



CAMPUS ENGAGEMENT
AND LEADERSHIP
UNIVERSITY OF NORTH CAROLINA PEMBROKE



2020 - 21

ANNUAL REPORT



Mission

Campus Engagement and Leadership's mission is to provide meaningful co- and extracurricular developmental and educational opportunities for students in a values-based and student-centered environment.

We will achieve our mission by:

- Engaging students with appropriately designed opportunities to develop their leadership capacity;
- Cultivating peer-to-peer connections that foster accountability, sense of belonging, and institutional affinity;
- Providing an opportunity for membership in organizations committed to values-based leadership; and,
- Involving students in the planning and implementation of co- and extracurricular activities.



Vision

Campus Engagement and Leadership's vision is to serve as the first-choice content experts for campus engagement and leadership development in support of students, staff, faculty and the local community.



Purpose

Connect. Engage. Lead.



Letter from the Director

Year 36 for Campus Engagement and Leadership (CEL) was like no other! As we all know, 2020 will forever be known as the year of the pandemic. COVID-19 stole the show but did not hinder our team from exCELLing.

Since 1984, our office has overcome many obstacles and shared in even more victories, but no year has been more challenging or more rewarding than 2020-21. Here are a few highlights:

- As part of the annual BraveNation Bash, we organized a hybrid student organization involvement fair (some groups presented in person and others virtually). This was the first event of its kind in the UNC System.
- We cultivated vital partnerships with all academic deans. The partnership with the School of Health Sciences produced one of the most viewed events on campus--COVID-19 expert Dr. Michael Osterholm--reaching nearly 3,000 views.
- Two-time U.S. Poet Laureate Joy Harjo produced nearly 1,600 views and was cosponsored with American Indian Studies.
- Our staff were pivotal in the development of innovative leadership programs, such as the inaugural UNC System Student Leadership Institute.

Of course, COVID-19 changed the narrative for the office during the 2020-2021 year. Many programs were reimaged, and new programs were established. Even though last year's bar was high, the office once again amassed record-breaking engagement and attendance at many events although nearly every event was presented virtually.

The best part of CEL is my talented staff. This report highlights some of their best work and our amazing students. We seek to provide each student at UNCP with at least one lifelong positive memory before they graduate. It is safe to say that there were many positive memories created this year for students. We are looking forward to more fantastic accomplishments in year 37!!

Yours in Braves exCELLence,



ABDUL GHAFFAR//
Director

Established partnerships with academic deans to grow the Distinguished Speaker Series.



PARKER WATSON//
Associate Director for Leadership Education

Completed Diversity, Equity and Inclusion in the Workplace certificate program.



KYLE LEVINE//
Assistant Director for Student Organization Development

Led and oversaw the safe return of student organization programming to campus.



REBECCA KENNEY//
Administrative Assistant

Developed and managed the first-ever online CEL student leader training.



JADE JONES//
Assistant Director for Fraternities and Sororities

Streamlined assessment data tracking for the fraternity and sorority community.



ROBIN JOHNSON//
Administrative Assistant

Advised Black Student Union as they established themselves as a new student organization.

STAFF AND STUDENTS



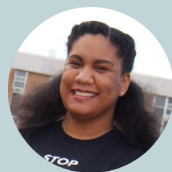
SERENA REYES//
All Greek Council Chair

Junior
 Charlotte, N.C.
 Public Relations



AUSTIN JOHNS//
LEAD Fellows Senior Representative

Senior
 Sanford, N.C.
 Biology



EVELINA WHEELER//
Pembroke Activities Council Chair

Senior
 High Point, N.C.
 Public Relations

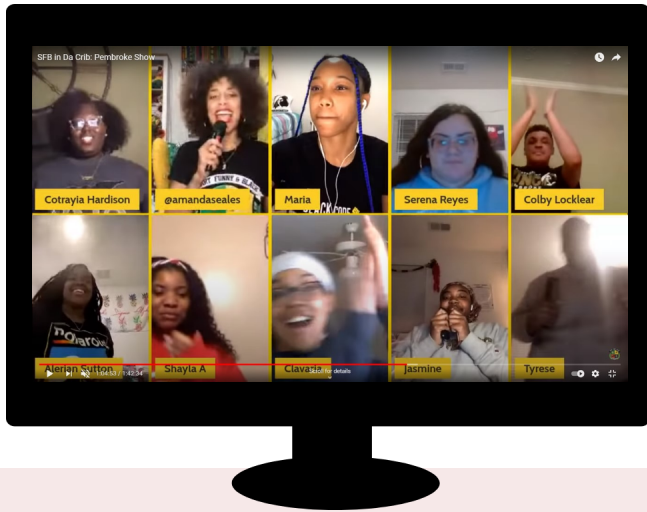


COTRAYIA HARDISON//
Student Government Association President

Senior
 Greensboro, N.C.
 Political Science

2020 - 21

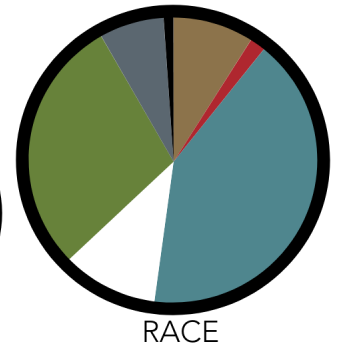
YEAR IN REVIEW



Smart Funny & Black
A multi-cultural comedy game show hosted by Amanda Seales

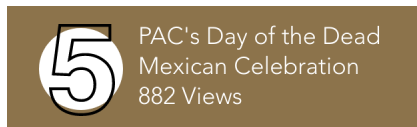
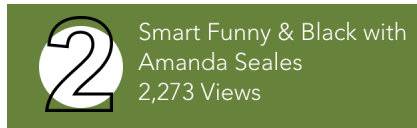
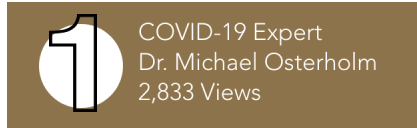
I had a blast being part of something so culturally enriched, and it only heightened my sense of belonging and connection with those that were like me.

*Clavaria Jefferys, Sophomore
Attendee at Smart Funny & Black*



- American Indian (9.03%)
- Asian/Pacific Islander (1.74%)
- Black/African American (41.41%)
- Hispanic/Latino (10.85%)
- White/Caucasian (28.66%)
- 2 or More (7.21%)
- Other/Unreported (1.11%)

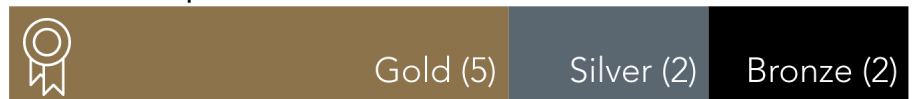
TOP 5 EVENTS



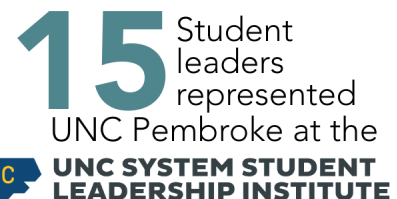
GENDER



Student Organization Leadership Development (SOLD) Achievement Levels



BRAVECONNECT





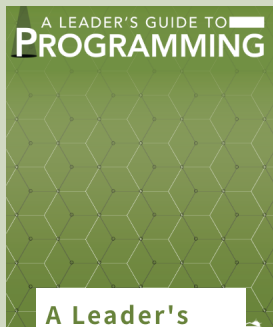
LEADERSHIP LIBRARY

This year, CEL established new trainings and support resources for UNC Pembroke's student leaders and organizations. Expanding these resources and providing virtual access directly impacted student success on campus and beyond.



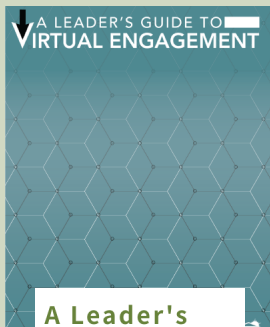
A Leader's Guide to Transition +

A series of virtual modules hosted in Canvas paired with this step-by-step manual guides student leaders through officer transition. Students transmit historical knowledge while developing a shared vision and actionable goals.



A Leader's Guide to Programming +

This guide provides students with a deeper understanding of the nuances of programming on campus. It comes complete with several checklists and worksheets to help students navigate complex processes.



A Leader's Guide to Virtual Engagement +

In a COVID-19 virtual environment, this guide supports student leaders in finding new ways to engage their peers. It was used as a model for similar publications on over **17 campuses** across the United States, including Diné College, a four-year tribally controlled college for the Navajo Nation.



I show leadership by being willing and able to volunteer even though I live 100 miles from campus. I am an older, nontraditional student at age 57.

*...
Everyone I know knows I am a student at UNCP; we schedule my longer rescue trips around my school schedule, in fact. I don't do what I do for attention; I just do it because there is a need.*

*Jean Culbreth, Senior
UNC Pembroke Leadership Awards*



2021 Unsung Leader of the Year



STUDENT ORGANIZATIONS



\$6,661

Funds raised and reported by student groups



299

Campus events hosted by student groups



49

Participating groups at the hybrid BraveNation Bash involvement fair



2,478

Students with active membership in a group



AGC provided treats to the community for a reenvisioned Trunk or Treat

"The **iNSPIRE Emerging Leaders Conference** really changed the way I look at things; for instance, being a leader doesn't always mean doing the work alone."



Exclusive interview with Actor Martin Sensmeier on his role in *The Liberator*

3x

as many **campus events** hosted by Pembroke Activities Council as were provided last academic year.



SGA President Hardison awarded Outstanding Leader of the Year

8

pieces of **legislation** went to the Senate, including the **Spring 2021 Alternative Plan Act**, which made provisions for mental health and student success.



Omicron Lambda Chapter of Alpha Kappa Alpha Sorority, Inc. provided English dictionaries to support international students' success and was named **2021 Chancellor's Cup Winner.**



Leadership Learning Community celebrated 10 years of inspiring leaders



\$1,000

awarded to **National Pan-Hellenic Council** for their role with the North Carolina Black Alliance Voting Registration Campaign.



Hok Nosai's golf tournament raised over \$3,000 for a local family in need



PAC hosted their annual Talent Show receiving over 1,000 views on YouTube



Agriculture Club joined campus and raffled off their homegrown produce



BUILDING STUDENT LEADERS



12

Virtual leadership workshops provided by campus experts



165

Students who participated in at least one workshop



4.9

Out of a 5 star rating from students on their learning experience



87%

Participants reported learning something new about leadership



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