EXTERNAL RELATIONS COMMITTEE

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
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.
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.
COMMENCEMENT CONTENT

Social Media – Top 3

**Twitter**

@UNC

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.”

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

**Instagram**

uncchapelhill

Wherever you go from here, remember Carolina will always be home ❤️

View all 27 comments
2 days ago

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

**Facebook**

The University of North Carolina at Chapel Hill

Congratulations to UNC! 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 🌸

33,149 impressions
748 reactions
22 comments
22 shares
UNC’s tumultuous COVID year ends with Fauci and Corbett virtually addressing grads

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