

# CAROLINA TOGETHER AMBASSADORS ANNUAL REPORT

COMMUNITY BUILDING  
HEALTHY BEHAVIORS  
CAMPUS OPERATIONS SUPPORT

# What is CTA?

- ★ The Carolina Together Ambassador Program (CTA) exists to provide a dynamic community solution to evolving operational needs on campus related to COVID-19 and Carolina's return to a more normal campus experience. CTA supports the university's response to COVID-19 by combining **customer service**, **event management**, and **building operations support** which promotes positive health behaviors and the COVID-19 Community Standards.



Ambassadors pose in front of Dey Hall

- ★ The CTA Program previously operated during the Fall 2020 and Spring 2021 semesters to help students navigate changes to campus operations – such as new classroom locations, one-way doors, and a modified instructional schedule – and promote COVID-19 health and safety protocols. You may have seen Ambassadors in green polos or yellow at some building entrances and exits.

## CTA Leads and Partners

- ★ **Rick Wernoski** | Sr. Vice Provost for Business Operations
- ★ **Amie Sigmann** | CTA Program Coordinator | [asigmann@unc.edu](mailto:asigmann@unc.edu)
- ★ **Nick Sengstaken** | Program Coordinator for Operational Excellence & Strategic Initiatives
- ★ **Abbas Piran** | Director, Facilities Technology Group
- ★ **John Brunner** | Associate Athletic Director/Event Management
- ★ **Derek Kemp** | Associate Vice Chancellor for Campus Safety and Risk Management
- ★ **Bobby Kunstman** | Director of Student Life and Leadership
- ★ **Aretha Powe** | HR Consultant and Work Study Support
- ★ **Meg Maccherone** | Assistant Director, Employment Programs and Work Study Support

# Fall 2021

Throughout the Fall 2021 semester, the CTA program adapted to reflect new and ever-changing campus operations and needs. As students settled into their classes and daily schedules, CTA's site locations changed to primarily mobile shifts to help de-densify dining hall locations, promote mask-wearing in indoor spaces such as the Carolina Union, and provide a sense of togetherness and welcoming for campus visitors at the Old Well.



Photo by Brittany Cowan, University Communications | Ambassador Randy Baldwin hands out Golden Ticket to student in front of Lenoir Dining Hall

Mobile shifts allowed CTAs to come in to contact with a wide array of students and staff, and to share messages about healthy behaviors and the Carolina community in truly unique ways. For example, in late September of 2021 when there were no campus tours available, CTA Sara Jabae was able to assist a prospective student and her mother by informing them about all Carolina has to offer and sharing her experience as a student. After speaking with Sara, the student visitor expressed that Carolina climbed all the way to the top of her college applications list!

***"...She gave us lots of helpful information about the campus, the major, and about her experience at UNC - Chapel Hill. Because of this, UNC is now at the top of our list."- UNC Visitor***



Photo taken from South Building shows Ambassador speaking with university visitors at the Old Well



# Fall 2021



View from the Chancellor's Box during the Fall 2021 Football season.

In the Fall 2021 semester, CTAs also played a pivotal role in welcoming the Carolina community back to campus by supporting University-sponsored events such as the Week of Welcome, Smallfest and more. Through an event staffing request process disseminated to on-campus departments, centers, and other organizations, the CTA program was able to support numerous other university

events, including events hosted by the Program for Public Discourse, music performances, ceremonies at Memorial Hall, 2020 Commencement, and VIP seating locations for football games (including the Chancellor's Box). During the fall semester, CTAs worked over a combined 2,000 hours!

**On any given day of the 2021 academic year, there were over a dozen ambassadors working at various locations around campus with question displayed: "How can I help?" We hope that if you saw an ambassador, you stopped and said hello or asked a question about the community standards or campus in general. If you were lucky, you might have even won a Golden Ticket prize!**



Photo submitted by Golden Ticket Winner, Alisa Wolberg


In Fall 2021, the Golden Ticket program expanded to incentivize COVID-19 vaccination and thank UNC faculty and staff for receiving the vaccine and reporting their status to the university. After activating their Golden Ticket, ticket-holders became eligible to win a variety of prizes, including UNC Student Store gift cards, Carolina Dining Services meal vouchers, or other special university experiences. Over the course of the semester, Golden Tickets prizes were distributed to over 250 lucky winners!

# Spring 2022

Beginning in Spring 2022, The Carolina Together Ambassadors adopted a more targeted and impact-driven program model. In this model, work-study ambassadors were assigned to units across campus that specifically requested the assistance of a CTA in ongoing projects that promoted community building and the well-being of campus. Student and on-campus unit pairings were made using a process that considered various student-facing campus units' needs, missions, and primary objectives, CTA student's professional interests and career goals, and other programmatic criteria like scheduling and supervisor availability.

## Golden Ticket Program

The Golden Ticket Program also evolved in Spring to incentivize students, faculty, and staff to upload proof of their COVID-19 booster vaccinations via their Connect Carolina account. Once individuals verified their booster, they became eligible to redeem a virtual golden ticket that automatically entered them into a drawing for the chance to win a prize, including two tickets to a Men's Basketball game, a VIP tour of a UNC Athletic's museum and Nike prize package, or one of 100 Student Store gift cards. Winning names were drawn on February 18th, and prizes were mailed or distributed to the lucky winners!



Thank you for doing your part. You've got a Golden Ticket

- 1 Scan the QR Code
- 2 Fill out the Survey with Code "BOOSTED"
- 3 That's it! You're now entered for a chance to win over 100 exclusive prizes!

QR code not working? Visit [Go.unc.edu/ClaimMyTicket](https://go.unc.edu/ClaimMyTicket) and activate your Golden Ticket by February 18th, 2022 at 3pm.

[go.unc.edu/ctalearnmore](https://go.unc.edu/ctalearnmore)

Golden ticket activation instructions sent via email to all students, faculty, or staff that uploaded their Booster certification on Connect Carolina



Photo submitted by Nahyme Yhamel Romero-Larios, Golden Ticket Grand Prize Winner | Golden Ticket drawing winner poses in front of basketball court with guest at the UNC vs. Syracuse on February 28th.

# Spring 2022

## A New and Innovative Program Model

Beginning in Spring 2022, **12 student CTAs** were assigned in **7 unique campus units**, including the Asymptomatic Student Union testing site and Office of Interprofessional Education and Practice, the Frank Porter Graham Student Union, Gillings School of Public Health, the Student Affairs Heels Care Network Initiative, the Facilities and Technology Group ADA Compliance Project, UNC Athletic Event Management, and Accessibility and Resource Services. Please read on to learn more about each CTA's placement, and how they worked to promote a sense of well-being and belonging across campus!

## Office of Interprofessional Practice (OIPEP) and the Carolina Student Service Corps (CSSC)

**Ambassadors:** Tammy Dang, Dawn Carter, Sara Pearson, and Lauren Tart

**On-site supervisors and partners:**

- ★ Meg Zomorodi | Assistant Provost for Interprofessional Education and Practice
- ★ Amanda Gabbard | Program Coordinator-OIPEP
- ★ Madeline Neal | Director of Special Programs- OIPEP
- ★ Sarah Liebkemann | Director of Communications- OIPEP

At the very beginning of Spring 2022, CTAs were scheduled to provide constant line management support at Carolina Together Testing Program's Asymptomatic testing site to help students navigate the reservation system, HallPass. This system allows individuals to enter the testing site in 30 minute reservation windows, if they have scheduled a slot in advance in HallPass. When working as line support, CTAs checked reservation times, granted students, faculty, and staff access to the testing site, helped to troubleshoot any technical issues with HallPass, and gave instructions on how to make a reservation. CTAs in this role tended to enjoy the "busy" nature of the line because it allowed them to interact directly Carolina's staff and students.



Starting in the end of February, because of their level of expertise related to line management, CTAs deployed to the testing site moved into leadership roles with CSSC. CTAs in this placement worked to help to train, onboard and schedule targeted CSSC volunteers (called "Operation Leads") in testing site line management activities, and worked in different capacities within the OIPEP office to assist with other initiatives.



# Spring 2022

## Office of Interprofessional Practice and CSSC (Continued)

CTAs Tammy and Dawn took the lead in communications to CSSC volunteers to encourage sign up for Asymptomatic line-management shifts, helped create line-management protocol based on existing CTA materials, and recorded a training video for Operational Lead volunteers. At the request of university libraries, Tammy and Dawn also led outreach for volunteer shift sign-ups in late February through early March, to promote mask-wearing and other healthy behaviors during high-traffic library times. This included distributing supplies to library locations, disseminating instructions to CSSC volunteers, and helping to manage the volunteer schedule.



Later in the semester, Tammy began working on other projects in the OIPEP office, and enjoyed attending collaborative meetings between faculty and staff from across all different areas of the university. Dawn played to her interpersonal strengths, and executed engagement activities and events for the CSSC volunteers, including a Bingo Day at the testing site, and an end of year celebration!

One CTA, Sara, took on a project management-focused role with the OIPEP office. In this role Sara shadowed and directly supported the Director of OIPEP Communications in her activities and workflow. Sara imagines that one day she will become a data analyst or project manager because she loves to organize things and people, and in this role, she has had a great opportunity to really dive into what the work can look like. Hint: it is a lot of Excel spreadsheets! In this role, Sara served as a communication liaison between the OIPEP office and some of their working projects, including a complex data project that tracked student progress in interprofessional practice programs.

*"Sara used her creativity and organizational skills throughout our partnership. I'd tell her what I'd need, and together we'd brainstorm how to accomplish it."- Sarah Lindsay Liebkemann, MS, RDH | Director of Communications, OIPEP*

To further support ongoing projects with OIPEP, CTA Lauren on-boarded with two OIPEP coordinators and began to envision ways that the CSSC volunteer's work could be a long-term, meaningful experience beyond the in-the-moment assistance they typically provide. Lauren helped to make sense of a large data set that will be used to evaluate volunteer efforts, and helped to write features, and gather head-shots and quotes for the OIPEP annual report. Lauren's favorite aspect of the role was planning for the report, because it was interesting to learn so much about the array of programs offered through OIPEP.

# Spring 2022

## Carolina Union

**Ambassador:** Annabelle Harvey

**On -site supervisors and partners:**

★ Marissa Rosales | Executive Assistant- Carolina Union

Freshman CTA Annabelle, enjoyed her placement as administrative support for the Carolina Student Union. In this role, Annabelle was involved in the planning and set up of several events in the Carolina Union, including a “treat yourself” day for Carolina Union staff and students. Annabelle is creative, and liked that event set-up included the opportunity to design and place refreshments and other event materials in a way that is fun and innovative!



CTA Annabelle (left) and Union employee pose with Chancellor Guskiewicz at the 2022 Chancellor's Awards

In addition to event support, Annabelle worked with Carolina Union administrative staff to organize and assist in the Chancellor's Awards, and served as a contact point for the Carolina Union website contact form. With the Chancellor's Awards, Annabelle helped to email applicants and recipients to ensure that Union staff has all the information they needed to determine winners and distribute awards. In part thanks to Annabelle's help, the Chancellor Awards event on April 19th was a major success!

## Gillings School of Public Health: Student Affairs

**Ambassador:** Ilianna Rodgers

**On -site supervisors and partners:**

★ Adia Ware | Lead Academic Coordinator

★ Johnathan Earnest | Lead Academic Coordinator

With the Gillings School of Public Health, Ilianna, a prospective future health professional, onboarded in Student Affairs processes and led the way in a large-scale project that aimed to organize, streamline, and digitize student affairs files so that the department could become more efficient and eco-friendly. To properly engage in this process, Ilianna trained in specific filing protocol, and completed lessons in digitization and privacy. Ilianna says that her favorite aspect of this role was that she worked directly with Lead Academic Coordinators to make sense of their files and needs, and got to see Gillings from a “behind the scenes” perspective.



# Spring 2022



## UNC Student Affairs: Heels Care Network

**Ambassadors:** Emily Jones and Maggi Mazza

**On -site supervisors and partners:**

- ★ Allison Reid | Executive Director for Communications, Student Affairs
- ★ Sara Stahlman | Special Projects and Communication Manager for Health and Well-being

Two CTAs this semester with an interest in public health, Emily and Maggi, worked to support the Heels Care Network initiative, a campus-wide program that aims to create a culture of care and compassion at Carolina. With the initiative, CTAs had a key role in the development of the [cares.unc.edu](https://cares.unc.edu) website by identifying wellness resources across campus and adding them to the data base, serving as lead contact points between the initiative and the wellness resources, and adding and updating events and news stories to the website. With the help of Emily and Maggi, the Heels Care Network website was launched on February 9, 2022!

CTAs also completed peer support training and monitored the peer support chat function of the website during each shift. On an ongoing basis, they contacted university and community resources to ensure information was correct, and watched newsletters, social media, and local news for mindfulness and mental wellbeing events to promote on the webpage.

Maggi was so motivated by the mission of creating a culture of care at Carolina, that she initiated an extracurricular project where she is holding conversations to potentially create a Wellness group specifically within the School of Medicine. Maggi hopes to one day attend medical school,

"The Carolina Together Ambassadors allowed UNC to launch and keep updated the Heels Care Network website..... In short, they kept the website vibrant, timely, and accurate. Amie, Nick, and the entire CTA program provided a seamless system that offered clear expectations and set up everyone – the students and us as supervisors - for success. We would welcome the opportunity to work with them in the future."

Sara Stahlman | Special Projects and Communication Manager for Health and Wellbeing, UNC Student Affairs



and feels that the Heels Care partnership has allowed her to make connections across campus between multiple areas that she is passionate for. Emily, says that her role with the Heels Care Network was a "game-changer" for her semester, and is the best paid job she's ever had!

# Spring 2022

## Facilities and Technology Group: ADA Compliance Project

**Ambassador:** Joshua Choy

**On -site supervisors and partners:**

- ★ Glenn Larrimore | Architect, Facilities and Technology Group
- ★ Abbas Piran | Director, Facilities and Technology Group

In partnership with the Facilities and Technology Group, CTA Josh, a computer science major, worked with a small team of architects and engineers to collect and process information on university classrooms with respect to ADA accessibility features. Josh attended a training session on the classroom data collection procedures, began collecting the metrics using a collector application on a tablet, and regularly submitted data for processing after inspecting the classrooms. Eventually, the data collected by Josh will be used to paint a more comprehensive picture of classroom accessibility features for facilities, accessibility and resource services, and students with ADA accommodations. Glenn Larrimore, an Architect with UNC and Josh's primary supervisor, says Josh took the process quickly, and went above and beyond by noticing areas outside of classrooms where spaces could be improved. Josh's favorite part of this placement was that it made him think differently about the spaces that he interacts with everyday as a student. There are so many steps that go on behind the scenes to make sure campus is accessible to all, and Josh is thankful he got the chance to see this work up close!

## Campus Event Management Support

**Ambassador:** Solomon Reaves

**On -site supervisors and partners:**

- ★ John Brunner | Associate Athletic Director/Event Management
- ★ Nora Hanagan | Event Coordinator, Program for Public Discourse

One CTA, Solomon, a Sports Journalism Major, helped in various capacities this semester to see that larger-scale events at the university ran smoothly and were enjoyable for all who attended. This semester Solomon was added as a member of the Athletic Event Management Tarheel Ambassador team and assisted with various events to monitor foot-traffic, direct individuals to their seats, encourage healthy behaviors, and answer questions. As a Tarheel Ambassador with Athletics, Solomon assisted with a basketball game, a tennis match, and the Girls and Women in Sports Day event.



# Spring 2022

## Campus Event Management Support (Continued)

Additionally, Solomon played a role in tying the CTA Program to the university's goal of "working constructively across differences in society, starting by promoting respect and listening", by supporting events hosted by the UNC Program for Public Discourse. In April, Solomon and Josh (ADA Compliance Project) had a key role in seeing that the April 5th PPD event "Journalism and

**ABBEY** SPEAKER SERIES  
**Spring 2022**

Democracy" ran smoothly and was a positive learning experience for all attended. For this event, Solomon and Josh checked-in guests and encouraged them to sign up for the program

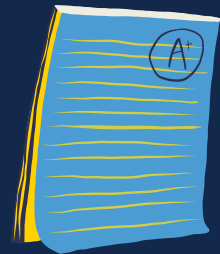
listserv, directed guests to their seat, and helped distribute refreshments.

## Accessibility and Resource Services

**Ambassadors:** Chloe Pittman and Vanessa Valencia

**On -site supervisors and partners:**

★ Scarlett Jordan | ARS Testing Coordinator



The mission of UNC Accessibility and Resource Services (ARS) is to determine and implement accommodations for students with documented disabilities and medical conditions as they relate to academics, residences, dining, and co and extra-curricular campus activities. In the ARS office, CTAs Chloe and Vanessa served as student leaders, and played a key role in helping to meet the needs of students related to accommodations and beyond, by providing valuable referral information and connections. Some activities the CTAs engaged with in this role include assisting proctoring exams for students with disabilities, helping to answer phone and email inquiries, connecting students to resources, answering

"Chloe has been an absolute treasure to have a part of the ARS team. She is competent and caring, as well as knowledgeable about our process and goals of the department."

"Vanessa took charge of the position from the moment she arrived... We would love to have her return in the fall!"

Scarlett Jordan | ARS  
Testing Coordinator

questions related to ARS policies, and assisting in managing accommodations as needed. One CTA in this role, Vanessa, expressed that she loved interacting with other students on a daily basis, and enjoyed gaining more experience in an office environment. Chloe, shared that the role allowed her expand her interpersonal skills and to be a comforting presence for students who experience severe testing anxiety.



# 2021- 2022 Snapshot



## CTA Fall 2021

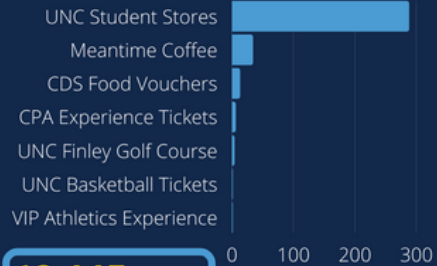
### WHO ARE CTAs?

In Fall of 2021, CTAs consisted of **11-15** undergraduate work study students and a handful of dedicated Athletic Event management staff. CTAs combine customer service, event management, and building operations support to promote positive health behaviors and the COVID-19 Community Standards



### GOLDEN TICKET PROGRAM

Every week ambassadors handed out hundreds of Golden Tickets to individuals they saw properly wearing their mask or otherwise engaging in positive health or community building behaviors. Faculty and staff were also sent a virtual Golden Ticket if they uploaded their proof of vaccination prior to the university deadline. If ticket-holders activated their Golden Ticket by each Friday at 5pm, they were entered in the weekly drawing for the chance to win a prize!



**18,445**  
Golden Tickets redeemed  
**530**  
Lucky winners  
**347**  
Prizes claimed



### WHERE DID CTAs WORK?

CTAs were stationed in **7** locations across campus to answer questions, direct to resources, promote healthy behaviors, and assist with the Carolina Testing Program. They also helped staff over **30** campus events including Week of Welcome events, Carolina Performing Arts performances, the 2020 Commencement ceremony.



**Over 2000 hours**

worked in Fall 2021

**31** Unique campus events

**7** Key Campus Locations

Did you see a CTA this semester? Share your experience with us at [OperationalExcellence.unc.edu/Feedback/](https://OperationalExcellence.unc.edu/Feedback/)



## CTA Spring 2022



### WHO ARE CTAs?

In Spring of 2022, CTAs consisted of **12** undergraduate work study students. CTAs combine customer service, event management, and operations support to promote positive health behaviors and community building across campus.



### GOLDEN TICKET PROGRAM

The Golden Ticket Program evolved in Spring to incentivize students, faculty, and staff to upload proof of their COVID-19 booster vaccinations via their Connect Carolina account. Once individuals verified their booster, they became eligible to redeem a virtual golden ticket that entered them into a drawing for the chance to win a prize. Winning names were drawn on February 18th, and prizes were distributed to the lucky winners!

**6,126**

Golden Tickets redeemed

**100**

Gift card Winners

**1**

Nike Package and VIP experience

**1**

Basketball Ticket grand prize

### WHERE DID CTAs WORK?

CTAs were assigned in **7** unique campus units, including the Asymptomatic Student Union testing site and Office of Interprofessional Education and Practice, the Student Affairs Heels Care Network Initiative, Accessibility and Resource Services, the Facilities and Technology Group ADA Compliance Project, Gillings School of Public Health- Student Affairs, UNC Athletic Event Management, and the Frank Porter Graham Student Union. CTAs also provided event and/or research support to other UNC centers and initiatives, including the Program for Public Discourse and Operational Excellence.

**Over 1000 hours**

worked in Spring 2022

**7** Key Campus Locations

Student and on-campus unit pairings were made using a process that considered the needs, mission, and primary goals of various student-facing campus units, and work study students' career goals.

Did you see a CTA this semester? Share your experience with us at [OperationalExcellence.unc.edu/Feedback/](https://OperationalExcellence.unc.edu/Feedback/)



# THANK YOU

All of the accomplishments of the CTA Program in the 2021-2022 academic year would not have been possible without the incredible support of countless campus community partners, and the generous gift of the Triad Foundation. On the behalf of the Ambassadors, we would like to extend our greatest thanks to the foundation for its financial support, which allowed the Golden Ticket program to incentivize healthy behaviors, and for work study students and Athletic Event Management staff to have the paid opportunity to engage in community building and operational support across campus.

We would also like to extend our greatest thanks to the various on-site supervisors to the Ambassadors for the Spring 2022 semester. Your time, attention, and expertise were essential in ensuring that each Ambassador's experience this semester was meaningful to their professional development and to the greater mission of the CTA Program. The shift to the scattered-site program model would not have been possible without your mentorship, dedication, and insight.

To the original CTA Leads and partners who helped initiate the CTA program during the height of the COVID-19 pandemic, we can't thank you enough for investing your time, energy, and knowledge across such a tumultuous time for our campus and wider community. The CTA program was born out of necessity, and continued based in your vision and collective support.

And to all of the CTA Work Study students, Athletic Event Management Staff, and volunteers, your work ethic, service-oriented approach, and heart for Carolina has been nothing short of inspirational. THANK YOU for engaging with the CTA program and prioritizing the health and safety of campus when it was needed most.

With greatest thanks,

**Rick Wernoski,**  
*Senior Vice Provost for  
Business Operations*

**Nicholas Sengstaken,**  
*Program Coordinator for  
Operational Excellence and  
Strategic Initiatives*

**Amie Sigmann,**  
*CTA Program  
Coordinator*



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THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL