



Carolina Union

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



Annual Report for 2023-2024

Table of Contents

MESSAGE & EXECUTIVE SUMMARY	3	EVENT SERVICES (ES)	11
ADMINISTRATION	4	Accomplishments & Goals	11
Accomplishments & Goals	4	ES by the Numbers	12
Achievements	5	STUDENT LIFE & LEADERSHIP (SLL)	14
BUSINESS & FINANCE (B&F)	6	Accomplishments & Goals	14
Accomplishments & Goals	6	SLL by the Numbers	15
B&F by the Numbers	7	CAROLINA UNION ACTIVITIES BOARD (CUAB)	17
COMMUNICATIONS & CREATIVE SERVICES (CCS)	9	Accomplishments & Goals	17
Accomplishments & Goals	9	CUAB by the Numbers	18
CCS by the Numbers	10	CAROLINA UNION BOARD OF DIRECTORS	19
		Accomplishments & Goals	19
		MESSAGE FROM BOARD CHAIRS	20



Message & Executive Summary

Alexandra Marchesano



Every year I write a message and executive summary for the Carolina Union Annual Report where I highlight the great work accomplished over the past year. This year, my message is a tribute to the Carolina Union Professional and Student Staff. I work with an incredible group of people who go above and beyond to provide a safe, welcoming and educational experience for students. We had major challenges this year starting with an armed and dangerous person on campus. We then had an armed person cause a second lockdown in the Carolina Union. The campus, and the staff in the Union, were shaken up, but we are Carolina Strong. The Carolina Union staff did an incredible job securing the building to ensure the safety of everyone in the Union on both days.

This was not a great way to start the academic year. However, the staff continued to come to work, attend training sessions on safety matters, plan events, go to meetings, and get back to business as usual. Every day is an adventure at the Carolina Union where the staff plan and execute events, set up and break down events, attend and develop training programs for both student staff and professional staff, register and advise student organizations, work on budget matters for the Union as well as budgetary matters with student organizations, create graphic design elements for Carolina Union Signature Programs, provide creative services for student organizations, reserve space for over 10,557 events as well as clean and maintain the facility. The staff that work in the Union are hardworking people who genuinely care about the experience that guests have in the Union.

The Union is an aging facility. There are several capital projects that we will be conducting over the next few years. Students and staff love the Union and it is the living room of the campus. This past year, several students and staff toured student unions at other UNC system schools. The goal of these visits was to gather ideas and research for a renovation of the Union or to build a new facility.

As the year progressed, the staff also navigated free speech issues and protests around events focusing on worldwide issues. The Union staff worked on events with high profile speakers, collaborating with the police to ensure the safety of the attendees all while balancing day-to-day activities. This was no easy task. We ended the year with a great deal of protests around campus, which impacted everyone. Commencement was the last major event held on campus and of course many of the Union staff volunteered their time to help with this major milestone event. Protests continued to impact commencement activities but the staff in the Union continued to show up to ensure all events went smoothly.

I thank the staff for working together to get through this challenging year and I look forward to continuing our great work together. You truly are the best! Thank you for all that you have done and will continue to do!

Best,

Alexandra Marchesano
Executive Director of the Carolina Union

“ I thank the staff for working together to get through this challenging year and I look forward to continuing our great work together.”

- Alexandra Marchesano

Administration

Mission

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

Accomplishments

- Implemented new safety measures in the Carolina Union after two campus wide incidents at the beginning of the academic year.
- Planned and implemented a successful FallFest 2023 with a new footprint.
- Worked closely with the Executive Director of Student Engagement and Campus Partnerships to co-direct the Student Life and Leadership Office.
- Hired and trained a new Director of Student Life and Leadership.
- Worked with the Carolina Union Business & Finance Office to create a new CUSO model to better support student organizations.
- Conducted a space analysis of the Carolina Union, which resulted in moving student group spaces, reworking the reservation exception policy, and identifying a new space for the Business & Finance Office to accommodate their new model that includes more staffing and more services to students.
- Planned a successful 2024 Chancellor's Awards Ceremony.

2024-25 Goals

- Create a strategic plan and values for the Carolina Union.
- Work on development and fundraising initiatives for the Carolina Union.
- Create an event planning process for student organizations.
- Conduct research regarding new or renovated student unions within the UNC system schools and our peer institutions.



Milestones & Achievements

Awards



Brian Lackman
Associate Dir., Student Life & Leadership

Student Affairs Assessment Award

The Student Affairs Assessment Award recognizes a Student Affairs' staff member or department that has gone above and beyond in advancing assessment initiatives within a department and/or across Student Affairs.

Employee Forum Award (Outstanding Encouragement of Learning and Development)

Given annually to a supervisor or manager who actively facilitates the participation of staff members in learning activities.

Fresh Impact Award

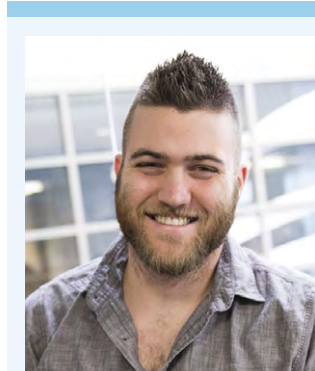
The Fresh Impact Award recognizes a staff member who joined Student Affairs within the past one to three years and has positively influenced the department with new ideas and perspectives.



Caroline Gschwind
Guest Services Manager, Event Services
Carolina Union

Anniversaries

5 Years:



Spencer Davis
Event Manager, Event Services
Carolina Union

1 Year:

- **Quayle Agurs**
Associate Director for Involvement and Activities, Student Life and Leadership
- **Caroline Gschwind**
Guest Services Manager, Event Services
- **Njeri Grubs**
Executive Office Administrator, Administration
- **Tori Holder**
Associate Director, Communications & Creative Services
- **Billy McCormick**
Multimedia Specialist, Communications & Creative Services
- **Jacob Womack**
Assistant Director of Event Services

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

- Prepared the FY25 Operating Budget for the Carolina Union and Carolina Union Student Organizations (CUSO) for submission to Student Affairs.
- Prepared the Capital projects and expenditure budget for submission to Student Affairs.
- Successful implementation of the new CUSO payment process.
- Effectively managed finances for the Union and CUSO, including analysis of revenue and expenditure.
- Streamlined and implemented further administrative and operational efficiencies in line with Operational Excellence, for timely delivery of information and services to internal and external stakeholders.
- Continued provision of financial guidance, advice, and training for the Union and CUSO.

2024-25 Goals

- Plan, develop, and manage the Union annual budget.
- Effectively manage finances for the Union and CUSO.
- 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

Staff Breakdown



5 Full Time Staff

2 Student Staff

2022-23

Helped support **841** Student Organizations

Staff Breakdown



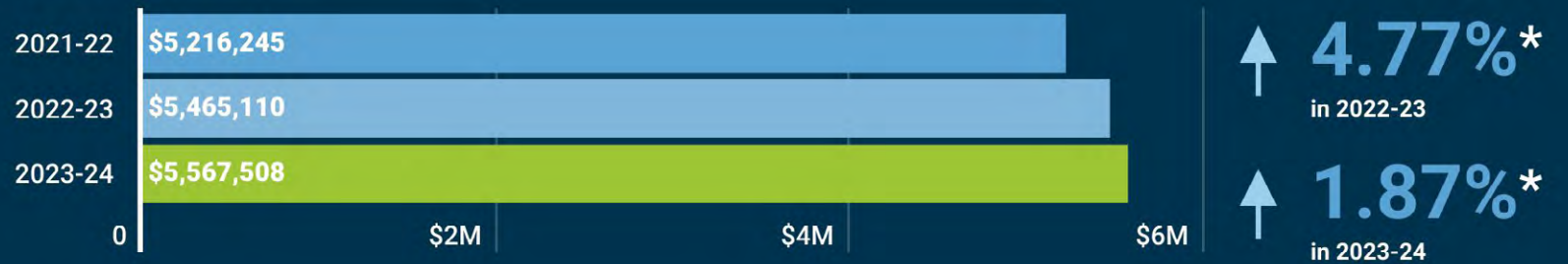
6 Full Time Staff

5 Student Staff

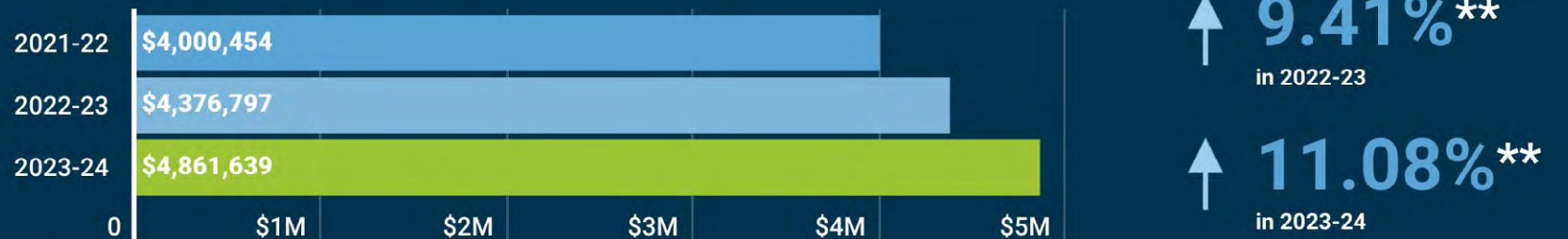
2023-24

Helped support **928** Student Organizations

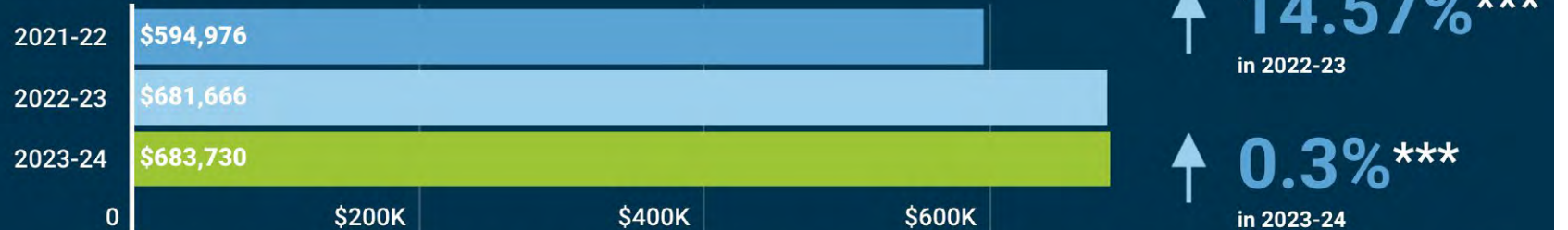
Revenue Numbers



Expense Numbers



Utilities Expenditure



* Increase due to higher enrollment numbers and increased reservations. ** Increase due to increased programming, capital expenditures and vacancies being filled. *** Higher utility expense due to increase in rates and building usage.

Business & Finance by the Numbers

Volume of Transactions for the Carolina Union

Fiscal Year 2022-2023

2,730

Fiscal Year 2023-2024*

3,142 ↑ 15.09%

Volume of Transactions for Student Organizations

Fiscal Year 2022-2023

1,769

Fiscal Year 2023-2024**

2,092 ↑ 18.26%

* Increase due to variable components (i.e. payment timing, transaction volume, work-study students). ** Increase due to variable components (i.e. payment timing, transaction volume, etc.).

Communications & Creative Services

Mission

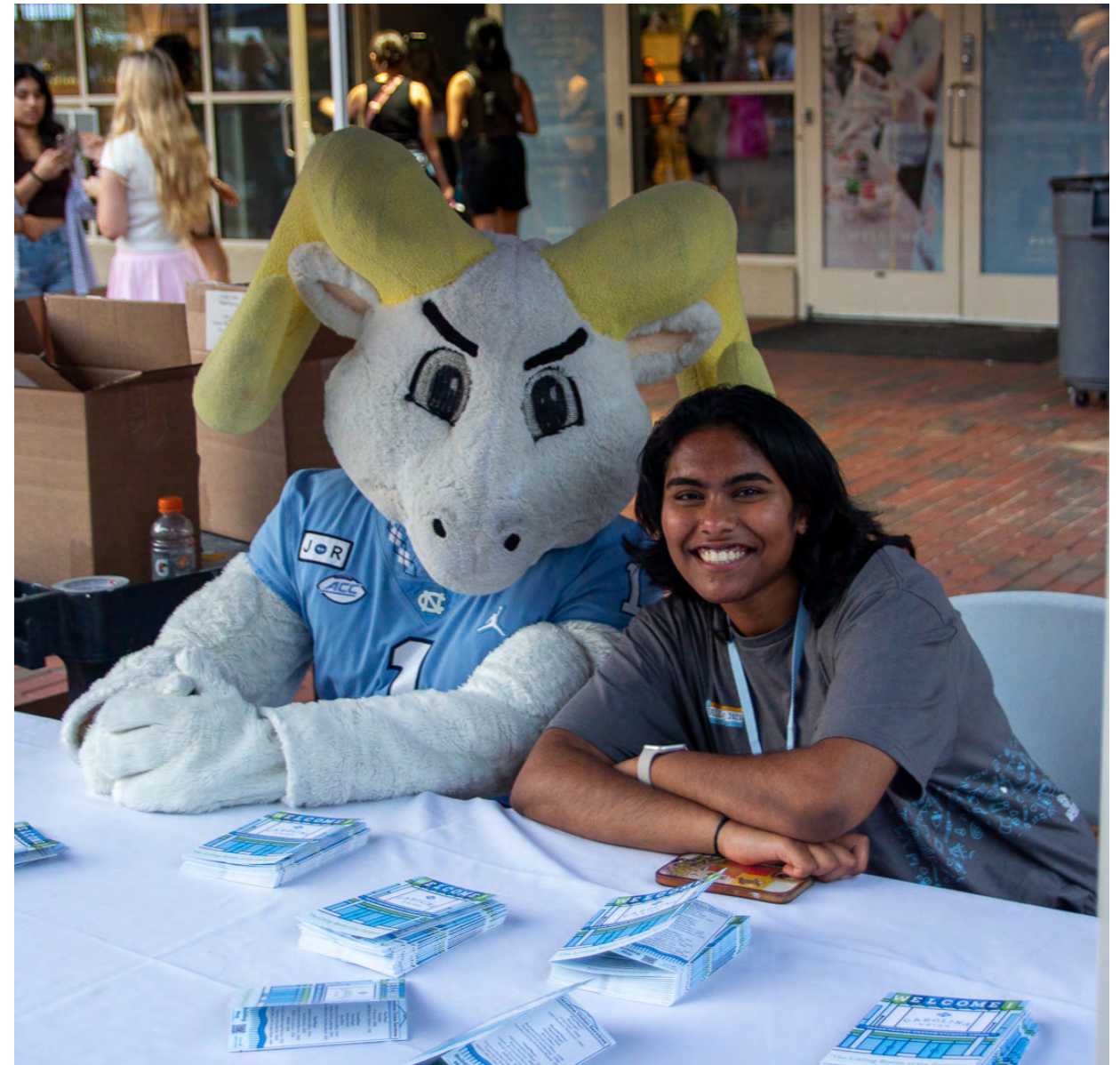
The mission of Communications and Creative Services is to be the communication resource for the Carolina Union through intentional collaboration on creative communication solutions as we serve to enrich the student educational experience.

Accomplishments

- Successfully onboarded three new student staff members with focuses on communications and photography/videography.
- Increased the Union's Instagram following by 18% by utilizing a revamped social media calendar and creating engaging and meaningful content.
- Established the Union as the go-to on-campus location for students outside of class with the "The Living Room of the Campus" campaign.
- Created custom branding and promotional materials for all Union signature events.

2024-25 Goals

- Search for and hire a new student design assistant.
- Create and distribute a revised Carolina Union newsletter.
- Conduct a brand audit to streamline and strengthen the Union's identity and presence.



CCS by the Numbers

Staff Breakdown



Staff Breakdown



Social Media Statistics



Most Popular Instagram Post

1,607 Likes |

Post honoring Dr. Zije Yan

Most Viewed Instagram Reel

10,900 Views |

Union walkthrough to CAPS support rooms



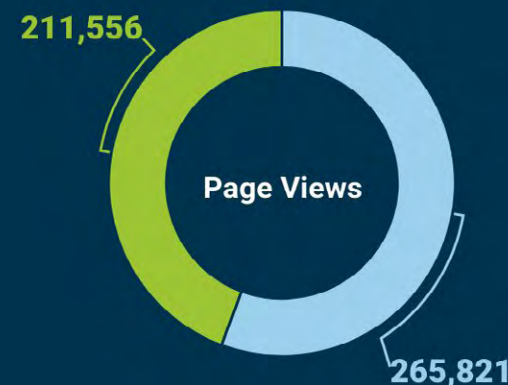
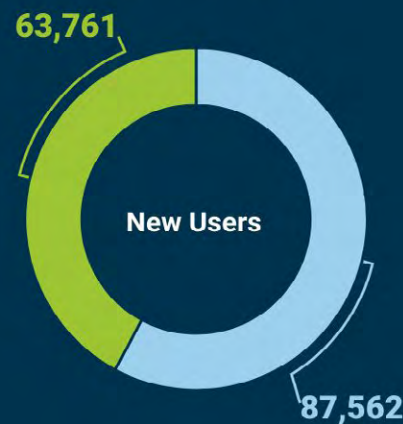
* Instagram followers increased by 18%.

** Facebook followers increased by .25%.

*** X followers decreased by 2.5%.

**** No comparable data for Threads growth as the platform launched in July 2023.

Website Statistics



● 2022-23 ● 2023-24

Event Services

Mission

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

Accomplishments

- Commenced the following capital projects:
 - Main elevator upgrade
 - East wing HVAC replacement
 - Great Hall LED lighting upgrade
 - North Wing roof replacement
- Completed the following Capital projects:
 - Refurbished the Carolina Union Art Gallery
 - Replaced the Great Hall accessibility lift
- Completed the transition to a new Union tiered pricing system.

2024-25 Goals

- Continue to oversee the completion of capital projects.
- Continue to present, develop, and record replicable practices for Carolina Union Signature Events including FallFest, Treat Yo Self, Chancellor's Awards, Paint for Pride, and Birthday Bash.
- Review Event Services staffing structure and make recommendations on its effectiveness.
- Fill vacant positions for Event Manager and Event Specialist.



Event Services by the Numbers

Staff Breakdown



14 Full Time Staff



100 Student Staff

* 4 Part Time Staff

2022-23

Staff Breakdown



15 Full Time Staff



173 Student Staff

* 5 Part Time Staff

2023-24

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 one occurrence, others may have dozens such as a re-occurring weekly meeting.



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



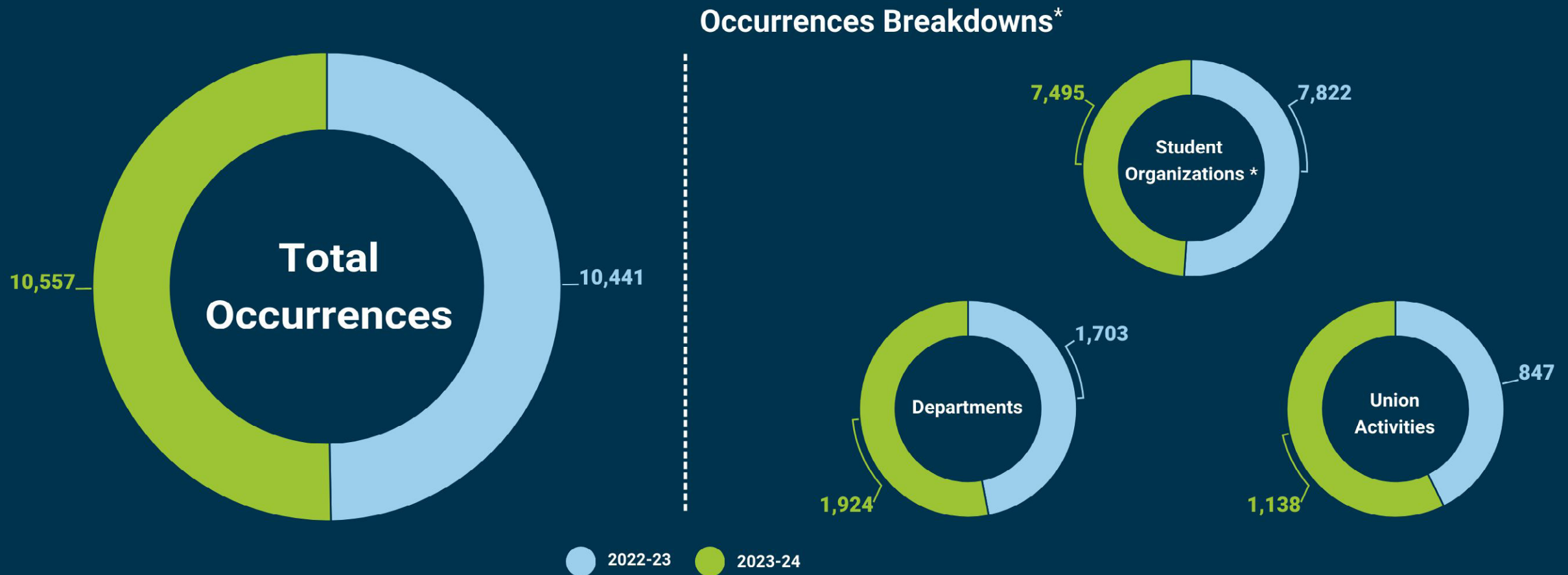
Total Occurrences in 2023 - 2024
(Programs/Events/Meetings)

↑ 1.1%

* We saw an overall increase in reservations for the Union for the year of approximately 1% due to an increase in University Departments and internal Union usage.

• Departmental activity increased due to more usage by Student Affairs and relaxing departmental charges, which increased traffic. Union internal increases can be explained by the greater number of activities with more room usage.

Event Services by the Numbers



* The 4.27% drop in student traffic could be explained by several reasons:

- Involuntary facility shutdowns throughout the year.
- Lack of space due to competing date requests.
- Student organizations continue to not use the Union due to space constraints such as inadequate venue size.

Student Life & Leadership

Mission

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

Accomplishments

- Hosted SmallFest 2023, the student organizations involvement fair, which gained participation from 362 registered student organizations, which is a 10% increase from the previous year, and had 1,056 unique student attendees.
- The Student Orgs Team hosted the Student Organizations Leadership Retreat (SOLR) on Saturday, August 26th; 70 participants (a 10% increase from the previous year) attended the event, which ran from 9am-3pm and included 11 different session topics as well as a resource fair for student org leaders.
- 167 student organizations participated in the Spring Involvement Fair.
- Received a record number of applicants (119) for the NC Fellows program, which is a 35% increase from the previous year.
- Awarded the “Highly Established” Action Plan from All In Democracy.

2024-25 Goals

- Assess efficacy and efficiency of student organization registration process for both new organizations and annual renewals.
- Streamline processes while continuing to meet the educational and informational needs of student organization leaders and advisors.
- Collaborate with campus and community partners to re-establish the Carolina After Dark programmatic series on-campus. Enhance communications with student organization leaders and increase visibility of SLL assistance and resources.
- Integrate the SEED Program throughout the Division of Student Affairs to support the growth of the Curricular Approach.



Student Life & Leadership by the Numbers

Staff Breakdown



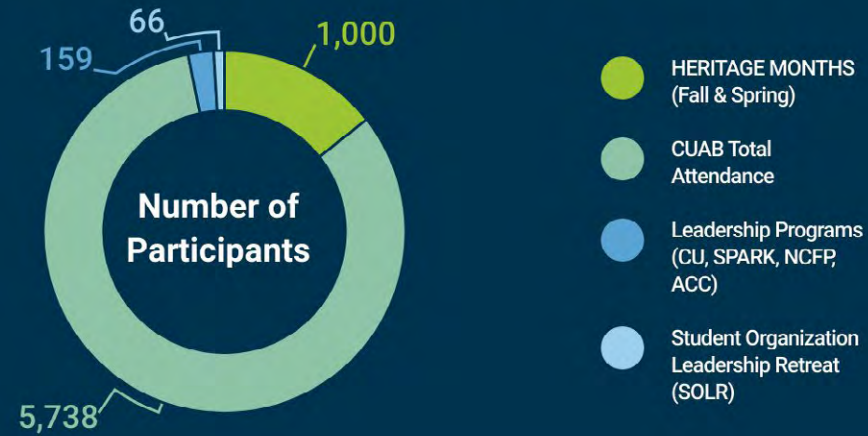
6 Full Time Staff



30 Student Staff

2022-23

Leadership Programs Sponsored 2022-23



Staff Breakdown



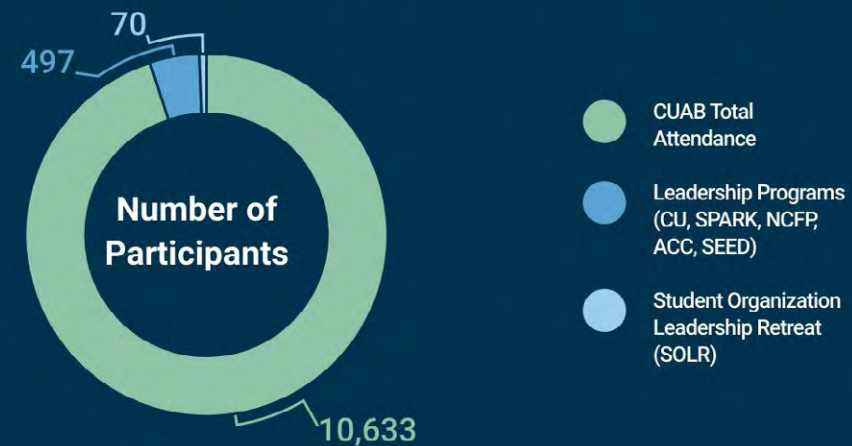
8 Full Time Staff



36+ Student Staff

2023-24

Leadership Programs Sponsored 2023-24*



* The increase in participant numbers was driven by enhanced marketing efforts, budget reallocation, and additional staff support provided by newly created positions.

Student Life & Leadership

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

Student Organization Statistics 2023-24



928 Student Organizations*



99 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.

** Decrease in number of events is a result of changes in the CUAB programming model and structure.

Carolina Union Activities Board

Mission

The mission of CUAB is to create fun, diverse, inclusive, and engaging student programmed events that unite the Carolina community.

Accomplishments

- Collaborated with the Hogan family to host a 100-year Rameses celebration, which drew over 440 attendees.
- Through partnerships with Graduate and Professional Student Government, the Graduate School, and other organizations, successfully attracted over 2,250 graduate attendees to seven graduate-focused events. These events were designed to better meet the needs of graduate and professional students and their families, ensuring a more engaging and accommodating experience for all Tar Heels involved.
- Collaborated with 16 registered student organizations to provide funding for their high-cost, special events. This included awarding funds as prizes to the winners of the new SLL Pitch Competition.

2024-25 Goals

- Work to enhance the student experience and increase engagement across campus by providing dynamic and entertaining programs for all UNC-Chapel Hill students.
- Offer committee members opportunities to actively engage with the Carolina Union Board of Directors and the Union as a whole, fostering the development of lifelong leadership skills.
- Appropriately manage and spend student fees.



CUAB by the Numbers

CUAB Events Breakdown 2022-23



99

Events



18

Board Members

34

Committee Members

Event Attendance



10,633

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

- Supported a fee increase request to Student Fee Audit Committee (SFAC), which included a \$2.00 increase in Union student staff wages.
- Started discussions about building a new Carolina Union, which included visiting UNC system schools that have new student unions.
- Interviewed UNC student staff about work satisfaction and wages.

2024-25 Goals

- Provide free access to essential products within the Union to students who need them.
- Work with Union employees to create goals that will improve the working experience for these students.
- Gain feedback from current students on short-term changes that would improve their experience in the Union and take steps to create these changes.
- Continue to gauge the interest and feasibility of building a new Carolina Union facility.
- Review and revise the space allocation process for student organizations.



Message from the Carolina Union Board Chairs



Sahra Rajani

Hello Tar Heels, I am honored to serve as your new Carolina Board of Directors Chairperson!

I am excited to work to ensure the Union is a welcoming space to everyone on this campus and a great part of your Carolina experience. I hope to work with you all to make the Union the best it can be this upcoming academic year!

Sahra Rajani

Chair of the Carolina Union Board of Directors, 2024-2025

Sahra Rajani
Chair of the Carolina Union Board of Directors, 2024-2025



Mia Manicone

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 has played a huge role in my connection to this university and made me feel like a true Tar Heel!

I hope to do the same for you all by programming robust events geared towards our unique and diverse community!

Mia Manicone

President, Carolina Union Activities Board 2024-2025

Mia Manicone
President, Carolina Union Activities Board 2024-2025

