Carolina Family Weekend (CFW) 2022 Program Submissions Manual

CFW 2022 will be Friday – Sunday, October 7 – 9. CFW is a great time for families to return to campus to visit their student AND get a taste of what Carolina has to offer. This guide provides some instructions for planning and submitting your event(s) for CFW 2022. Thanks for participating!

CFW and Heel Life (heellife.unc.edu)
We are working with Student Life and Leadership (SLL) to use Heel Life as the platform for campus partners to submit their events. It has several benefits including:

- We can easily publicize events to students and families
- Having a dedicated category on Heel Life, making it easy for students and families to find CFW events
- Allowing programmers (you) to easily edit your event(s).

You will need to have a dedicated Heel Life page:

- For student organizations: your page’s presence is associated with your yearly renewal with SLL.
- For University departments/offices: if you do not already have a page (you can use the Search function on the site to look up your office), you may request to create a page with SLL (email studentlife@unc.edu for more information).
  o Once approved, you will be able to build your page and submit events, described further in the process guide. For helpful tips on building out your page, visit the link below and scroll to the bottom of the web page for the University Department section: https://carolinaunion.unc.edu/departments/student-life-leadership/studentorganizations/resources-officers/heel-life

Having events tied to pages creates continuity for student attendees. It also allows higher promotion and engagement opportunities between you and them.

Part 1: Pre-Planning and Support
When considering what program(s) you might bring to CFW, reflect on your office/organization’s goals and how they relate to students and what families can benefit from knowing. Students typically lean on their family/support networks from home to manage the variety of experiences they will have at UNC. Equipping families with more knowledge and experiences from Carolina will help them better support their students. We believe each organization and office can create a meaningful program that is inviting, inclusive, and engaging for students AND families.

Here are some questions to help you brainstorm:

- Who are we and how can we best communicate that to families?
- What do families need to know, to help them better support their students?
- How can our program share more about what Carolina has to offer their students?
- If I were a family member of a student, what would I want to experience or know?
What does my student’s life at UNC look like?  
What does my student enjoy doing?  
When my student has difficulties and challenges, what resources or information exists that can help them?  
What does it mean to be a Tar Heel?

We look to YOU to help amplify your messages and resources over that weekend. Additionally, New Student & Family Programs (NSFP) works to plan a few events as well. We will share these below, to help you best consider WHEN you host your event(s).

**Friday, October 7**

- **Check-In**: traditionally we host check-in from 11am until 8pm ET. This serves only to welcome and orient participants (they receive tickets to some events, t-shirts, giveaway, etc.).  
- We may do a one-off event that evening, but do not expect it to compete with other events you may be planning.

**Saturday, October 8**

- **Family Coffee (free)**: at 10am ET we will offer a continental breakfast, free and included for all registrants.  
- **The Annual Family Meeting (free)**: at 11am ET we will host the Chancellor (tentative) for a “welcome and state of the university” style address, followed by a Q&A. Additionally we plan to welcome the Student Body President to share similar remarks about their platform for the student experience.  
- **Pre-Game Tailgate and Away-Game Football Watch Party (ticket cost)**: time TBD based on game time  
  - **NEW FOR THIS YEAR**: we will not have a HOME football game this year. This was intentional to allow for more campus partners to showcase all they have to offer. IT also offers better parking and movement across campus for families.  
  - We will simply create a small meal experience for families who wish to socialize and watch some of the away football game  
  - Though many may want to experience this, we believe there are many families looking to participate in non-athletic events and experience more of what Carolina has to offer outside of athletics.

**Sunday, October 9**

- **CFW Brunch at the Carolina Inn (ticket cost)**: we will host 2 seatings for a family brunch at the Inn. Tentatively these will be 90 minutes each with seatings at 9:30am -10:30am and 11:00am -12:30pm.  
  - Like the Watch Party, we do not expect every family to want to do this. We want you to be aware of this, but also encourage you to consider hosting your event(s) that morning as well. You may even decide to do your own brunches.

Alright, so you know you want to be a part of CFW 2022, BUT you’re still unsure about how to best participate or partner to submit an event. That’s okay! We are glad to help. Reach out and we can help you with questions:
Part 2: Planning and Preparing Your Event Submission(s)

Our event submission process utilizes the event submission portal on Heel Life. Each office and active organization with a Heel Life page will be able to submit its event(s) through this tool, making the submission process streamlined and user-friendly! If your office/organization does not have a Heel Life page, you must make one before submitting an event. For information on how to make a Heel Life page, please see the foreground section at the beginning of this document.

**Event submissions will be reviewed and accepted on a rolling basis up to August 1.** We will pause to create a preliminary schedule that will be promoted alongside the launch of CFW registration (occurring in early August).

We will “re-open” program submissions later that week (~August 5) for the month of August and promote additions in September and early October. We do encourage submitting your event(s) timely as we launch the CFW schedule in early August. This August launch is purely to make the main schedule link public for registration and does not constitute a hard deadline for event submissions. However, the sooner your event(s) is/are submitted and approved, the more likely incoming and returning students and their families are to find it!

We partner with SLL to review each event submission for criteria in alignment with this manual and related University guidance. If an issue arises with your event submission that could prevent its approval or addition to the CFW schedule, we will reach out to seek a solution with you.

Anthology (Heel Life’s service-provider) offers several articles on how to manage your organization’s Heel Life page and submit your event(s). We recommend exploring the featured articles that Student Life and Leadership has compiled. We have also curated a selection of helpful articles below for quick reference relevant to event submissions:

- Events and Event Management Guide

- Creating a New Event in your Organization

For CFW 2022, we recommend the following settings when submitting your event(s) to create continuity throughout the CFW schedule:

- For “Show To”: select “The Public”
  - Our CFW schedule links that we promote will send participants directly to a category filter (“Carolina Family Weekend”). If your event is “Private” they will be directed to a log-in page and then redirected to the overall Heel Life calendar, which will NOT showcase the CFW scheduled events.
- If applicable/relevant, click “Allow attendance ... to be shown on the Co-Curricular Transcript”
  - Since participants also include family members, then you may not need to do this at all.
- **Be sure to select “Carolina Family Weekend” and other relevant tags in Event Categories and Perks.** Participants can filter search for these!
- For “Who can RSVP”: select “Anyone”
- For “Post Event Feedback”: while we don’t require you to collect assessment data to participate in CFW, this is a great way to get feedback on your event. RSVPs (and even emails you upload later) can be sent a survey immediately after the event! All answers are collected anonymously.
- For “Event Cover Photo”: we encourage you to upload a photo/graphic that will attract participants. Visit the events page on Heel Life for ideas!

Again, if you need any support in the submission process, please reach out to NSFP at families@unc.edu.

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**Part 3: Promoting Your Event(s) and Program(s)**

Up to August 1, NSFP will be building the CFW schedule from event submissions. We will then pause to promote this initial slate of events during the August CFW registration launch. Event sponsors are welcome to change their event details before August 1, as well as promote their event(s) on social media and other communication platforms.

You can use News Articles in Heel Life to create posts that showcase your event(s). Here is a [how-to guide on using the News tool](#).

You can follow New Student & Family Programs on [Instagram @UNCnsfp](https://www.instagram.com/UNCnsfp) to view promotions to followers.

To recap this manual, here are some key takeaways:

- The CFW 2022 schedule will be listed on Heel Life with the link and QR codes to view it sent on digital and hard copy media). Organizations and offices that want to submit an event(s) require a Heel Life page to do so. (View “CFW and Heel Life” section)
- NSFP welcomes partnering with organizations and offices to facilitate events and programs rather than competing for space and attention. (View Part 1)
- View the listed hyperlinks to resources that can help you plan, submit, and market your event(s). (View Parts 2 & 3)
- Event submissions will be reviewed and accepted on a rolling basis, up to August 1 with a main schedule launch in early August. (View Part 2)
- The WOW Board is happy to provide support!
  - You can book a virtual consultation with us by visiting [https://go.unc.edu/CFWconsult](https://go.unc.edu/CFWconsult)
  - You can email us questions at families@unc.edu