Executive Summary Statement:
The Alumni Relations staff’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. The staff has been working through the implementation of The Raiser’s Edge, the division’s new constituent database, to enhance our reporting capabilities which will better track and understand the interactions with our alumni base (ultimately helping to guide programming and communication decisions). In addition to The Raiser’s Edge, the staff is working to implement iModules (a new event registration, email communication and online giving platform). The staff continues to move forward with the division’s strategic plan and implementing tactics that will improve the alumni giving percentage.

Quarterly Activity (performance measures, etc.):
- The Alumni Relations staff planned and executed 17 regional chapter, reunion, affinity and student events with 2,025 total attendees. These events included alumni dinners, socials, keynote speaker events, student sendoffs and involvement carnivals, and Family and Alumni Weekend.
- 6 targeted luncheons and volunteer committee meetings hosted with alumni of influence and affluence.
- 70 (40 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.
- External audit came back for the Alumni Association there were no auditor entries or findings in the report.

Special Accomplishments and Highlights:
- Family and Alumni Weekend was held September 26 – 28, 2014. Alumni events included a Music Department Alumni Concert & Reception, Golden Wing Society Reunion (graduates 50+ years ago), UNCW Alumni & Family Day at the Beach and a Legacy Pinning Ceremony (celebrating current students with a parent, grandparent or sibling who has made UNCW a family tradition). Transition Programs also hosted a variety of events for current students and their families.
- The regional chapter program has enjoyed their fall programming featuring keynote speakers Jimmy Bass, Athletics Director; Dean Charles Hardy; and Pat Leonard, Vice Chancellor of Student Affairs. At each event a student was featured to speak to what it is like to be a student at UNCW.
- Homecoming is set for February 13-15, 2015. The Awards and Scholarship Committee of the Alumni Board of Directors decided on the recipients for the Alumni of the Year, Young Alumni of the Year and Citizen of the Year. These individuals will be recognized at the Alumni Awards Reception and throughout Homecoming weekend. Plans are currently underway for alumni reunion programs and the alumni TEALgate. 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:
- Lindsay LeRoy, who has been serving as Interim Director/Assistant Director for Regional Programs has been chosen to serve as the new Director of Alumni Relations leaving the Assistant Director position vacant. A national search will be conducted to fill the vacancy.
- 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:
The 2013-14 academic year has been productive and successful for the Department of Athletics. Fundraising continues to be ahead of year to date results and UNCW’s student-athletes continue to perform at championship levels in the classroom and on the playing fields.

Quarterly Activity (performance measures, etc):
- Seahawk Club giving to unrestricted fund is up 53.21% (as of October 31, 2014)
- Senior staff worked with the CITI on student athletic fee request
- 2014 Landfall Tradition golf tournament was one of the most successful on record (team performance, community support and financial support)
- Chancellor’s campus forum focused on athletics was held on October 28, 2014 highlighting athletics’ organizational structure, internal operations, external operations and administrative functions

Special Accomplishments and Highlights:
- Basketball season kicked off with CAA media day in Baltimore, MD, midnight madness event in Trask Coliseum and joint pep rally with Student Government Association to introduce teams to student body.
- Presented program at Cary alumni dinner highlighting athletics to more than 125 alumni, parents and guests
- Donor and basketball season ticket holder appreciation event in Trask Coliseum to promote season ticket sales
- Volleyball has earned a postseason slot in the CAA tournament
- Men’s soccer is nationally ranked in two polls and have an RPI of 24
- UNCW has submitted application to host the first two rounds of NCAA men’s soccer tournament play
- CAA Blood Drive (SAAC) yielded over 200 usable units of blood
- Hired Drew Scales as Assistant Athletic Director for Student-Athlete Services
- Swimming staff fully hired – Head Coach Jason Memont, Assistant Coach Nick Walkotten and Assistant Coach Alex de la Pena
- Athletic Communication – Eric Rhew – Assistant Sports Information Director
- Business Operation Associate – Tracy Furjanic
- Men’s Basketball Administrative Assistant – Beth Peele

Challenges and items of special focus:
- Volleyball locker room renovation underway
- Men’s basketball offices renovation completed
- Golden Hawk room renovation competed
- Architect has been engaged to develop design for men’s basketball locker room renovation
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 also finding opportunities to align those activities with community and corporate development.

Quarterly Activity (performance measures, etc.): As per our priority areas:

Data Analytics:
- 2013-2014 community engagement and partnership inventory collected from those reported (attachments)
  - Over 1,000 regional, state, national, global community sites (not necessarily tied to focus areas)
  - UNCW students participated in 54,975 hours through service learning courses
  - 308 faculty members reported 24,604 hours of engagement through 600 documented partnerships
  - Overall, UNCW engaged in more than 140,080 hours of service
  - Collective economic impact = $2,965,493.60 ($2.97m)
- Comprehensive system for collection and compilation of engagement and partnership data for greater reporting, sharing and strategic planning was tabled by ITS during its reorganization
- Aligning engagement data reporting with needs and requests of UNC GA

Corporate & Community Engagement:
- Chancellor-appointed community engagement task force in place
- City of Wilmington-initiated Youth Violence Reduction Initiative partnership with UNCW:
  - Collaborative Promise Zone grant proposal with Wilmington Housing Authority, city of Wilmington, Cape Fear Community College and New Hanover County Schools
  - UNCW-wide formation of collaborative engagement activities linking teaching, research and service
- Partnering CAS, WCE STEM faculty and students with annual statewide STEM programming
- Aligning mission of community and economic engagement activities with mission and goals of UNC Engagement Council as approved by Board of Governors
- Beginning discussions on fundraising strategies and funding models to support engagement as part of teaching, research and service
- Beginning discussions of including service learning in coordination with CFCC transfer articulation agreement

Challenges to address:
- Aligning engagement activities with university mission and focus areas
- 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.):
- $1.2M in total gifts and pledges (52% increase from same period last year)
- $1.1M in gifts receipted
- 17 major gift proposals submitted
- Proposal value - $812,400
- Commitments made - $732,400
- 918 contacts made with major gift prospects
- 4 new planned gift valued at $175,000
- 4 new merit scholarships established
- Dollars generated by the Annual Giving Program up 34% YTD (UA Strategic Goal)
- Senior Class Giving Campaign Donors up 312% YTD

Special Accomplishments and Highlights:
- Hired Lindsay LeRoy as Director of Alumni Relations, Lee Knight as Director of Planned Giving, and Christy Ward, Associate Vice Chancellor (will begin duties on Dec. 3)
- Reorganized Advancement Communications and moved Crystal George, Public Communications Specialist, into Donor Relations
- Addressed procedural recommendations made by Internal Audit
- Planned and executed 38 events, engaging 1168 donors and prospective donors in a variety of areas
- Scholarship recipients have written over 420 thank you notes to share with donors.
- Developed a stewardship plan for first-time donors to UNCW
- Developed engagement plans for all Foundation Board members
- Improvements in the phonathon program include: strategic recruitment efforts, campus branding initiatives, better training, eliminating canned scripts, and implementing new retention strategies.
- 2014-2015 “Grow it your Way” Faculty-Staff Campaign took place in September and resulted in 452 donors (faculty, staff and former employees) 19% participation, $149K in gifts and pledges

Challenges and items of special focus:
- Two vacant Major Gift Officer Positions: Athletics and Watson College of Education
- Acclimation of new Associate Vice Chancellor beginning in December.
- 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.
- Preparing to launch Hawks for Hunger Campaign. For every new alumni or student gift made in FY 15, UNCW Campus Dining, Feast Down East and the Food Bank of Central and Eastern North Carolina will donate a holiday meal to a local family in need. The purpose of the campaign is to increase alumni donors and engage students in our philanthropic efforts.
Executive Summary Statement:
The Office of University Relations (OUR) provided significant creative output and campaign execution to support several UNCW priorities over the past quarter, including: the WE ARE UNCW initiative, campus/community events and forums, collateral and media outreach related to the Chancellor’s Search Committee; and the continued efforts to strengthen internal communications.

Other projects that received special focus from OUR included: significant federal grants awarded to UNCW faculty/staff; the 20th anniversary of the Honors College and the 50th anniversary of departmental honors; the CIE’s first anniversary; and Title IX campus communications. OUR also held several concept-planning sessions with campus partners to develop new approaches for promotion: the Swain Center, Film Studies, Theatre, and Environmental Health & Safety. In addition, OUR worked closely with Athletics to design and produce comprehensive calendars, posters, magnets and other promotional materials for fall sports; and assisted Advancement with promoting the Faculty/Staff annual giving campaign.

Quarterly Activity:
- Development and execution of media campaigns supporting university achievements. Media placements include:
  - National/Syndicated: Associated Press, Bloomberg Businessweek, Washington Times; WECT affiliates nationwide (State Department grant and CIE event)
  - Regional: Triangle Business Journal, News & Observer, Charlotte Observer, News & Record (Greensboro); Miami Herald; Time Warner Cable (statewide); WRAL
  - Local: WECT, WWAY, WHQR, Star News, GWBJ, Port City Daily and Port City Radio, Wilmington Journal, Lumina News, Encore
- Design and creations of digital/print materials for fall Athletics; various arts and cultural arts events; CIE anniversary marketing; and the Seahawk Shuttle’s new Teal Terminal.
- New video of campus B-roll footage and, with Bryan Kupko ‘97, to time-lapse videography of campus; videos for the CIE’s SBA grant application; the Swain Center; CHHS; and WE ARE UNCW.
- Over 20 new WE ARE UNCW feature stories and nearly one hundred news items/announcements about UNCW initiatives/achievements;
- Web projects: the design and launch of WE ARE UNCW, the newest platform for “telling our story”; the conceptual planning and early design of site overhauls for ETEAL, Business Affairs, and the Department of English; the creation of new sites for Title IX and HR’s Onboarding; and the concept, design, execution and updates of the Chancellor Search Committee website.

Special Accomplishments and Highlights:
- WE ARE has ~25K page views to date.
- Overall website traffic to events has increased 209 percent since OUR’s launch of the homepage events calendar.

Challenges and items of special focus:
OUR is currently producing the next issue of UNCW Magazine and a special year-end edition of WE ARE UNCW; preparing for the December commencement campaign; and promoting UA’s Hawks for Hunger initiative.