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Office of Advancement
UNIVERSITY OF COLORADO **BOULDER**

humanitas

(/hju: 'manitas/): humanity and kindness

CU Boulder Advancement News | April 2024

In this edition of *Humanitas*, get ready for Black and Gold Weekend, check out the Homecoming 2024 Marketing Toolkit, and learn more about an Advancement colleague on the Marketing and Communications team.

KNOWING

Homecoming season is here!

With Homecoming officially launched, it's time to Let the Good Times Roam! Advancement Marketing and Communications has updated the [Homecoming Marketing Toolkit](#) to support outreach to your constituents. The toolkit is designed to harmonize messaging across schools, colleges, partners, alumni and other stakeholders, ensuring consistency in communications throughout this Homecoming season. Please use these resources and reach out to Advancement Marketing and Communications with questions. Plus, check out the [Homecoming 2024 site](#) for all event information.

Black and Gold Weekend April 25–27

From April 25–27, Buffs fans can enjoy a variety of festivities, including [the Black and Gold football game](#), a [talent show](#), a CU football alumni reunion, and a [post-game concert by Lil Wayne](#). Show your Buffs spirit on April 27 by wearing your black and gold and rooting for the Buffaloes as they prepare for another thrilling season. Beyond the touchdowns and tackles, events like these help foster a sense of belonging by emphasizing the community's shared love of CU Boulder. It's also a chance to elevate

CU Boulder's reputation on a national scale while expanding the Buffs community. There's still time to [buy tickets](#) — get yours now!

BUY TICKETS

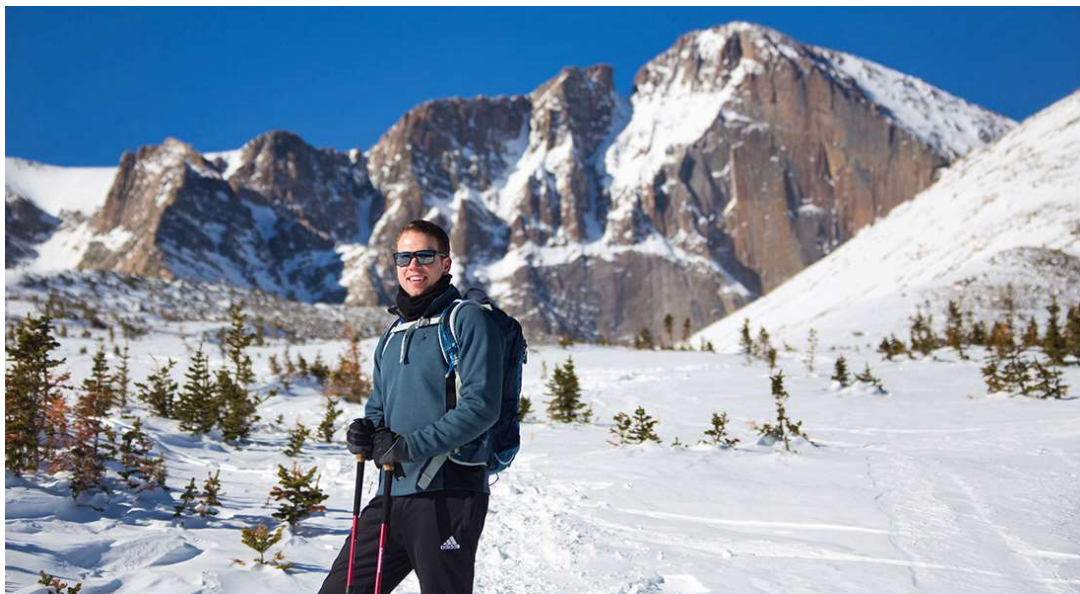
Volunteer for Grad Bash and Commencement

Join us for [Grad Bash](#) on May 2 and become a [volunteer](#)! This event presents a significant opportunity for our community to unite and encourage the next generation of Buffs as they embark on a new chapter in life. Sign up for a shift to assist with setting up, tearing down or supporting various activities throughout the event. Additionally, there are volunteering roles available for [commencement](#) on May 9. Don't forget to share your fun volunteer experiences in the Joy and Gratitude Teams channel!

Salesforce reports are coming to CU Ascend

Access to run Salesforce reports in CU Ascend is planned to open on Friday, May 3. This tool will allow for greater visibility into the data stored in Ascend, which will help Advancement staff make better data-informed decisions. Boulder's Salesforce reports will be written and managed by the Data Insights team. There will be a few reports ready to run at launch, and the team will adjust and expand based on user feedback and needs. Please contact Hannah Rafle on the Data Insights team with any questions!

DEFINING



Thomas Sloan

Marketing Program Manager

Advancement Marketing and Communications

Born and raised in Myrtle Beach, South Carolina, Thomas attended Wake Forest University where he majored in political science and philosophy (according to him, this was mostly so that he could be annoying at parties). When he moved to Colorado in 2018, he balanced work with study while earning a master's degree in marketing from the University of Denver. After graduating, he joined the CU Boulder Advancement Marketing and Communications department, where he crafts, codes and tracks marketing emails for a variety of Advancement initiatives. Outside of work, Thomas enjoys all the Colorado staple hobbies like hiking, cycling and snowboarding, and he plays drums in a local band.

When I grew up I wanted to be... a star athlete, firefighter and stunt car driver.

If I could visit any place and time in history, I would go to... Renaissance Florence.

If I could relive any moment in my life, I would want to go back to... summer camp circa 2006.

Something I've always wondered is... most of us think in our native tongue, but if you never learned a language, what would your thoughts sound like?

The best advice I've ever heard is... things are rarely as good, or bad, as you think they're going to be.

I learned the meaning of giving from... my dad. He's always been a generous person, and I got to see how much of an outsized impact giving your time and energy to the right people and places can be.

The Defining section highlights fellow team members, their roles and their contributions to the CU community and beyond.

TRANSITIONING



Jen Beamer

*Associate Director
of Development,
Foundation Relations*

*Jen previously served as senior
development assistant on the
Industry & Foundation
Relations team.*



Hank Charles

*Associate Director of
Development, Corporate &
Community Partnerships
Industry and
Foundation Relations*

*Hank previously served as
associate director of business
development for the
Alumni Association.*



Audra Pinkerton

*Principal Giving and Strategic
Initiatives Officer*

*Principal Giving and
Strategic Initiatives*

*Audra previously served as
senior director of development
for Leeds School of Business.*

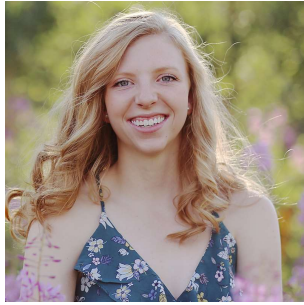


Adam Stasica

*Director of Development
Leeds School of Business*

*Adam previously served as
associate director of
development for the College of
Engineering and
Applied Science.*

WELCOMING



Taylor Alton

*Program Manager, Forever Buffs
Engagement and Outreach
Alumni Association*



Luna Boydston

*Senior Program Manager,
Forever Buffs Engagement
and Outreach
Alumni Association*



Georgia Brandau

*Associate Director
of Development
Leeds School of Business*



Mara Dille

*Development Assistant
College of Arts and Sciences*



April Driver

*Content Writer, Philanthropy and
Engagement
CU Boulder Advancement
Marketing and Communications*

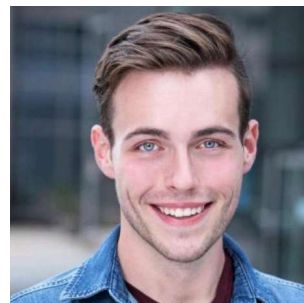
DEPARTING



Mary Bruck



Areione Hubbart



Frankie Millington III

Leeds School of Business

College of Arts and Sciences

College of Engineering and
Applied Science



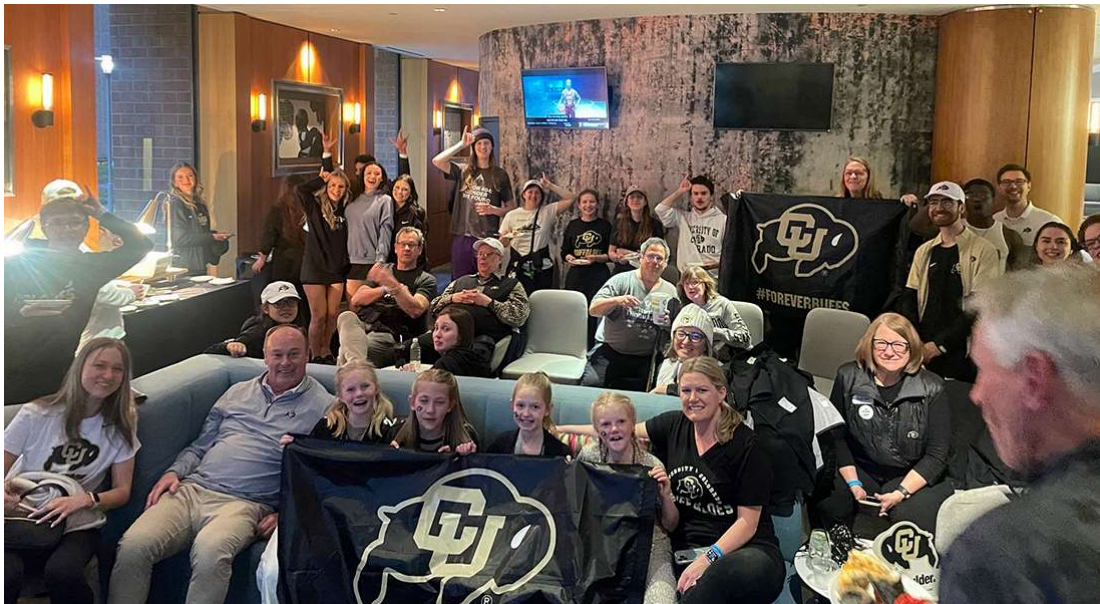
Emily Nist
Colorado Law School



Allison Nitch
CU Boulder Advancement
Marketing and Communications

Staff changes are reported through April 3

ENGAGING



Friends, family and fans cheer on the Buffs women's basketball team at a watch party. | March 2024

APRIL 25–27

Black and Gold Weekend

MAY 9

Commencement

MAY 15

Faculty & Staff Donor Recognition Reception

MAY 16

Loyal Donor Dinner

Have news or events that you'd like to feature in *Humanitas*?
Submit your request through **Workfront**.