Executive Summary Statement:

The Alumni Relations team’s primary objective has continued to be outreach through regional, affinity, reunion and student programs to connect and engage alumni in the life of the university and students. Homecoming has been a major focus over the last few months in collaborating with campus partners to provide alumni many reasons to come back and reconnect with their alma mater during this reunion weekend. The team has continued to work on the reporting capabilities of The Raiser’s Edge, the division’s new constituent database, to guide programming and communication decisions and to create invitation lists for all inclusive and segmented communication pieces. The team continues to move forward with the division’s strategic plan and implementing tactics that that will improve the alumni giving percentage.

Quarterly Activity (performance measures, etc.):
• The Alumni Relations team planned and executed six regional chapter, reunion, affinity and student events with total 410 attendees. These events included commencement celebrations, mixers and socials, keynote speaker events.
• Eight targeted luncheons and volunteer committee meetings hosted with alumni of influence and/or affluence.
• 18 (17 unique) communication pieces (emails, electronic newsletters and direct mail pieces) were designed, created and sent as part of the Alumni Association’s strategic communication plan. *Note that this does not include thank you emails or segmented emails sent directly from Outlook from event leads.

Special Accomplishments and Highlights:
• The Alumni Relations team welcomed our newest alumni to the ranks during several commencement festivities. “Seasoned” alumni attended and interacted with the newest alumni at Senior Sankofa and at the Commencement Celebration which was held at the Wise Alumni House for all graduating seniors and their families. Alumni Board members William Vaughan and Stephanie Lanier spoke at commencement to offer words of encouragement and inspiration to the new graduates.
• The regional chapter program enjoyed their winter programming in Washington, DC featuring keynote speaker Pat Leonard, Vice Chancellor of Student Affairs and a student speaker to talk about what it is like to be a student at UNCW. In New York City, alumni from the Cameron School of Business mingled and networked with current students looking to follow in their footsteps in the New York City Area.
• Homecoming is set for February 13-15, 2015. A flurry of close to 40 events across campus including alumni reunion programs and the alumni TEALgate will provide alumni and friends a variety of events to choose from. Robert Rideout ’95 (Alumni of the Year) Ryan Creselius ’06 (Young Alumni of the Year) and Josh Vach ‘87 (Citizen of the Year) will be recognized at the Alumni Awards Reception and throughout Homecoming weekend. The Alumni Relations staff is currently collaborating with the rest of campus to ensure a cohesive weekend of festivities.

Challenges and items of special focus:
• The reorganization of the Alumni Relations team will allow for added interactions with the alumni base. The team currently remains down a team member.
• Implementation and training for The Raiser’s Edge and iModules takes significant time and resources. The staff is looking forward to the added efficiency and effectiveness that these programs will bring to current operations.
Executive Summary Statement:

Fourteen UNCW Student-Athletes earned their degrees on December 12, 2014. UNCW athletics continues to better engage UNCW’s external constituencies. These efforts continue to yield increases in scholarship and facility giving along with increased attendance.

Quarterly Activity (performance measures, etc):

- Named John Ware as Interim Head Women’s Tennis Coach.
- Named Kristin Mears Donovan as Interim Assistant Women’s Tennis Coach.
- Named Megan Novak as Assistant Women’s Soccer Coach.
- Started construction on the Women’s Volleyball locker room renovation.
- Seahawk Club donations (all cash gifts) are up 44% (July 1 – December 31, 2014).

Special Accomplishments and Highlights:

- Received $1,000,000 commitment for baseball/softball indoor practice area.
- New athletic re-branding is scheduled for public release on January 28, 2015 at the Men’s Basketball game against Elon. We have continued our partnership with auxiliary services in this effort.
- Chalk Talk series with Coach Kevin Keatts kicked off on January 8, 2015. Future dates include: January 28, February 11, and February 25.
- Men’s Basketball is leading the CAA in attendance (3,450) for home games.
- Men’s Soccer advanced to the second round of the NCAAs, losing to eventual National Champions UVA. The Men’s Soccer team concluded the season ranked in the top 30 nationally.

Challenges and items of special focus:

- Right sizing sports portfolio.
Executive Summary Statement:
Community Partnerships continues to strategically create and build comprehensive, university-wide, focused priorities to enhance the engagement activities of the campus community with acknowledgement, support and encouragement while finding opportunities to align those activities with community and corporate development.

Quarterly Activity (performance measures, etc.): As per our priority areas throughout December, 2014, January, 2015 and February, 2015:

December, 2014:
- Friends School of Baltimore, Maryland partnership (with CAS departments and student-led projects)
- Youth Violence Initiative cluster meetings and collaboration with MPA students.
- Engagement opportunities with (UNCW Staff Senate) all staff at UNCW
- Service Learning opportunities and collaborative efforts between UNCW and Cape Fear CC
- UNC GA Engagement position interviews (Jenni Harris on selection committee)
- Proposed Energy Forum at UNCW for General Public (led by Department of Geography and Geology faculty member Roger Shew, assistance by OCP)

January, 2015:
- Youth Violence Initiative meetings, with report by City Manager to City Council
- Coalition of Urban and Metropolitan Universities (Professional Development opportunities and Association of Public and Land Grant Universities (Innovation and Economic Prosperity items)
- Coastal Carolina CC and Military Advisory Board meetings
- Campus visits by Presidents of Florida Gulf Coast University (President Wilson Bradshaw) and Northern Kentucky University (President Emeritus Jim Votruba) regarding campus forum on engagement
- FOCUS – regional growth and sustainability meetings for southeastern North Carolina

February, 2015:
- North Carolina Campus Compact, Civic Engagement Institute and Pathways to Achieving Civic Engagement Conference – UNCW representation (presentations to be determined)

Special Accomplishments and Highlights:
- UNCW makes the President’s Higher Education Community Service Honor Roll
- UNCW earns the 2015 Community Engagement Classification from the Carnegie Foundation for the Advancement of Teaching and hosts campus and community celebration event

Challenges to address:
- Continue efforts regarding strategies for reporting engagement activities (faculty, staff, students)
Executive Summary Statement:

Following a very productive fiscal year in philanthropic giving, the Division for University Advancement continues to endeavor to heighten UNCW’s philanthropic giving and alumni relations programming through effective engagement of alumni, parents, faculty, staff, students, friends, corporations and foundations. With the adoption of a three-year strategic plan, it is anticipated that performance targets in annual, alumni, major and planned giving will position UNCW to more effectively secure private support.

Activity (YTD performance measures, etc.):

- $5.7M in total gifts and pledges
- $4.6M in gifts receipted
- 31 major gift proposals submitted
- Proposal value - $3,688,100
- Commitments made - $2,800,100
- 1,270 contacts made with major gift prospects
- 6 new planned gifts valued at $2,195,000
- 7 new merit scholarships established
- Senior Class Giving Campaign Donors up 79% YTD

Special Accomplishments and Highlights:

- First coordinated Holiday Calendar Campaign was launched and executed by Annual Giving, Donor Relations and Alumni Relations. A new button was released each day for 12 days and was shared with 32,000 alumni, donors and board members on Alumni and Athletics social media.
- 573 Personalized UNCW Endowment Reports were produced and mailed to donors in November 2014; follow-up conversations and emails were sent from DR staff and development staff resulting in enhanced donor engagement.
- Foundation Board cultivation event engaged new prospects to learn more about UNCW.
- Hawks for Hunger Campaign – for every alum/student gift made in Nov. a meal was donated to a local family in need; worked with students at Wilmington Residential Adolescent Achievement Place to write thank you notes to share with alumni donors who participated;
  - 380 meals given to needy families
  - 380 donors (13% were current students)
  - Over $49K contributed to various areas across campus
- Hosted donors and their families at Kenan House during the annual Senior Toast.

Challenges and items of special focus:

- Two vacant Major Gift Officer Positions: Athletics and Watson College of Education.
- Conversion to a new software solution (Raiser’s Edge and iModules) to more effectively drive business and expand fundraising capabilities is underway and is on track.
- Raiser’s Edge continues to be a challenge with building new reports in conjunction with information that is still housed in Banner from other areas (Finance, Student, etc.) and data clean up.
- Planning for next one-day giving challenge.
Executive Summary Statement:
The Office of University Relations (OUR) concluded the 2014 fall semester by completing several creative promotions designed to build awareness of the university’s people, programs and services. Significant accomplishments include: producing the winter issue of UNCW Magazine in partnership with departments and divisions across campus; supporting December 2014 commencement by designing programs, promoting the ceremonies, and photographing/video recording them; developing a 36-page catalog for the Osher Lifelong Learning Institute (OLLI); producing three videos to support campus programs; and developing our 2015 brand spot for debut in January. The entire OUR team collaborated on WE WERE UNCW, a year-end initiative that highlighted key profiles from 2014 featuring the students, faculty, staff, alumni and friends who make UNCW soar. WE WERE UNCW received more than 3,500 page views in one month.

Quarterly Activity:
- OUR secured multiple media hits weekly in Star News, Greater Wilmington Business Journal, Encore, Port City Daily, WHQR, Lumina News, WWAY and Time Warner Cable News (airs in markets statewide). On average, UNCW’s media coverage results in more than 4,500,000 impressions per week. Coverage highlights are available online at UNCW in the News.
- Faculty and staff downloaded 2,857 images during the past quarter from the OUR Photo Archive Database, established earlier in 2014.
- OUR produced a video interview with UNCW faculty member and well-known actor Peter Jurasik and recently completed a video profile with Dr. James Leutze, Chancellor Emeritus.
- OUR printed/distributed more than 81,000 copies of UNCW Magazine in December 2014.

Special Accomplishments and Highlights:
- The winter edition of UNCW Magazine: Research Redefined generated a great response from alumni, faculty and other readers. Comments included:
  - “I really liked the layout and articles of the UNCW Magazine, and not just because of the great Honors coverage. It is very accessible and will appeal to alums and the community. We are planning to use it for recruiting.”
  - “Over the holiday, I read the winter 2014 UNCW Magazine, including the short piece about the Honors program. I was inspired to write you this brief note… It is impossible for me to adequately articulate how important the program was to my UNCW experience.”
  - “The article you did on Bill Alexander was outstanding… I really do appreciate the work that you folks did (with the magazine).”
- Dustin Miller, director of media productions, was elected chair of the Student Media Board, the governing body of the university’s student media organizations.

Challenges and items of special focus:
- OUR anticipates increasing its support of the Chancellor’s Search Committee during the spring semester as the final candidates are selected.
- OUR will begin to develop and execute the new Chancellor installation website later this spring.