GEORGIA SOUTHERN
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Georgia Southern's University Programming Board gets Students Engaged on the Statesboro Campus

STATESBORO, Ga., May 1, 2026- The University Programming Board at Georgia Southern University continues to enhance student life on its Statesboro and Armstrong campuses through a wide range of engaging events and involvement opportunities. Working in partnership with the Office of Student Activities, UPB aims to strengthen school spirit and foster a vibrant campus community.

As a student-led organization, UPB is structured into multiple sectors that focus on key areas of campus engagement, including spirit and tradition and public relations. Students take an active role in planning and executing events, ensuring programming reflects current trends and student interests. UPB also maintains a strong presence on social media, using student-run platforms to promote events and connect directly with the campus community. In addition to event planning, the organization provides members with hands-on professional development opportunities.

Associate Director Catherine Hoopaugh, who has worked with UPB for seven years, emphasized the organization's student-centered mission. "We do partner with off-campus groups or organizations, but primarily UPB is to serve the students of Georgia Southern," Hoopaugh said. "It's all about the experience when you're a student too. It's not just about getting your degree and studying all the time."

UPB also plays a central role in organizing Homecoming, producing a series of high-energy events that celebrate school pride. Each year, the organization develops a theme and coordinates a featured guest performance. Among the most anticipated traditions is the annual Doo-Dah Dance and Step Show. Hoopaugh reflected on her own experience participating in the event, noting, "Three years ago, I actually was the host, announcing and things like that. I really enjoyed that. I love being on a stage in front of people."

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Applications for UPB membership open each fall semester, offering both paid and volunteer opportunities for students seeking to get involved. As the organization continues to evolve, it remains committed to innovation, inclusivity, and its core mission of serving the student body at Georgia Southern University

About UPB

“UPB enriches the college experience by planning and executing safe, diverse, and inclusive events that bring students together. We empower student leaders through real-world experiences in event planning, marketing, logistics, and teamwork. Our mission is twofold: To enhance campus life through high-quality programming. To develop our members personally and professionally through hands-on leadership opportunities.”

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