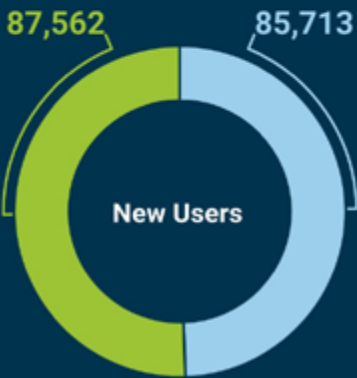


Most Popular Instagram Post
315 Likes | Madewell Post

Most Viewed Instagram Reel
3,149 Views | First Day of Reservations: "YES!"



Website Statistics



2021-22 2022-23

Event Services

Mission

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

Accomplishments

- Implemented the Carolina Union revenue plan.
- Worked to raise the annual salaries of the housekeeping team to be competitive in the field.
- Held the first ever Union Birthday Bash signature event.
- Revisited scheduling and reservation policies to keep them current with client usage practices.
- Added a new IT Services space in the Union.
- Worked with Carolina Dining Services (CDS) on a new eatery in the Union, Bojangles.
- Restructured the Event Services staffing model by promoting one staff member to an Associate Director position.
- Hired a new Assistant Director of Event Services.

2023-24 Goals

- Create a sustainable and implementable capital project management 5 year forecast for the Carolina Union.
- Present, develop, and record replicable practices for Carolina Union Signature Events including Treat Yo Self, Chancellor's Awards, CUBES Pride Event, and the Union Birthday Bash.



Event Services by the Numbers

Staff Breakdown



12 Full Time Staff



89 Student Staff

2021-21

Staff Breakdown



14 Full Time Staff



100 Student Staff

* 4 Part Time Staff

2022-23

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 2021 - 2022
(Programs/Events/Meetings)



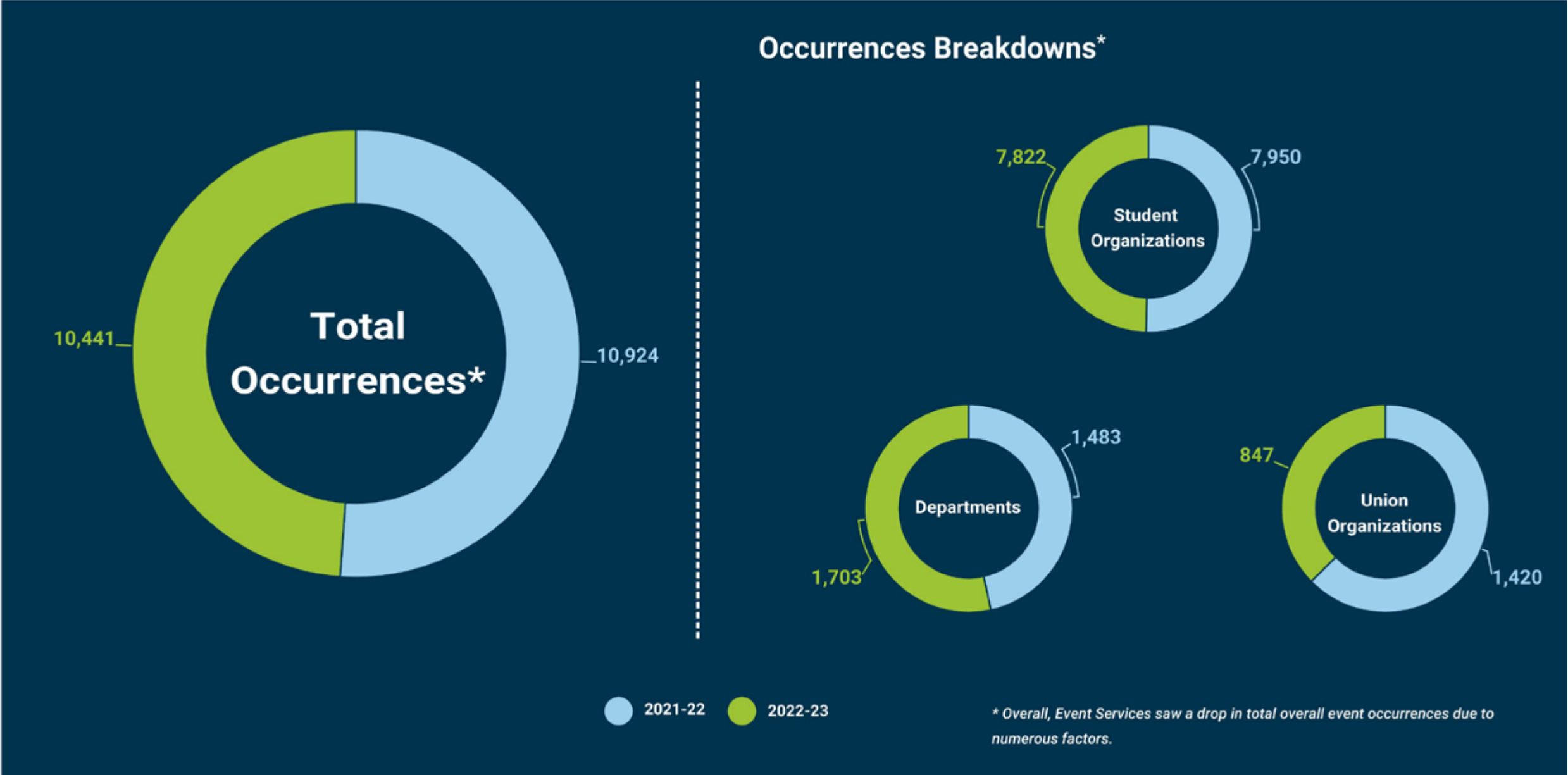
Total Occurrences in 2022 - 2023
(Programs/Events/Meetings)

↓ 5%

* Overall, Event Services saw a drop in total overall event occurrences due to numerous factors:

- Organizationally, the Carolina Union was short-staffed. This affected both programming and the ability to offer services.
- Decreased Venue Availability such as shutdowns to the Union Auditorium and meeting room spaces, and the increased average daily/hourly use decreased overall availability to larger numbers of groups.
- The largest decrease was due to less Union organization use of spaces within the building. This can be positively attributed to less meetings in spaces that can be used by students and other departments. This can also be negatively attributed to less organizational programming in the space.

Event Services by the Numbers



Student Life & Leadership

Mission

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

Accomplishments

- Received a record number of 84 applications for the SPARK Retreat.
- Launched the co-curricular leadership certificate.
- Launched the first ever student organization voter registration training.
- Received the “Highly Engaged Campus” seal from ALL IN.
- Hosted the Student Organizations Leadership Retreat (SOLR) for 66 participants.
- Hosted a successful SmallFest event with over 350 Registered Student Organizations participating.
- Thirty-five Registered Student Organizations received Student Organization Grants totaling more than \$7,000.
- Received a “Voter Friendly Campus” designation.
- Relunched the Student Art Gallery shows, which included a showing of comics created by a Ukrainian journalist; a Cellar Door show coinciding with their Launch Party; and an exhibit celebrating the LGBTQ Center’s 20th Anniversary.

2023-24 Goals

- Build an improved student leadership resource section of the SLL website.
- Update all SLL marketing (both virtual and in-print) and implement improved analysis practices to better track student connection.
- Increase collaborations with other campus entities including academic units and Student Affairs departments.



Student Life & Leadership by the Numbers

Staff Breakdown



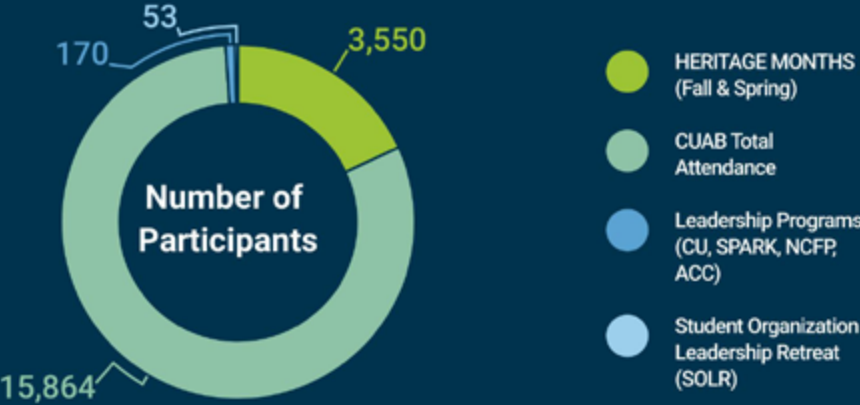
9 Full Time Staff



27 Student Staff

2021-22

Leadership Programs Sponsored 2021-22



Staff Breakdown



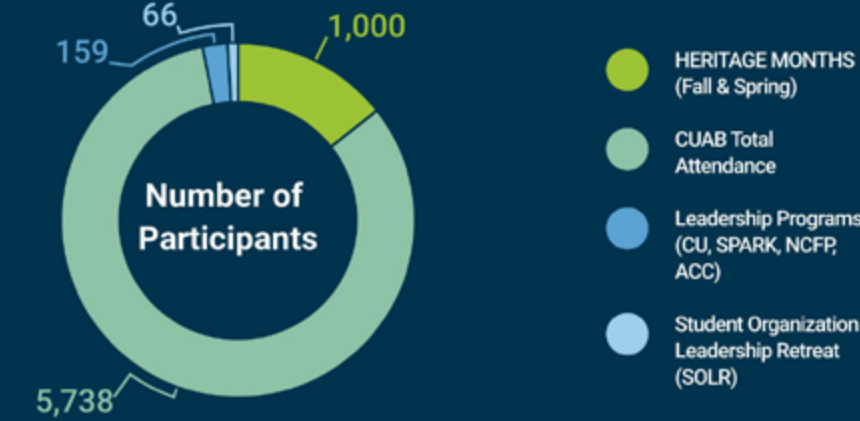
6 Full Time Staff



30 Student Staff

2022-23

Leadership Programs Sponsored 2022-23



Student Life & Leadership

Student Organization Statistics 2021-22



813 Student Organizations



104 Activities/Programs hosted by CUAB



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

Student Organization Statistics 2022-23



841 Student Organizations*



110 Activities/Programs hosted by CUAB

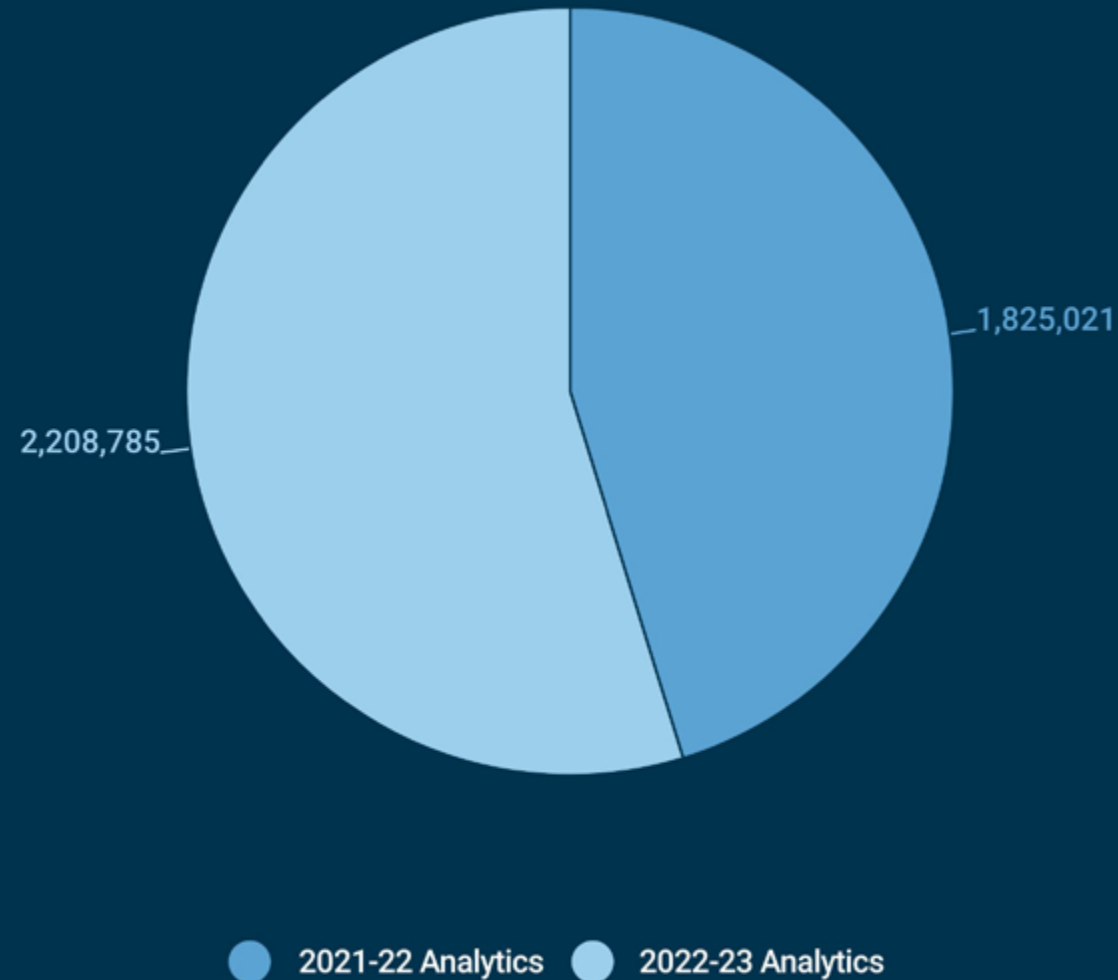


75% of the student body holds membership in a student organization

* Every year, student organizations register with SLL. There may be an increase or a decrease in the number of student organizations.

Student Life & Leadership by the Numbers

Heel Life Website: Unique Page Views



Heel Life unique page views increased by 21% in the 22-23 academic year.

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

- Brought engaging speakers to campus including Laurie Hernandez, Ben Crump, and Hamza Abdullah.
- Developed and oversaw 110 events for UNC students.
- Continued the popular Jubilee event with ticket sales of 1,300+ for the headline musical performer, Young Nudy.
- Along with campus partners, planned Weeks of Welcome events for 1,000+ UNC students.

2023-24 Goals

- Create a full calendar of engaging programs for students, finding ways to help them connect with each other, de-stress, and navigate the college experience in a safe and fun way.
- Engage graduate and professional students with events and programming that are accessible and relevant to them.
- Plan and implement the annual Jubilee concert and LDOC Celebrations.
- Help bring a variety of diverse speakers to campus.



CUAB by the Numbers

CUAB Events Breakdown 2022-23



110

Events



16

Board Members

51

Committee Members

Event Attendance



18,935

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

- CDS presented before the Board of Directors and the new food option is Bojangles. Students are very happy with this choice.
- The board voted on the CUBES staying in the Legacy room. They felt that space was appropriate for the CUBES to stay in since it is a quiet room where students can reflect.
- The board created the Living Room of the Campus Survey. An estimated 600 students completed the survey about what resources they would like in the Union. The new board will review the results and start to make some recommendations on items for the Union.
- The board voted on providing a space for a Byte Vending Machine. The idea of the Byte Vending machine was provided by the CDS representative on the Board. Due to some issues with obtaining this machine, it still has not been installed.
- The board did a great job with space allocation for student organizations. They worked on creating new guidelines and have recommended that the new board finalize those guidelines when allocating space for student organizations.
- The board also had several discussions about the idea of a new Union or a renovation of the current Union. The board voted that they would rather have a renovation of the current facility rather than tear down the current building. They do not want to see student fees increase.

2023-24 Goals

- Further the connection between Student Organizations, the Board, and the Student Body through social media.
- Gauge the interest and feasibility of building a new Carolina Union facility.
- Promote Student Media organizations through the Carolina Union.
- Connect Student Employees from various on-campus employers with the Carolina Union to advocate for a better working experience campus-wide.
- Build connections with the other North Carolina Public University Student Unions to advocate for our mutual needs in conjunction with one another.



Message from the Carolina Union Board Chairs



TJ Edwards
Chair of the Carolina Union Board of Directors, 2023-2024

TJ Edwards

Hello Carolina Community, I am so excited to serve all of you as your new Carolina Union Board of Directors Chairperson!

I aim to enhance the student experience through the Union over the next year through cultivating a collaborative, welcoming, and open-minded culture, and I can't wait to see how you play a role in it over the next academic year!

TJ Edwards
Chair of the Carolina Union Board of Directors, 2023-2024



Lauren Aycock
President, Carolina Union Activities Board 2023-2024

Lauren Aycock

Hi Tar Heels! I'm so excited to serve as your Carolina Union Activities Board President and Union Board of Directors Vice Chair this year! CUAB continues to 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 keep you all engaged with our programming and look forward to another year of great events!

Lauren Aycock
President, Carolina Union Activities Board 2023-2024

