



University Advancement Committee
December 1, 2020
11:30 a.m.

Discussion Item

UAC – 2 Alumni Engagement Update

Background Information

Director of Alumni Engagement Mary Landers will report on alumni engagement, including homecoming metrics and recap.

Attachment:

UAC - 2.1 Presentation

A handwritten signature in blue ink that reads 'Beth Fischer'.

Beth Fischer
Vice Chancellor, University Advancement

UNC GREENSBORO HOMECOMING 2020



Registration &
Attendance Reports

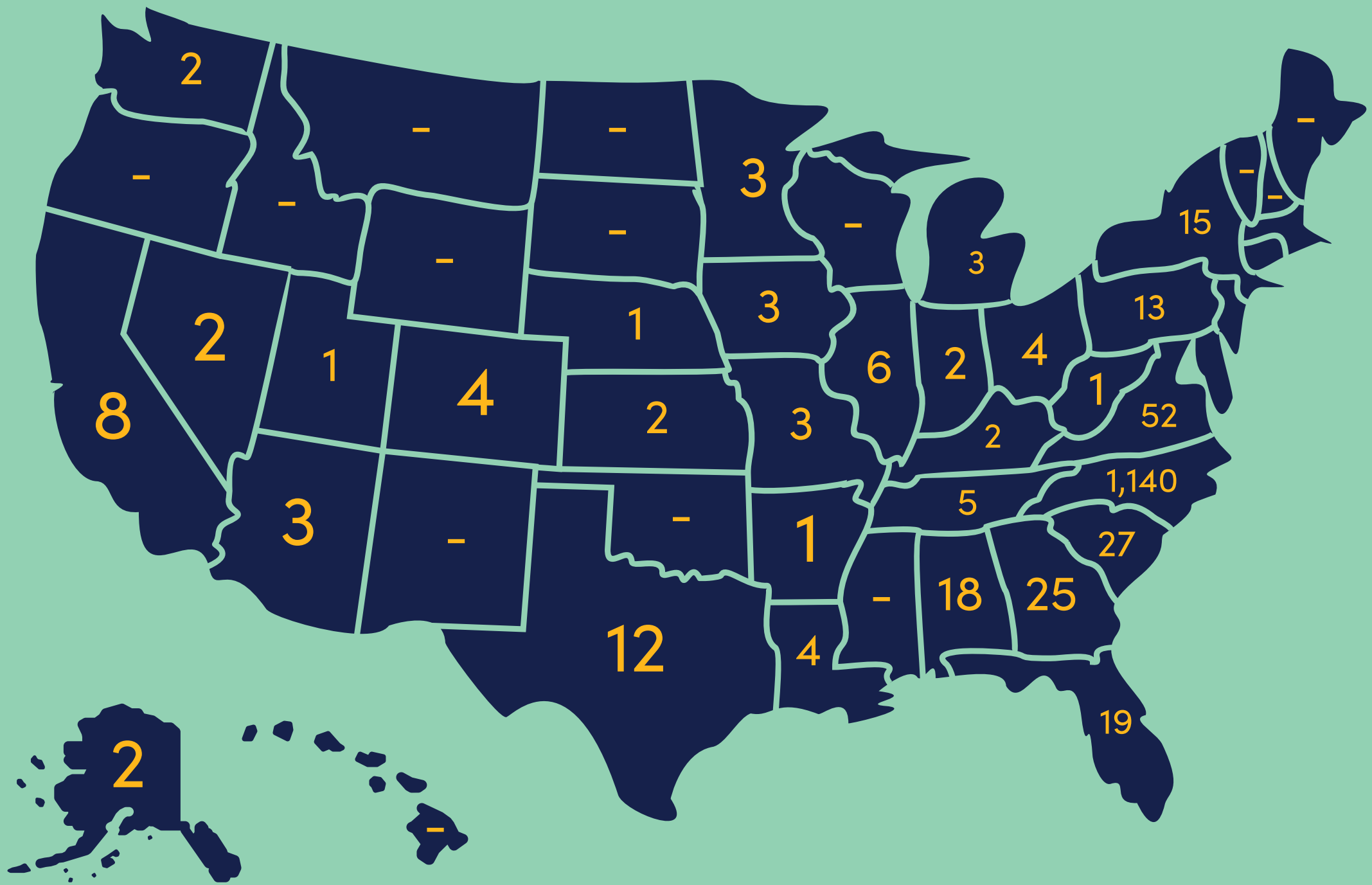
KEY TAKEAWAYS

- 1,008 total free Homecoming socks registrations
- 263 total Sched personal schedules created
- 1,928 total event registrations*
- 1,546 unique event registrations*
- 2,318 total event attendances



EXPANDING HOMECOMING'S GEOGRAPHIC REACH

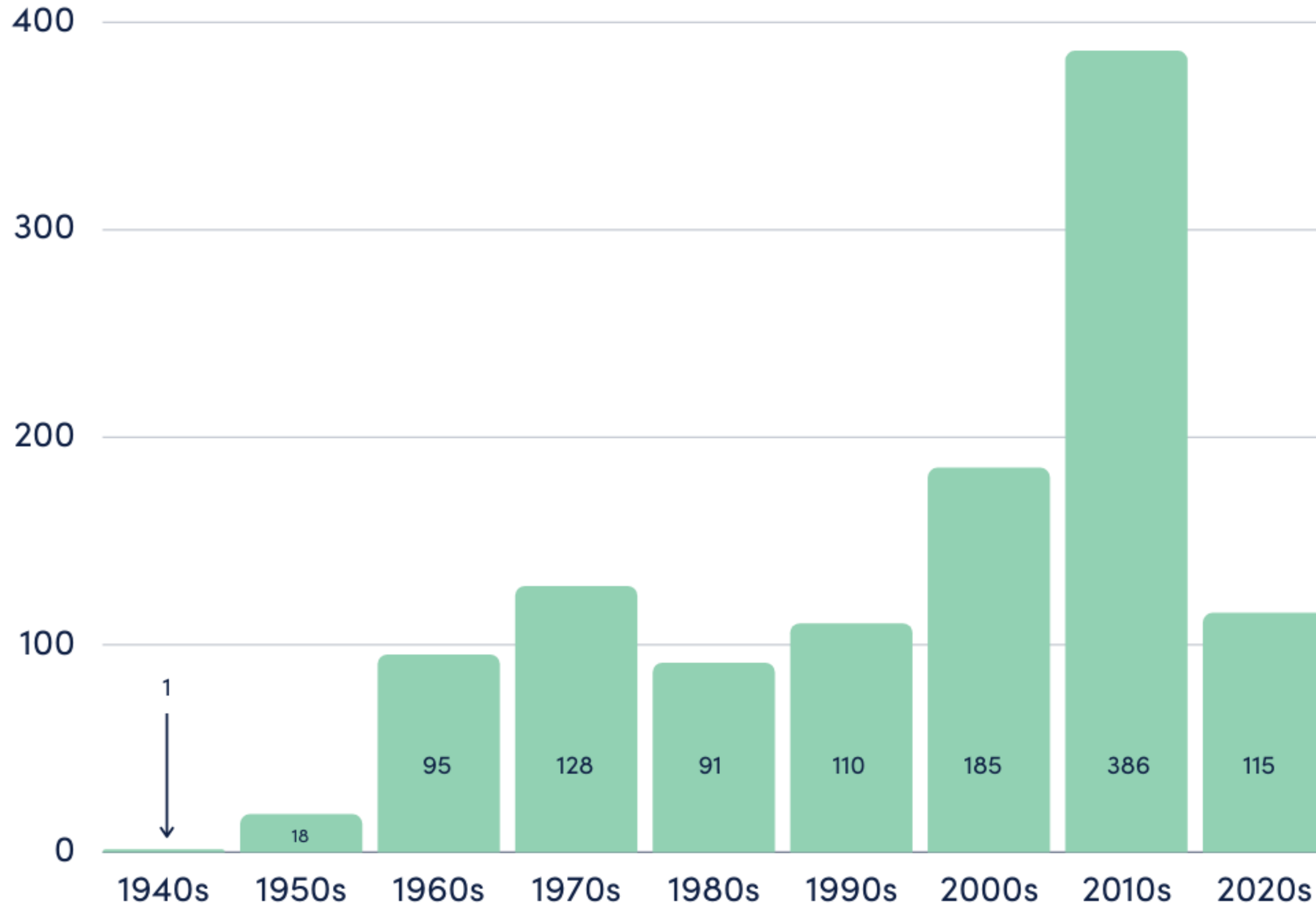
of Registrants



Connecticut: 5
Delaware: 1
Massachusetts: 6
Maryland: 21
New Jersey: 6
Puerto Rico: 3
Washington, DC: 3
International: 13

- Bermuda
- Chile
- Dominican Republic
- England
- France
- Mexico
- Nigeria
- Scotland

ATTENDEES BY DECADE



SURVEY FEEDBACK

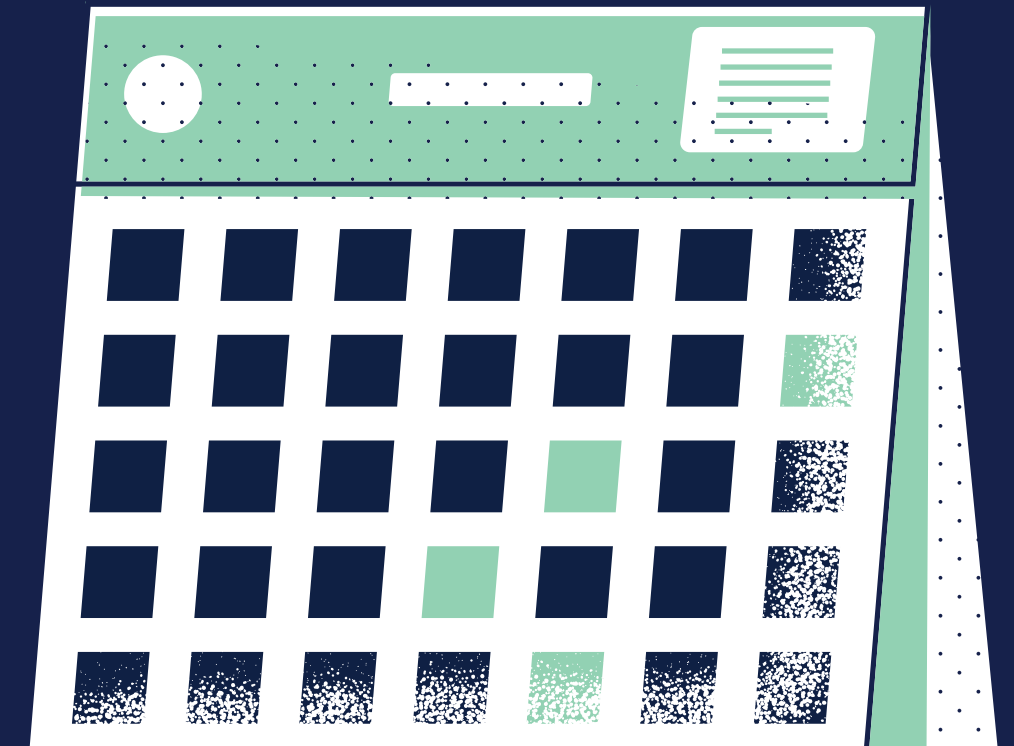
"Rhiannon Giddens spoke about looking for the silver lining in things, specifically in the time of adjusting to all things COVID, and you were my silver lining. In all the years since graduation in 1965 I have not been back for Homecoming and I had this wonderful opportunity in 2020!"

"THANK YOU for organizing this! No traffic, no crowds, easy to see and hear! Not the same as in person, of course, but this is a great way for ALL alumni to participate, both near and far."

"I do so very much hope that virtual components won't go away. Please make events available to those of us at a distance in the future. This is the closest to UNCG I've felt in a long time, and I only attended two of the events."

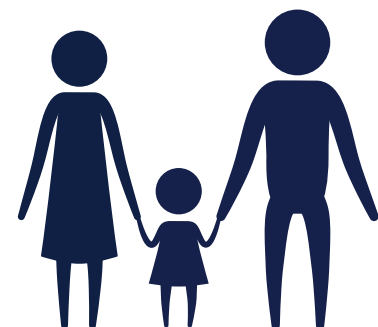
"I have attended several large conferences during the pandemic quarantine, and most had technical glitches on day 1 and sometimes continuing throughout the conference. UNCG Homecoming had NONE! Well done on the platform used!"

MONDAY 10/19



ONE TALK AT A TIME: COURAGEOUS CONVERSATIONS with Dr. Stephanie Coard (Zoom)

- Total Registrants: 21
- Total Attendees: 19



UNCG FACULTY-STAFF TRIVIA with Tyshea Lewis '13 and Nikki Baker '03 (Zoom)

- Total Registrants: 23
- Total Attendees: 16

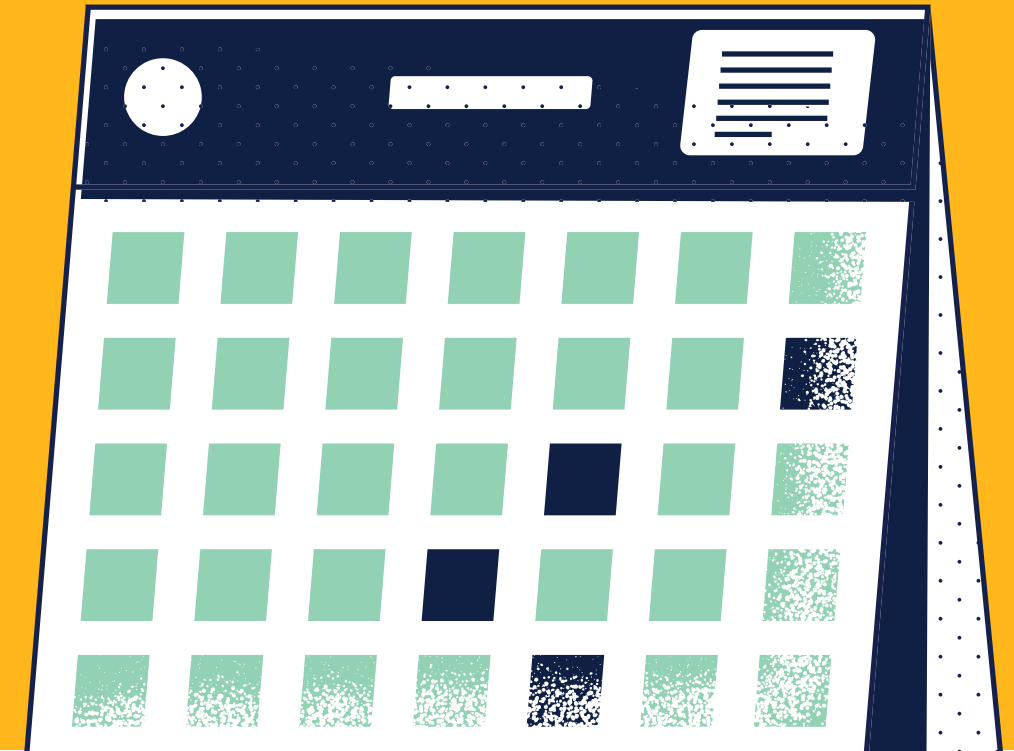


HAUNTED CAMPUS TOUR with UNCG Library Archives (Vimeo)

- Total Views: 138
- Unique Viewers: 61



TUESDAY 10/20



MORNING YOGA with Amber Graning '13 (Zoom)

- Total Registrants: 35
- Total Attendees: 26



SCHOOL OF EDUCATION COUNSELOR TRAINING (Zoom)

- Total Registrants: 19
- Total Attendees: 20



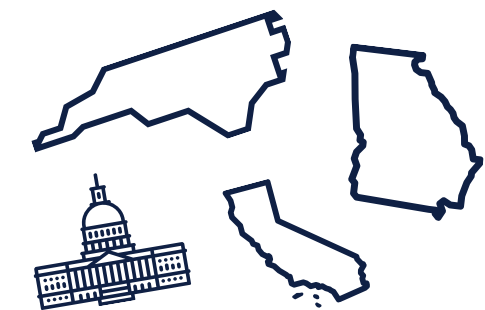
STUDENT CONDUCT VIRTUAL REUNION (Zoom)

- Total Registrants: 10
- Total Attendees: 9



REGIONAL NETWORKS SOCIAL HOUR (Zoom)

- Total Registrants: 43
- Total Attendees: 30

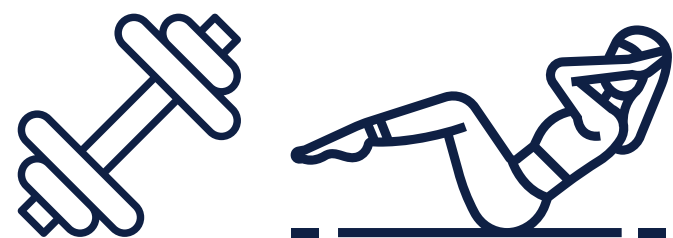


WEDNESDAY 10/21



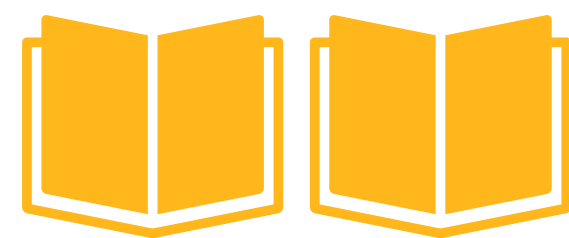
MORNING WORKOUT with Nathalie Marshall-Rodriguez '17 (Zoom)

- Total Registrants: 11
- Total Attendees: 8



"HOW TO BE AN ANTIRACIST" BOOK DISCUSSION (Zoom)

- Total Registrants: 44
- Total Attendees: 22



COVID-19 UPDATE with SON's Dr. Audrey Snyder (Zoom)

- Total Registrants: 22
- Total Attendees: 14

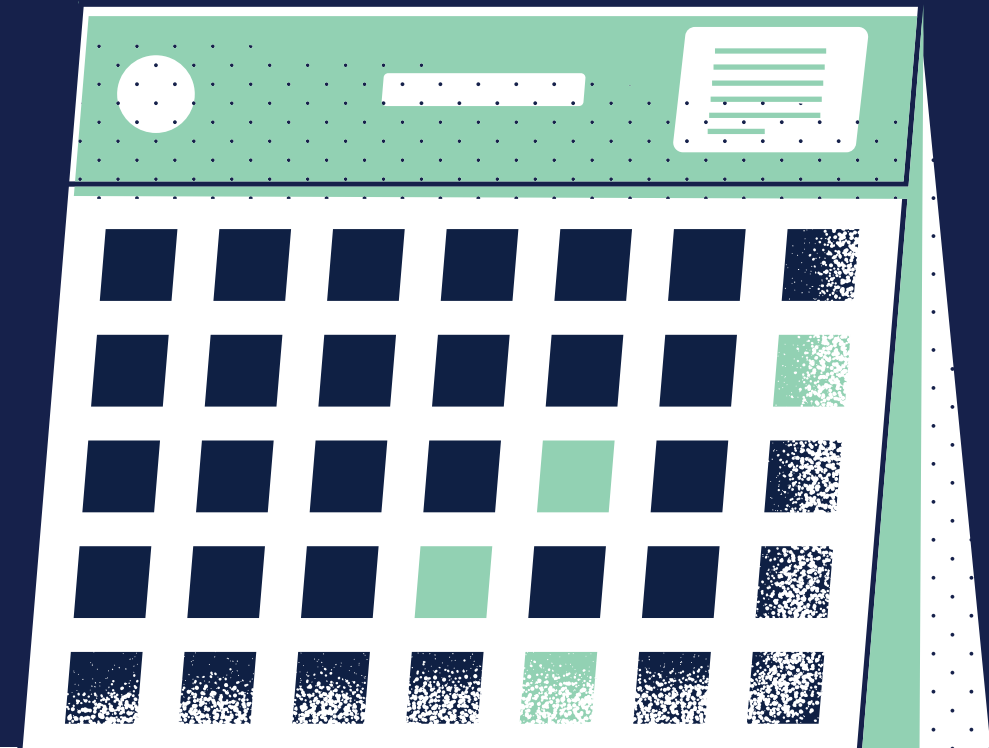


NC TRAVELOGUE with Elizabeth Hudson '95 (Zoom)

- Total Registrants: 292
- Total Attendees: 172



THURSDAY 10/22



*NOTE: One panelist shared her unique login link, allowing several people to access the webinar without registering

MOVE-N-GROOVE WORKOUT
with Brianna Little '16 (Zoom)

- Total Registrants: 19
- Total Attendees: 9



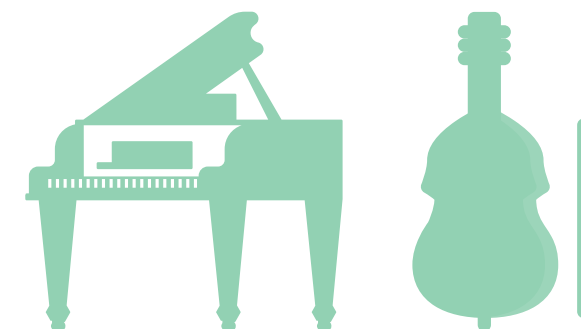
MILITARY-VETERAN LEADERSHIP
FORUM with various alumni (Zoom)

- Total Registrants: 15
- Total Attendees: 23*



UNCG JAZZ FACULTY CONCERT
(Facebook Live)

- Total Unique Viewers: 375
- Total Minutes Viewed: 499

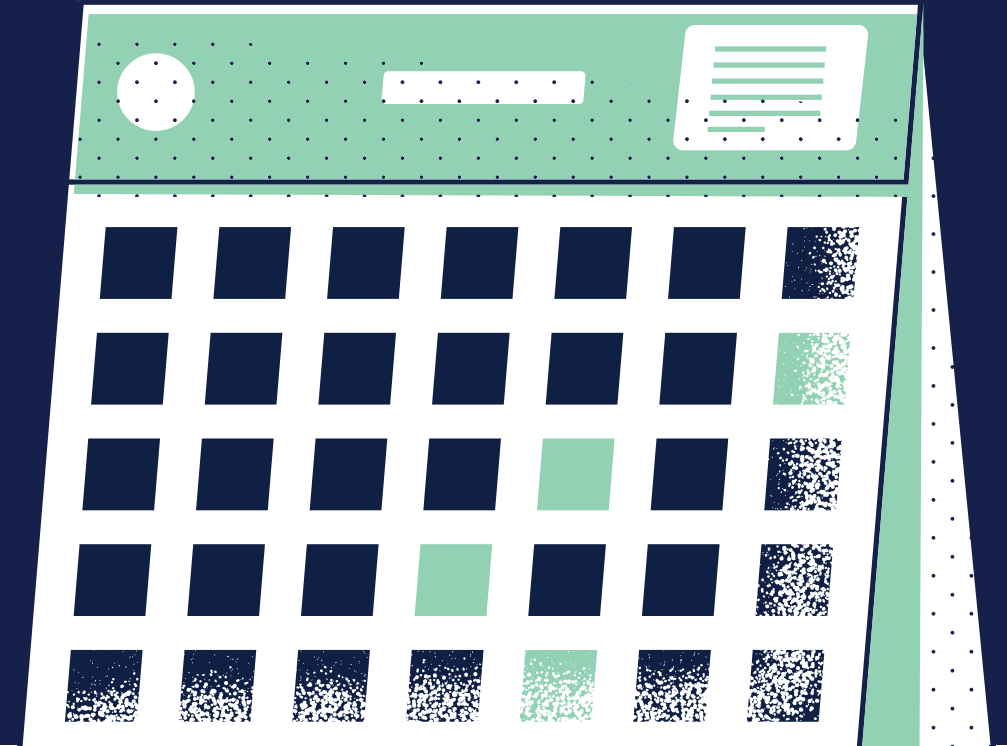


LATINX REUNION: DULCE
MELODRAMA CONCERT (Zoom)

- Total Registrants: 28
- Unique Attendees: 26

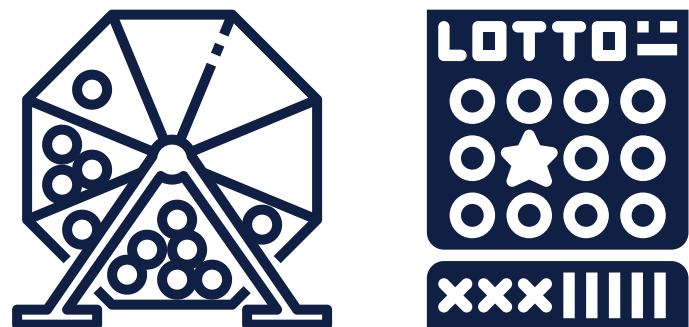


THURSDAY 10/22 (CONT'D)



LATINX REUNION: LOTERIA (Zoom)

- Total Registrants: 16
- Total Attendees: 5



LATINX REUNION: THEN & NOW PANEL DISCUSSION (Zoom)

- Total Registrants: 9
- Total Attendees: 8



LATINX REUNION: EL AFTERPARTY NETWORKING (Zoom)

- Total Registrants: 4
- Total Attendees: 1

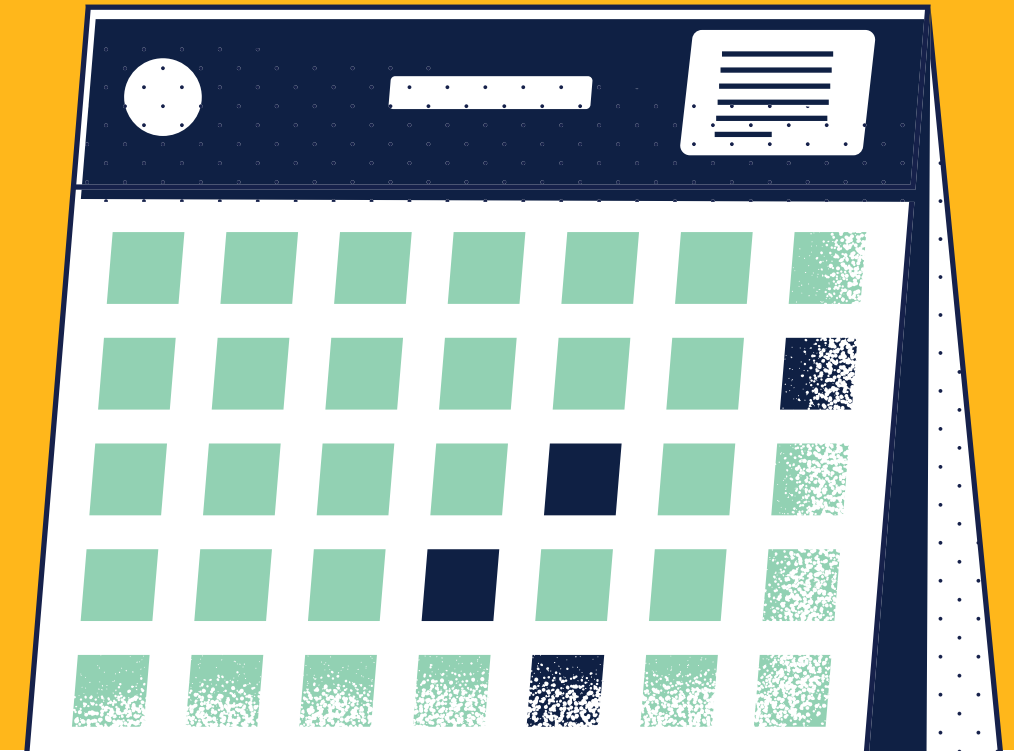


LATINX REUNION: SHARING OUR UNCG STORY (Zoom)

- Total Registrants: 11
- Total Attendees: 8



FRIDAY 10/23



TEACH YOUR CHILDREN ASL with School of Education (Zoom)

- Total Registrants: 27
- Total Attendees: 19



VIRTUAL WINE TASTING with Jaamy Zarnegar '83 and Jake Assaf '03 (Zoom)

- Total Registrants: 48
- Total Attendees: 29

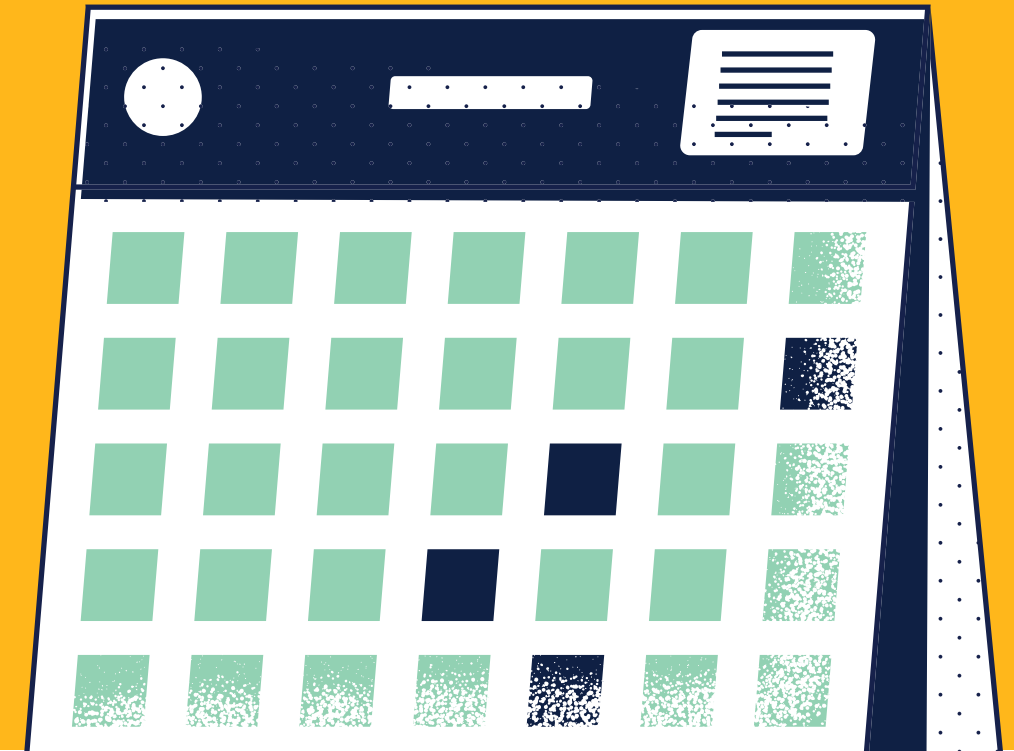


VIRTUAL ALUMNI AWARDS CEREMONY (Zoom)

- Total Registrants: 105
- Total Attendees: 87



FRIDAY 10/23 (CONT'D)



MEMORIES OF PAST
BONFIRES VIDEO (Facebook
Live)

- Total Unique Viewers: 433
- Total Minutes Viewed: 207



KOCKTAILS & KAHOOT!
TRIVIA (Zoom)

- Total Registrants: 45
- Total Attendees: 22



SATURDAY 10/24



FAMILY YOGA with Haris Lender '86 (Zoom)

- Total Registrants: 53
- Total Attendees: 20



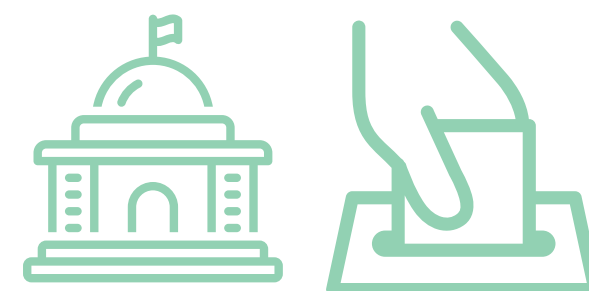
SHAW RESIDENCE HALL 100th ANNIVERSARY (Zoom)

- Total Registrants: 42
- Total Attendees: 39



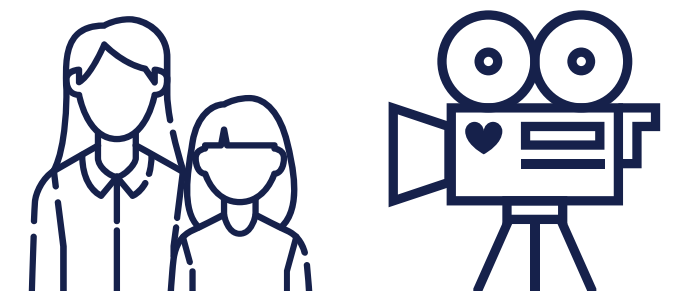
STUDENT GOV'T ASSOCIATION VIRTUAL REUNION (Zoom)

- Total Registrants: 9
- Total Attendees: 8

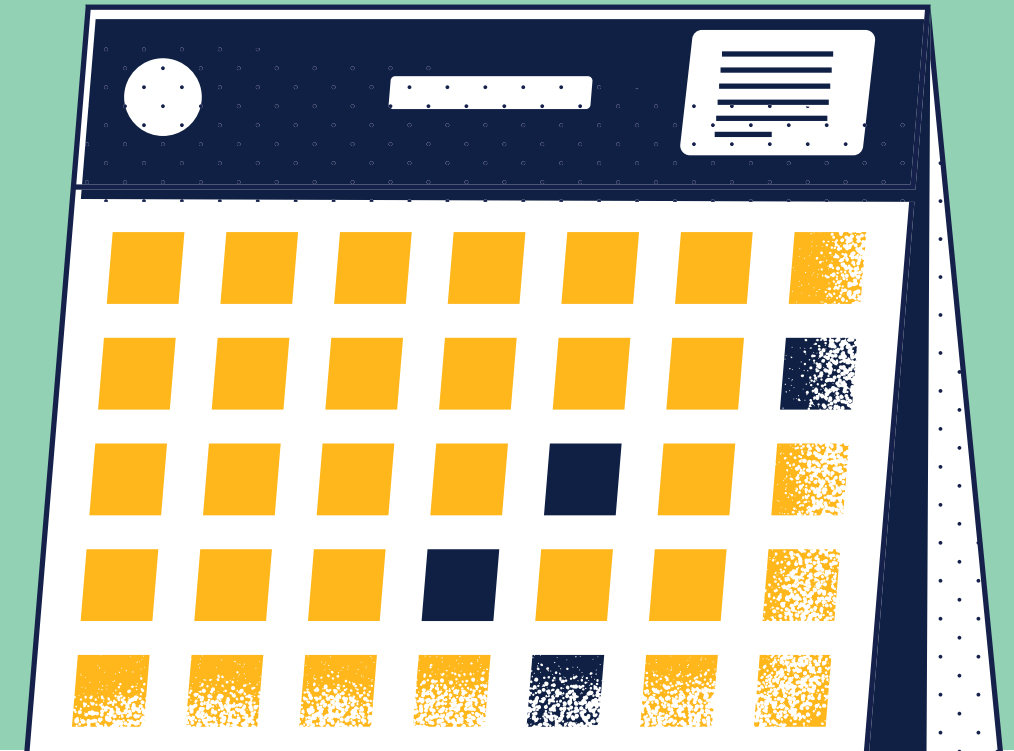


UNCG LEGACY VIDEO TRIBUTE (Facebook Live)

- Total Unique Viewers: 156
- Total Minutes Viewed: 141



SATURDAY 10/24 CONT'D.



DRIVE-THRU FLU SHOT
CLINIC with School of Nursing

- Total Vaccines Given: 58



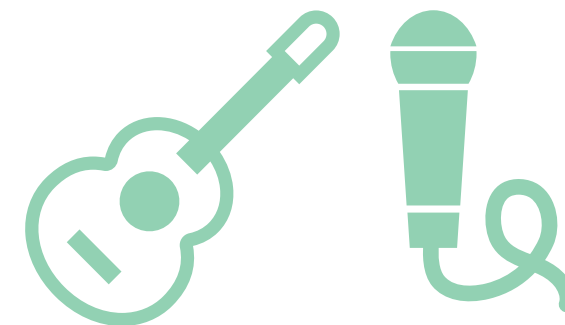
DANCE WORKOUT with Tina
Liggins '93 (Facebook Live)

- Total Unique Viewers: 236
- Total Minutes Viewed: 140



KARLA DAVIS '08 LIVE FROM
NASHVILLE, TN (Vimeo)

- Total Video Views: 159
- Total Unique Viewers: 48



RHIANNON GIDDENS '05 LIVE
FROM LIMERICK, IRELAND

- Total Video Views: 738
- Total Unique Viewers: 369

