Executive Summary Statement:
The UNCW Alumni Association and the alumni relations team’s objective is to engage alumni in the life of the university and it’s students through regional, affinity, reunion, career and student programming. We work to inform alumni of the opportunities for them to engage with UNCW and each other. We strive to inspire alumni to get involved as volunteers, mentors, employers and/or ambassadors. Once involved we encourage alumni to invest by giving back philanthropically to support UNCW and her students. Our cornerstone program - Homecoming 2017 was measured as a success by all perspectives. Collaboration between alumni volunteers, campus partners and the community provided alumni many reasons to come back and reconnect with their alma mater. Our team continues to move forward with the division’s strategic plan and implementing tactics that that will improve UNCW’s alumni giving participation.

Quarterly Activity (performance measures, etc.):
- The alumni relations team oversaw 19 regional, reunion, affinity, award, and student events with total 2,274 attendees. These events included homecoming programs, reunions, award recognitions, student/alumni programs, and athletic celebrations. In addition, the team participated in Seahawk Salute and distributed 1,700 gifts for graduating seniors and presented at the Career Center Etiquette dinner with a presentation on the value of connecting to your alumni network and a panel representative from the Alumni Board of Directors.
- 36 targeted volunteer committee meetings and one on one meetings/luncheons hosted by the alumni relations staff engaging 115 alumni to personally tell UNCWs story and to increase alumni engagement.
- During Homecoming social media efforts, we reached over 43,000 individuals through Facebook and enjoyed 1,400 reactions. A Homecoming Snapchat geofilter earned 694 uses and 44,300 views. The promotion of UNCW’s progression through the CAA and NCAA tournaments resulted in a combined reach of over 200,000 and 8,500 reactions.
- Our “Alumni in the News” program, recognizes the notable achievements of our alumni. 88 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work.
- Published and shared 38 alumni highlights and success stories on the Alumni Association social media sites.

Special Accomplishments and Highlights:
- Homecoming was held February 3-5, 2017 and was a success! Coupling the efforts of rethinking the execution of several of our traditional offerings (resulting in a new format for several events) and the success of the Men’s Basketball team boosted attendance levels to new limits. Over 5,000 alumni, friends and community members had an opportunity to engage in 29 events (11 alumni specific programs) across campus. The alumni relations team led the cross campus, alumni and volunteer collaboration and coordination of events.
- Chad Porter ’98 (Alumnus of the Year); Darion Jeralds ’10, ’14M (Young Alumnus of the Year) and Chip Mayhan (Citizen of the Year) were recognized at the Alumni Awards Reception during Homecoming weekend.
- The Triad Area Alumni Chapter launched their regional scholarship in January. This scholarship will be awarded annually to an incoming student from the Triad Area.

Challenges and items of special focus:
- Director, Lindsay LeRoy has returned from maternity leave and the staff is at full capacity.
Executive Summary Statement:

Spring semester 2017 has been tremendously busy. Men’s basketball won their second consecutive CAA Championship in North Charleston, SC and received a 12th seed in the Orlando Regional. The Seahawks lost a close game to the Virginia Cavaliers. This group won a school record 29 games while setting 63 team and individual records. A nationwide search for our new men’s basketball coach resulted in C.B. McGrath’s hiring as the 11th head coach on April 6. Coach McGrath officially begins work on April 12.

Quarterly Activity (performance measures, etc):

- Athletic staff fully engaged with completing revised departmental strategic plan.
- Men’s basketball season ticket sales ($265,516) and gate sales ($174,843) totals for past season.
- Seahawk Club total revenue up 18.82% (YTD 2/28/17)
- Seahawk Club unrestricted scholarship funds up 38.64% (YTD 2/28/17)

Special Accomplishments and Highlights:

- Allen Crosby (Junior-Charlotte) was named CAA Co-Diver of the Year after winning the gold medal in the CAA 1-meter competition.
- Seahawk softball owns a 25-7-1 record (4/7/17). Coach Kristy Norton earned her 100th victory at UNCW defeating Campbell 1-0 in 13 innings.
- Men’s golf standout, Thomas Eldridge, played in the Patriot All-America Invitational in Litchfield, AZ.
- Beach Volleyball received votes in the top-15 poll and is competing later this month in the Coastal Collegiate Sports Association conference tournament in Atlanta, GA.

Challenges and items of special focus:

- Athletic facilities renovation projects continue to be at the top of our fund raising priorities.
Executive Summary Statement:
During the first quarter of 2017, the Office of University Relations supported several major university initiatives and events, including: the men’s basketball team’s record-setting 2016-17 championship season; the CAS UNCWednesday Lecture Series; CHHS Health and Human Services Week; UNCW’s annual Homecoming celebration; and University Advancement’s “Give More in 24” fundraising campaign. OUR also developed a new marketing spot for UNCW that premiered to a national audience during the NCAA basketball tournament. It can be viewed via the UNCW homepage and the university’s social media channels. Additionally, OUR continues to promote key university goals as outlined in the Strategic Plan.

Quarterly Activity (performance measures, etc.):
- OUR posted nearly 100 news items to the UNCW homepage. Notable headlines included: UNCW Student Wins $10,000 Challenge for Young Social Entrepreneurs; UNCW Honors Student Receives Fulbright to Study in Netherlands; UNCW Psychology Professor Carrie Clements Wins UNC Board of Governors Award for Excellence in Teaching; UNCW Announces Partnership with Opera Wilmington; UNCW Recognized as One of the Most Promising Places to Work in Student Affairs and UNCW Selected For Partnership in $250 Million Program to Boost Development of New Biopharmaceuticals.
- Creative Services produced nearly 200 print/digital materials for the Office of Institutional Diversity and Inclusion, Admissions, online education, summer school, Business Week, the Chancellor’s Distinguished Lecture Series, Coastal and Marine Sciences, the CAS UNCWednesday Lecture Series, Office of the Arts, CHHS Health and Human Services Week, Honors College and the Office of Housing and Residence Life.
- The Spring/Summer 2017 issue of UNCW Magazine is currently in production with an anticipated June publication date.

Special Accomplishments and Highlights:
- The Media Production team rolled out a photography archive upgrade. The upgrade curates all UNCW photographs into one archive system and provides more efficient sharing across the university for marketing purposes, as well as better security for photo storage and appropriate usage.
- In early February, OUR worked in conjunction with ITS to launch the homepage refresh. Additional design elements will be rolled out strategically, starting with a focus on top-level sites like “About UNCW” and “Admissions.”
- For the fourth consecutive year, OUR collaborated with University Advancement to produce digital ads, videos, graphic elements and messaging for the successful “Give More in 24” fundraising campaign.

Challenges and items of special focus:
- Christina Schechtman has joined OUR in the role of media relations specialist. Her responsibilities include media outreach and content creation for social media and web platforms, as well as supporting emergency communication efforts. She previously served as the communications manager at the Country Club of Landfall.
- All OUR staff members are involved with a renewed effort to promote awareness of campus climate and safety programming, as well as the university’s upcoming 70th anniversary.
Executive Summary Statement:
A major emphasis is being placed on engaging Chancellor Sartarelli with key donors and constituent groups since Chancellor Sartarelli has made “Fund the Vision” one of the pillars of the strategic planning process. The Division is continuing to further orient our fundraising and alumni engagement programming to complement the strategic plan, which was recently unveiled by Chancellor Sartarelli.

YTD Activity (YTD 07/01/16- 03/31/17)
- TOTAL PRODUCTIVITY: $10,323,646 (gifts, new commitments and planned gifts)
- $6,723,568 in Gifts
- $994,128 in New Pledged Commitments
- $2,605,950 in New Planned Gift Commitments (unrealized only)
- Proposals Made $9,818,250 (37)
- Proposals Funded: $3,700,448 (24)
- 5,448 Contacts Made with Prospects
- $702,844 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- University Advancement arranged visits with leadership at 8 local and regional prospects with Chancellor Sartarelli to further cultivate their relationship with UNCW
- The UNCW Foundation Board hosted a pre-game cultivation social prior to the men’s basketball game on 2/23/17, with more than 133 people interested in becoming more engaged with UNCW
- The UNCW Parents Council met on 2/25/17, where the members toured McNeill Hall and heard a presentation the College of Health and Human Services faculty
- The College of Health and Human Services Advancement Council met on 3/23/17, toured the Human Performance Lab in Trask and heard about faculty research
- The Give More in 24 Challenge held on March 21 had record-breaking participation where 1,374 donors made commitments of $163,569.40, combined with $75K challenge gift for a total of $238K raised in 24-hours; 684 alumni donors participated - 46% increase in alumni donors over FY 16
- UA and OUR partnered to film the university’s first ever Facebook Live video to highlight challenge results with 4,000 views
- The Give More in 24 Challenge posts on the UNCW Alumni Association Facebook page had a 150% increase in clicks from FY 16 and a total reach of 30,000
- This year’s 24 hour challenge was part of UNCW’s first ever PHILanthropy Week – a week-long series of events aimed to educate students on the importance of giving back
- The Scholarship Donor Appreciation Dinner held on March 21, hosted over 430 guests
- 610 seniors have participated in the 2016-2017 Senior Class Giving Campaign – a 96% increase YTD and is on track to be a record-breaking year (as of 3.31.17)
- 700 employees have made a gift to UNCW in FY 17 – a 30% increase YTD (as of 3.31.17)
- The Friends of UNCW awarded 17 full or partial grants to faculty for FY 18, totaling $12,383.59

Challenges and items of special focus:
- Vacancies for the Assistant VC for Major Gifts, two major gifts officers, Director of Development for Annual Giving (all searches underway); Chelsea Powell ’16 hired as Gift Processor
- Campaign planning; feasibility study nearing completion; preparing for recommendations
- Establishing new performance metrics to support the university’s strategic plan