



May 12, 2021, 4:40PM

Zoom Teleconference hosted in Hill Ballroom, Carolina Inn

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Communications Update
Joel Curran, Vice Chancellor for Communications
2. Public Affairs Update
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

COMMITTEE MEMBERS

R. Gene Davis, Jr., Chair

David L. Boliek, Jr., Vice Chair

Richard Y. Stevens, ex-officio

Teresa Artis Neal

Kelly Matthews Hopkins

Lamar Richards

Ralph W. Meekins, Sr.

Allie Ray McCullen

John P. Preyer

Administrative Liaisons:

Joel Curran, Vice Chancellor for Communications

Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University

Board of Trustees University Communications

Joel Curran, Vice Chancellor



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

CELEBRATING THE CLASS OF 2021

Graduating Tar Heels experienced a Spring Commencement like no other this weekend as we celebrated our nearly 6,300 newest Carolina alumni throughout **five ceremonies**.

Thousands of friends and family members joined the University, **virtually and in Kenan Stadium**, to applaud the achievements and success of the Class of 2021. Communications kept our campus community connected.

6

Videos produced
(not including
livestreams)

12

Content Stories
Written

123

Social Media
Posts

10,200

Livestream
Video Views

204

Gallery Worthy
Candid Photos

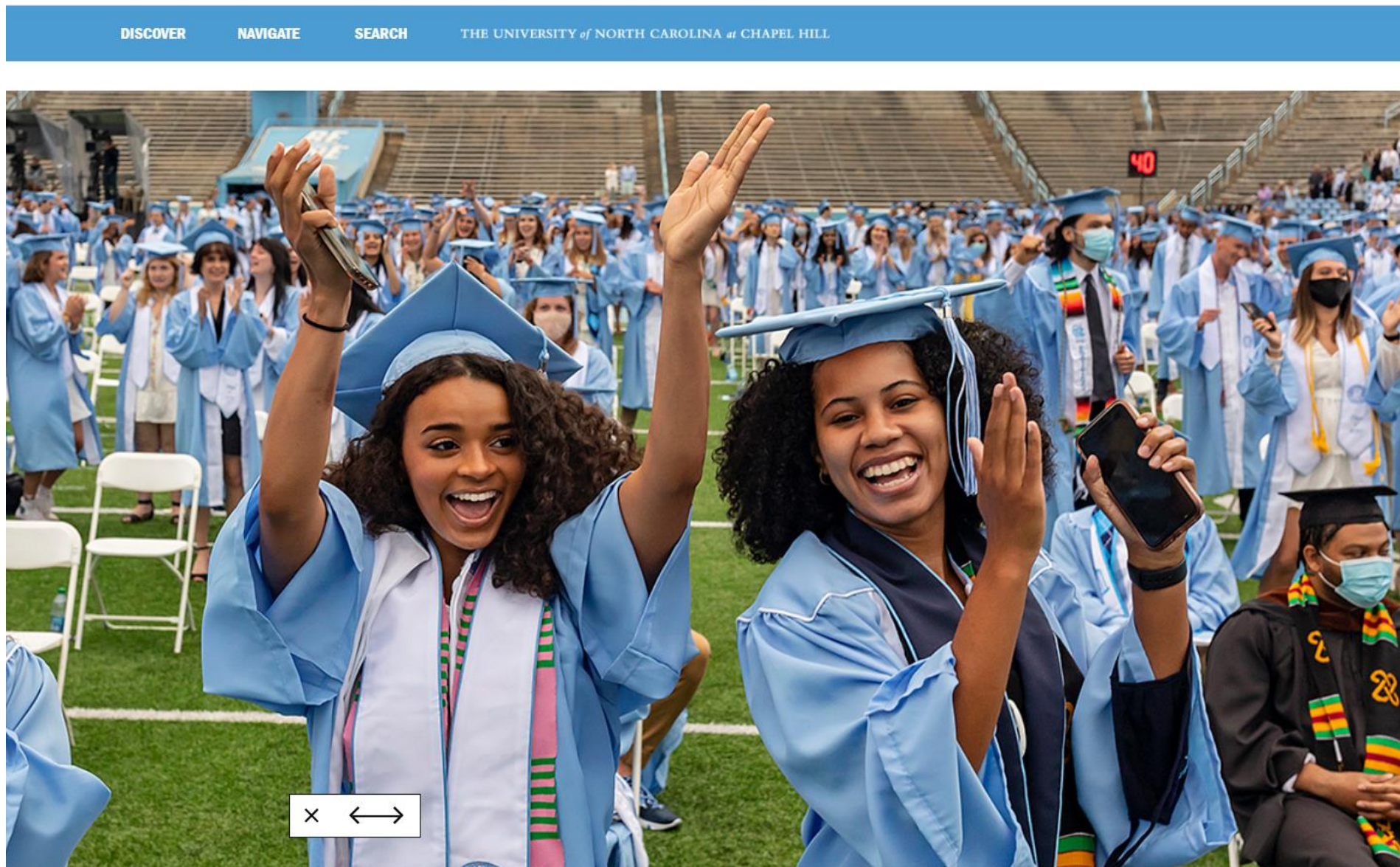
2.2M

Social Media
Impressions

CELEBRATING THE CLASS OF 2021

Pre-recording commencement speaker videos, creating story experiences and taking commencement day photos are some of the ways our communications team worked to bring a feeling of **joy and hope** to our graduates and their families.

Five ceremonies provided a lot of wonderful content to share on our channels over the past week.

[DISCOVER](#)[NAVIGATE](#)[SEARCH](#)

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

COMMENCEMENT CONTENT

Social Media – Top 3

twitter



This weekend, Drs. Anthony Fauci and Kizzmekia Corbett will virtually deliver the Class of 2021's Commencement address. #UNC alumna and Hillsborough native @KizzyPhD says, "I'm a scientist because I started being a scientist at UNC and a moment like this is a full circle for me."



A full-circle moment

Dr. Kizzmekia Corbett ('14 Ph.D.), along with Dr. Anthony Fauci, is delivering a Commencement address to the Carolina Class of 2021

- 151,897 impressions
- 757 likes
- 19,746 video views
- 200 retweets

Instagram



uncchapelhill



Liked by kcs_tarheel and 7,647 others

uncchapelhill Wherever you go from here, remember Carolina will always be home 🇺🇸 ... more

View all 27 comments

2 days ago

- 59,919 impressions
- 181 shares
- 7,638 likes
- 51 saves
- 27 comments

facebook



The University of North Carolina at Chapel Hill

Congratulations to #UNC21 – we look forward to celebrating each of you and your achievements this Commencement weekend. Wherever you go from here, remember Carolina will always be home 🇺🇸 #UNCgrad



Catherine Ringo Pierce and 754 others

22 Comments 22 Shares

- 33,149 impressions
- 22 comments
- 748 reactions
- 22 shares

COMMENCEMENT COVERAGE

Media Relations Pitches and Inquires



SUCCESS

Watch Drs. Anthony Fauci and vaccine guru Kizzmekia Corbett speak at UNC graduation ceremony

Published Fri, May 14 2021 6:30 PM EDT

SHARE [f](#) [t](#) [in](#) [e](#)



U.S. President Joe Biden greets Kizzmekia Corbett and Anthony Fauci at the National Institutes of Health in February Bloomberg | Bloomberg | Getty Images

The News & Observer

UNC's tumultuous COVID year ends with Fauci and Corbett virtually addressing grads

BY KATE MURPHY

MAY 14, 2021 02:42 PM, UPDATED 1 HOUR 37 MINUTES AGO



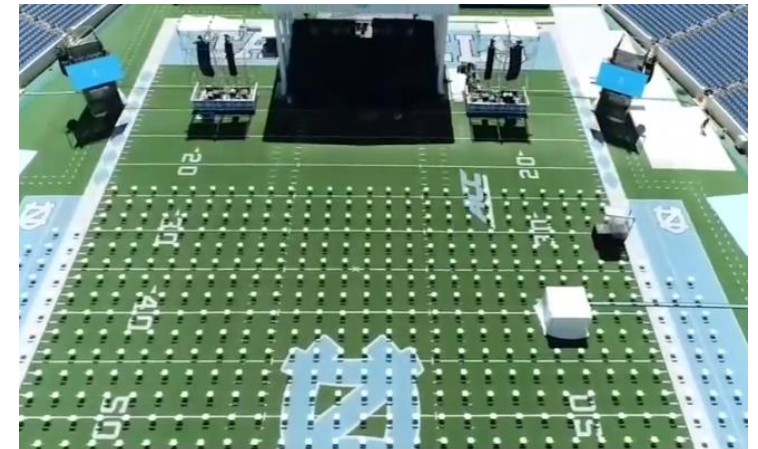
Dr. Anthony Fauci delivers the commencement address virtually via video to members of the graduation class at the University of North Carolina in Chapel Hill, Friday, May 14, 2021. BY UNC



UNC

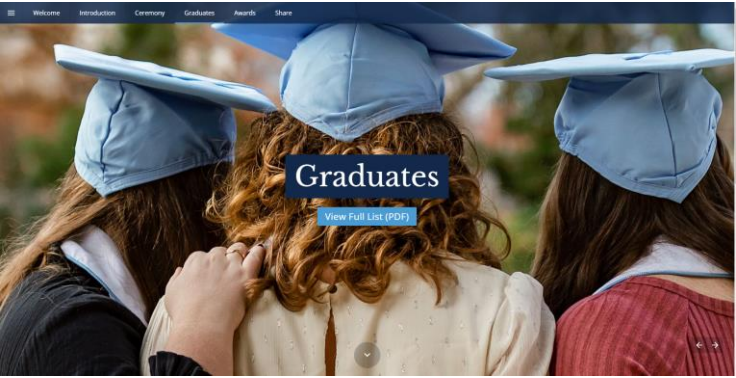
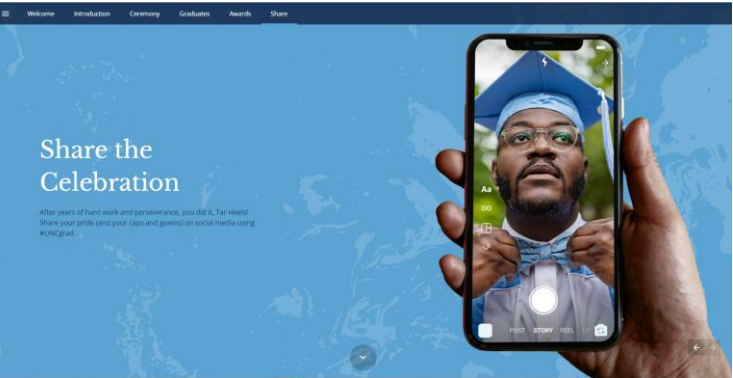
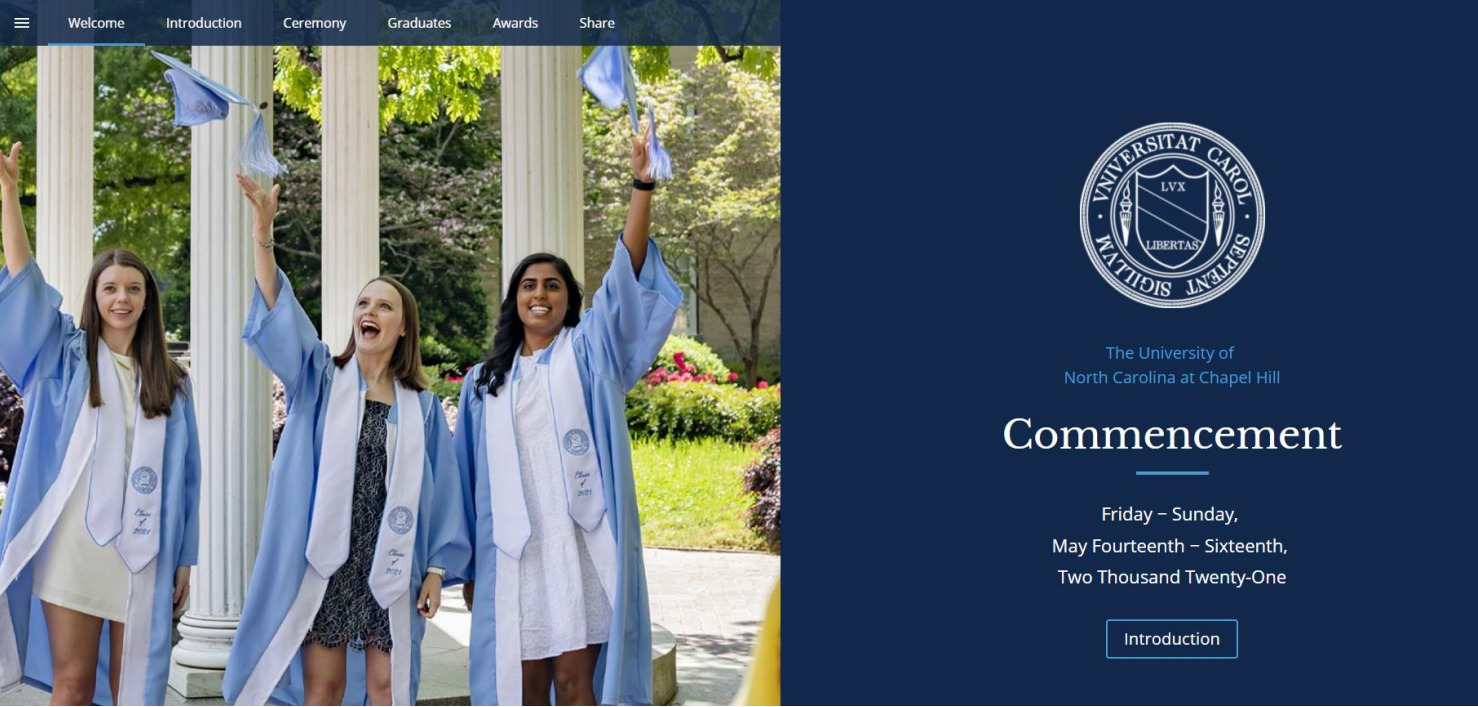
Here's a sneak peek at what 2021 Commencement will look like for UNC students

[11 abc](#) By Andrea Blanford
Thursday, May 13, 2021 6:22PM



COMMENCEMENT COVERAGE

Speaking to Our Audiences



‘You are going exactly where you are destined to go.’

Graduating Tar Heels experienced a first-of-its-kind Commencement this weekend as the University celebrated the Class of 2021 at five ceremonies.



A full-circle moment

Kizzmekia Corbett, who played a critical role in the COVID-19 response, got her start at Carolina. Learn about her journey home to deliver the Commencement address.



You did it boldly!’

Drs. Anthony Fauci and Kizzmekia Corbett '14 (Ph.D.) inspired the graduating class with messages of home and public service.

Highlight Reel



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL