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 its 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 with UNCW as volunteers, mentors, employers, event participants, investors and/or ambassadors.

Quarterly Activity (performance measures, etc.):
- The alumni relations team oversaw 16 regional, reunion, academic/affinity, award, career, virtual and student events with total 1,376 attendees. These events included the regional events (Triangle, Charlotte, Greensboro, Cape Fear, Boston, Washington, DC and New York City), virtual networking (focused on east and west coast alumni), HireNC Alumni Career Fair, Commencement Celebration, Sankofa, concerts, and alumni baseball picnics.
- 45 targeted volunteer committee meetings and one on one meetings/luncheons were hosted by the alumni relations staff engaging 106 alumni to personally tell UNCW’s story and to increase alumni engagement.
- Our “Alumni in the News” program, recognizes the notable achievements of our alumni. 32 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work. This program had identified Don Godwin ’69 who recently was the May commencement keynote speaker.
- As part of the Alumni Association’s strategic communication plan to inform alumni, social media and communication pieces including emails, electronic newsletters and direct mail pieces were designed, created and sent. Below are the highlights.
  - Posted 40 alumni features highlighting alumni whose accomplishments included participating in the Wells Fargo Championship, performing in Hamilton, being named General Manager of the Buffalo Bills and being drafted into the MLB, as well as many more.
  - Developed a social media analysis document to assess current strategy and determine possible adjustments for FY18 approach.
  - Coordinated UNCW’s spring 2017 magazine delivery to all May graduates with personalized note from Executive Director that acknowledged senior donors along with the impact of the senior gift campaign.

Special Accomplishments and Highlights:
- Planning is underway for Family & Alumni Weekend scheduled for September 15 – 17, 2017. The weekend will kick off the yearlong celebration of UNCW’s 70th Anniversary with featured alumni events including a 50 year reunion/Golden Wing Society celebration, Music Department Alumni Concert, Alumni & Family Day at the Beach, Legacy Pinning Ceremony and Seahawk Southern Shindig.
- The Alumni Association awarded 20 merit based scholarships to students for FY17-18 with awards totaling over $50,000.
- July 1 marks a new year for the Alumni Association as we welcome new leadership.
  - Executive Committee: Brad Heath ’96; ’07M (Chair), Stephanie Lanier ’03, ’07M (Vice Chair), Lynn Whitesell ’97M (Secretary), Cedrick Barrett ’00 (Treasurer), William Vaughan ’92 (Past Chair).
  - New Alumni Board of Directors members at-large: Alison Baringer ’04 (Wilmington, NC), Dwight Campbell ’79 (Wilmington, NC), Kelly Crowley ’13M (Wilmington, NC), Chris Frederick ’03 (Raleigh, NC) and Kimberly McNeill ’86, ’97M (Wilmington, NC).
  - New board members representing as chapter leaders: April Query ’03, ’06M, ’17EdD (Cape Fear Chapter President), David Hoxie ’06 (Triad Chapter President), Stephanie Bloodworth ’00 (African American Graduate Association Chapter President) and Livingston Sheats ’13M (CSB Chapter President).
- Alumni Relations will be hosting our first virtual Parents & Family chat in partnership with UNCW’s office of Transition Programs on August 1.

Challenges and items of special focus:
- Engaging alumni and creating excitement around the 70 year anniversary of UNCW.
Executive Summary Statement:

The 2016-2017 year was a good period academically, athletically and generating resources for UNCW athletics. For spring 2017, UNCW teams had the highest GPA of any constituent institution in the UNC system. Two teams won CAA championships and moved on to NCAA tournament competition. Total athletic fundraising soared to $2,050,675 (YTD 5/31/17).

On behalf of more than 300 student athletes, please accept my sincerest appreciation to the Board of Trustees for your unwavering support during this past year.

Quarterly Activity (performance measures, etc):

- Rebekah Banks (WBSK) nominated for Harry S. Truman Foundation scholarship
- Lauren Moore (Softball) earned Academic All American honors and was named CAA Softball Scholar Athlete of the Year
- Thomas Eldridge (MGolf) earned CAA Men’s Golf Scholar Athlete of the Year
- Ten student athletes selected as Arthur Ashe, Jr. Sports Scholars by DIVERSE ISSUES IN HIGHER EDUCATION
- Men’s tennis captured the program’s fifth CAA championship and faced #1 national seed Wake Forest in the NCAA tournament.
- Seahawk Club unrestricted scholarship funds up 28.65% (YTD 5/31/17)
- Fifty student athletes graduated during spring 2017 commencement exercises.

Special Accomplishments and Highlights:

- UNCW teams compiled a 3.25 cumulative GPA. The group included 30 who achieved a perfect 4.00 GPA.
- Twelve UNCW teams had perfect single year APR rates of 1000.
- Five UNCW teams earned NCAA Public Recognition Awards that are presented each year to teams with APR’s in the top 10% of each sport.
- Men’s basketball captured UNCW’s sixth CAA championship. The Seahawks set 63 school records and finished with a school record 29 wins.
- Softball set a school record for wins (35-20) and earned the program’s first post-season bid.
- Mait DuBois (MTennis) named CAA Coach-of-the-Year

Challenges and items of special focus:

- Athletic facilities renovation and repair projects continue to be a priority.
- Trask Coliseum reseating will occur in August 2017.
- Season ticket sales (men soccer, women soccer, men basketball, women basketball, baseball and softball) are a priority.
Executive Summary Statement:
During the spring 2017 semester, the Office of University Relations was involved in coverage of commencement ceremonies; announcements of the new men’s and women’s basketball head coaches; messaging about UNCW’s new bachelor’s degree in digital arts and extensive promotion of the largest corporate gift commitment in UNCW history. Specialty projects included a series of videos and materials for the Military Resource Center; active shooter/emergency procedures classroom posters; a feature video highlighting student-athletes who excel in the classroom and in their sport; and collaborating with the Office of the Arts to increase awareness of and support for the annual “Seahawk FAM” series, as well as the inaugural Lumina Festival of the Arts.

Quarterly Activity (performance measures, etc.):
• A new flying squirrel species, 37 new U.S. citizens pledging their first allegiances on the UNCW campus and a faculty member honored for transforming a concrete wall into a “Forest of Dreams” were some of the 63 headlines that ran on the UNCW homepage. The communications team collaborated with colleagues in General Administration on an online feature highlighting the work of Diversity and Inclusion Specialist Kimberly McLaughlin-Smith for the UNC system website. Five other UNCW stories were also featured on the system website.
• The Spring/Summer 2017 issue of UNCW Magazine was distributed to 80,000+ alumni and friends in June. Other digital and print materials completed or currently in development include the UNCWWelcome Week booklet, OLLI fall catalog, Cameron Insider and a research marketing piece, among many others.
• From July 1, 2016 through June 30, 2017, there were 5,284,830 total page views for the uncw.edu homepage. The page views for the entire site exceeded 24,000,000.
• To increase the Board of Trustees’ site visibility, direct links were added under “Quick Links” across all website pages, to the Chancellor’s site and the “About UNCW” page.

Special Accomplishments and Highlights:
• The Media Production team was recognized for continued video production excellence with three Telly Awards. The team was honored with a Bronze Telly in the category of Public Interest/Awareness for “I Can Do It, You Can Do It.” “A Holiday Message from Chancellor Jose V. Sartarelli” won a People’s Telly Award, and a video showcasing the UNCW Department of Music was honored with a Telly in the Recruitment category.
• A specialty site and other promotional materials to highlight UNCW’s upcoming 70th anniversary celebration are in development. OUR is collaborating with departments across campus to roll out the 70th anniversary graphic, developed by the Creative Services team, to promote this historic occasion.
• OUR launched “SWOOP Lite,” a pared-down, bi-weekly version of the faculty/staff e-newsletter, in response to requests from campus colleagues to stay up-to-date on campus news and information during the summer months.
• The office also worked with the Chancellor’s Office and the Office of Facilities to upgrade the marquee digital sign on South College Road, enhancing its graphic display capabilities.

Challenges and items of special focus:
• Janine Iamunno was named chief communications officer at UNCW, filling a new leadership role focused on strategic communications and brand management with an increased emphasis on institutional marketing. She will continue to oversee OUR operations and campus and emergency communications.
• Jessica Balacy, previously a marketing specialist for Marine Corps Community Services Lejune-New River aboard Marine Corps Base Camp Lejune, joined the OUR team as a graphic designer in late May.
Executive Summary Statement:
The university has seen another record breaking year in fundraising with $17.2M (14.67% increase) in gifts and commitments. In addition, 3,867 (6.44% increase) alumni donors gave $1,458,112 (60% increase). The Class of 2017 broke the university’s giving participation record with 28% participation (36% increase), and an all-time record was achieved for employee giving participation at 38% (13% increase). All of these accomplishments show the investment and loyalty of donors in this great university.

YTD Activity (YTD 07/01/16 - 06/30/17)
- TOTAL PRODUCTIVITY: $17,200,056 (gifts, new commitments and planned gifts)
- $8,975,513 in Gifts
- $5,536,617 in New Pledge Commitments
- $2,687,925 in New Planned Gift Commitments
- Proposals Made: $14,119,141 (60)
- Proposals Funded: $9,090,200 (36)
- 6,665 Contacts Made with Prospects
- $882,942 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- University Advancement arranged visits with 46 prospective donors with Chancellor Sartarelli to further cultivate their relationship with UNCW during FY17
- A $5M gift commitment was received from a former UNCW faculty member and his company to support the development of new programs related to pharmaceutical sciences and chemistry; this is the largest outright philanthropic commitment in UNCW’s history
- 717 Seniors participated in the Senior Class Giving Campaign during
- 748 employee donors gave to UNCW, showing their support for students, faculty and programs
- Alumni participation was a key focus in the Give More in 24 Challenge with a 46% increase over FY16
- The annual giving program achieved 109% of FY17 production goal, raising $882,942 (19% increase)
- The giving website was redesigned, a crowdfunding platform was built and a new email marketing tool to support fundraising efforts was developed
- New performance metrics to support the university’s strategic plan were established
- Positions filled Q4: Timothy (Tim) Rogers joined the University Advancement team as Assistant Vice Chancellor for Major gifts and is working with the development, prospect development and stewardship; Tim comes to UNCW from Aldersgate in Charlotte, NC

Challenges and items of special focus:
- Vacancies for two major gifts officers, director of annual giving, report writer in advancement services, prospect researcher in prospect development (all searches underway); stewardship manager (not yet underway); vacancy in Phonathon manager position through RuffaloNoel Levitz (vendor for call center)
- Campaign planning; feasibility study nearing completion; recommendation to the chancellor in late July
- Planning opportunities to promote UNCW’s 70th anniversary in ways that strategically support goals
- Identifying space needs and participating in planning for the relocation of half of the advancement division to the new Administrative Annex Building in July of 2018
- Development of strategic plans for alumni communications, volunteer boards and relationship development overall