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 reimagined, 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,
STAFF AND STUDENTS

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.

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

1301 Unique Attendees
150 Total Events

RACE
- 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%)

GENDER
- 31%
- 69%

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

TOP 5 EVENTS
1. COVID-19 Expert Dr. Michael Osterholm 2,833 Views
2. Smart Funny & Black with Amanda Seales 2,273 Views
3. US Poet Laureate Joy Harjo 1,595 Views
4. PAC’s 28th Annual Talent Show 1,028 Views
5. PAC’s Day of the Dead Mexican Celebration 882 Views

122% Increase in campus events offered on the weekends

Student Organization Leadership Development (SOLD) Achievement Levels
- Gold (5)
- Silver (2)
- Bronze (2)

BRAVECONNECTION
User growth increased by 67%

15 Student leaders represented UNC Pembroke at the
UNC System Student Leadership Institute
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

"The iINSPIRE 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