



CAMPUS ENGAGEMENT
AND LEADERSHIP
UNIVERSITY OF NORTH CAROLINA PEMBROKE



2019 - 20

ANNUAL REPORT



Mission

Campus Engagement and Leadership's mission is to provide meaningful co- and extra-curricular 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 extra-curricular 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

This year, we proudly celebrated the office's 35th year, and we are excited to provide you with a snapshot of one of the most eventful years in the history of Campus Engagement and Leadership (CEL). Since 1984, CEL has had 7 directors, 4 name changes, and experienced a University name change.

No year was more rewarding or more of a challenge than this one, and here are just a few highlights:

- The year began with the largest BraveNation Bash yet, boasting almost 1,000 students in attendance.
- Actor Diane Guerrero was the most-attended Distinguished Speaker since 2012 and drew over 800 people.
- CEL collaborated with PAC, SGA, and GPAC to produce the Homecoming Comedy Show featuring Desi Banks and Ryan Davis-- the first sold out event for the office since 2007.
- The 27th Annual CEL Talent Show went virtual and was the most viewed EVER!
- Fraternity and Sorority Life membership grew 26 percent.
- Over 250 campus events were sponsored by UNC Pembroke clubs and organizations.

Of course, COVID-19 changed the narrative for the office during the Spring 2020 Semester. Many programs were adjusted, and CEL staff adapted masterfully to the changes with continued productivity. The office amassed record social media contact and set records for attendance at some events, though everything was presented virtually after Spring Break.

We hope you enjoy this annual report. It summarizes some of the work of my talented staff and our amazing students. We seek to provide each student at UNC Pembroke with at least one lifelong positive memory before they graduate. It's safe to say that there were many positive memories created this year for students. We are looking forward to year 36 and many more fantastic accomplishments!

Yours in Braves exCELLence,

Omicron Lambda Chapter of Alpha Kappa Alpha Sorority, Inc. created a Little Library in the Pembroke Housing Authority and was named 2020 Chancellor's Cup Winner.



Dallas Mavs CEO Cynthia Marshall Distinguished Speaker



90%

of students agreed attending Trunk or Treat supported their involvement



Homecoming Comedy Show Desi Banks



Homecoming Step Show NPHC and K Camp



Homecoming Bonfire Pep Rally



65th ANNUAL HOMECOMING



19

Participants in the office decoration and spirit competition



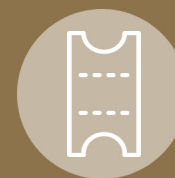
130

Attendees at Order of Omega's Trivia Night



80%

Agree Homecoming was better than previous years



1,599

Attendees at the sold out comedy show featuring Desi Banks

STUDENT ORGANIZATIONS



\$2,790

Funds raised and reported by student groups



257

Campus events hosted by student groups



66%

Increase in group Gold Status achievement



2,425

Students with active membership in a group



AFLV National Conference
Indianapolis, Ind.

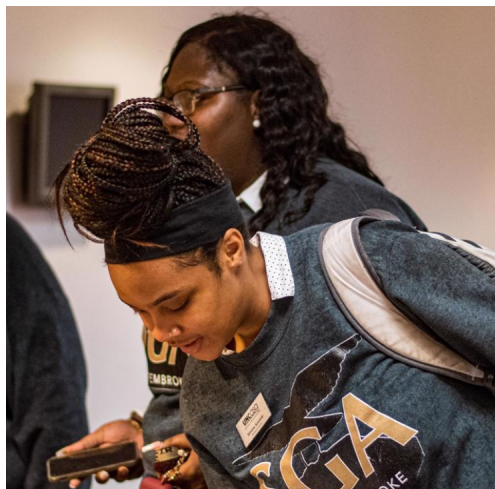
100%

of attendees reported they understand the value of creating a shared vision as a result of attending the INSPIRE Conference



NACA National Conference
Denver, Colo.

"[PAC Fair] was a great way to spend time with friends, meet other students, and helps with sense of belonging on campus."



ASG Assembly Meeting
Wilmington, N.C.

1:1,000

Ratio of student representatives added to the SGA Senate by academic school enrollment under Senate Bill 4





ABDUL GHAFFAR//
Director

Hosted panel on diversity and inclusion at 2020 NACA National Conference.



PARKER WATSON//
Associate Director for Leadership Education

Promoted from CEL's Assistant Director for Campus Engagement.



LAMAR JAMES//
Associate Director for Fraternity and Sorority Life

Selected to serve on the 2020 AFLV Central Awards and Assessment Committee.



KYLE LEVINE//
Assistant Director for Student Organization Development

Recognized as the 2020 UNC Pembroke Advisor of the Year.



REBECCA KENNEY//
Administrative Assistant

Updated and managed CEL's policies and procedures for office programs.



JADE JONES//
Assistant Director for Fraternity and Sorority Life

Presented on organization advising virtually at the 2020 AFA Region II Conference.



ROBIN JOHNSON//
Administrative Assistant

Distributed over \$5,000 virtually in scholarships on behalf of Friends of the Library.

STAFF AND STUDENTS



CASSIDY RAY//
October 2019 Student of the Month

Senior
 Raleigh, N.C.
 Exercise and Sport Science



DESMOND WOODS//
November 2019 Student of the Month

Senior
 Durham, N.C.
 Political Science



EVELINA WHEELER//
January 2020 Student of the Month

Junior
 High Point, N.C.
 Public Relations



ETHAN OXENDINE//
February 2020 Student of the Month

Junior
 Pembroke, N.C.
 Biology

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YEAR IN REVIEW



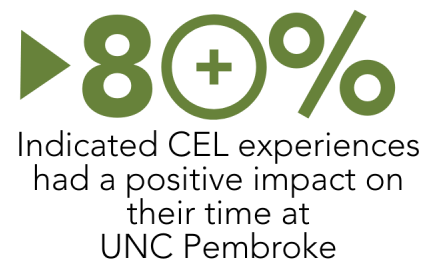
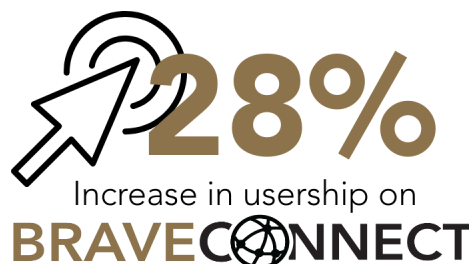
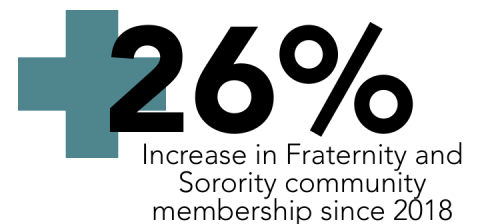
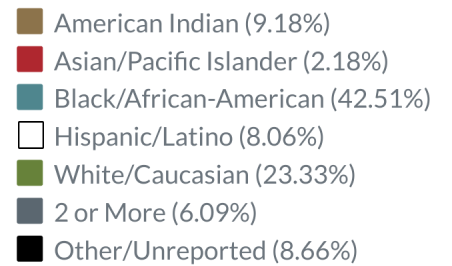
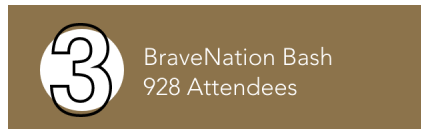
Distinguished Speaker Actor Diane Guerrero

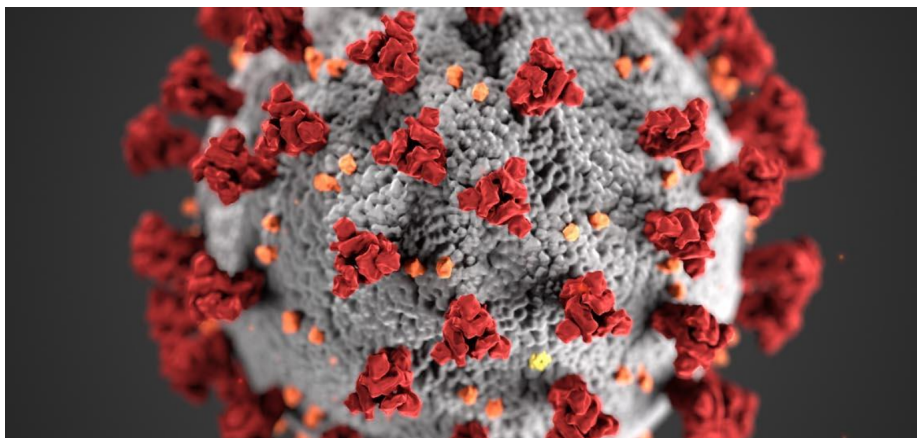
“
It connected me with people I wouldn't have met if I didn't attend. I definitely recommend these experiences more.”

-Student reflection after attending a CEL event



TOP 5 EVENTS





COVID-19

The COVID-19 global pandemic created unprecedented obstacles for UNC Pembroke and higher education, but CEL quickly rose to the occasion. The team continued supporting and meeting with student leaders via Webex, while continuing to provide the same quality engagement and leadership development opportunities **virtually**.



FACEBOOK

3x

weekly post engagement



INSTAGRAM

355%

increase in user activity



WEBEX

107

Leadership Awards views

Pembroke Activities Council's Virtual Talent Show

received nearly

4,000 views on YouTube

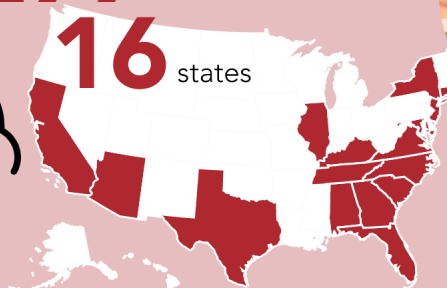
277 votes from

16 states

27th Annual Talent Show Winner



Tai'Jea Davis
Vocalist



Overall, I am very grateful to have had the opportunity to attend this trip because I was able to better understand what it takes to be a leader... A leader is someone that is willing to ask for help and collaborate with others to create, promote, and achieve change in their community. A leader is for the people and not for themselves.

-Student reflection after attending UNCPinDC



UNCPinDC
Museum of African American History and Culture





7th Annual Night of All Nations



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