Board of Trustees

Report

Thursday, August 21, 2014

**Report:** Quarterly unit reports for the External Affairs Committee
- Alumni Relations Report
- Athletics Report
- Community Partnerships Report
- University Advancement Report
- Office of University Relations Report

**Summary**

Enclosed are the quarterly reports for the External Affairs committee members. The reports outline the quarterly activities, special accomplishments and challenges for each area.
Executive Summary Statement:
The Alumni Relations staff has continued outreach through regional, affinity and reunion programs. The process of implementing iModules (a new event registration, email communication and online giving platform) is anticipated to be completed by the end of the calendar year. The staff is looking forward to the added efficiency and effectiveness this program will bring to current operations. The staff has been actively incorporating the results of the 2014 alumni survey into the strategic planning process while working in symphony with the all areas of University Advancement to effectively guide programming and communication decisions.

Quarterly Activity (performance measures, etc):
- The Alumni Relations staff planned and executed 20 chapter, reunion and affinity events with 1,600 total attendees. These events included mixers, baseball picnics (Greensboro Grasshoppers, Durham Bulls and the Washington Nationals) and a commencement celebration for all graduating seniors.
- 8 targeted luncheons and volunteer committee meetings hosted with alumni of influence and affluence.
- 75 (28 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.

Special Accomplishments and Highlights:
- Final calculations of our FY14 totals, indicated that the Alumni Relations office planned, managed and executed 87 events involving 4,931 attendees in FY14 (average of 7.25 events and 411 attendees per month.) This was a 14% increase in engagement over FY13. These are the highest engagement totals that the Alumni Association has ever seen.
- Our 2014 Alumni Survey was sent to 37,949 people and we received a 6% completion rate. Key feedback indicated nearly all alumni would still choose UNCW if they could go back in time (89%). The majority of respondents report that their UNCW experience prepared them for their career (71%) and the majority of alumni currently work or have worked in the field that they studied at UNCW.
- Received over 800 applications for alumni scholarships. The Alumni Association Board of Directors Scholarships and Awards Committee selected and awarded 20 scholarships totaling $49,900.
- Family and Alumni Weekend is scheduled for September 26 - 28. A variety of events are scheduled including but not limited to 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 have made UNCW a family tradition).

Challenges and items of special focus:
- Rob McInturf’s last day as director of the UNCW Alumni Office was April 24th. A national search is pending. Lindsay LeRoy, who handles regional chapter programming for the office, has been named interim director from May 1 through September 1.
- Crystal George, communications coordinator for the alumni relations office, has moved under the Assistant VC for Events & Donor Relations to provide communication coordination for alumni relations along with all of University Advancement.
- Implementation and training for iModules will take significant time to leverage functionality, improve efficiency and better interface with alumni constituents.
Executive Summary Statement:
The 2013-2014 school year was a productive and successful period for the Department of Intercollegiate Athletics. Financially, the department balanced the FY14 budget. Academically, UNCW’s student-athletes continued to perform at a high level attaining multiple team and individual academic honors. Competitively, UNCW won a CAA high four team championships.

The department anxiously is moving into FY15 with new, recurring revenue that will help the staff continue to meet the ever changing needs of UNCW’s student-athletes.

Quarterly Activity (performance measures, etc):
- Seahawk Club FY14 total giving was $1,507,035 (+41.2% from FY13)
- Seahawk Club total donors =1,051 (goal of 850)
- Sport specific scholarship giving was $636,099
- Marketing revenue was $342,408 (goal of $330,000)
- Moved $530,149 into athletic department’s fund balance

Special Accomplishments and Highlights:
- UNCW’s student-athletes combined for a GPA of 3.20 in the spring semester of the 2013-2014 academic year (see attached page for team breakdown)
- The cumulative GPA of all student-athletes is 3.207
- Fifty-six (56) student-athletes posted perfect 4.0 GPA’s during the 2013-2014 academic year
- Forty-one (41) Seahawks were inducted into the National College Athletic Honor Society (Chi Alpha Sigma) during a charter ceremony last May. The student-athlete honor society recognizes upper-class student-athletes with a varsity letter who maintain a 3.40 GPA. UNCW had 22 seniors and 19 juniors earn the honor.
- Three (3) student-athletes earned CAA Scholar Athlete-of-the-Year: Christi Laite (volleyball), Rafael Aita (men’s tennis) and Dylan Skinner (men’s outdoor track and field)
- UNCW student-athletes contributed more than 8,000 hours of community service to make southeastern North Carolina a better place to live
- Winning four CAA championships (men’s swimming and diving, men’s tennis, women’s tennis and men’s outdoor track and field), UNCW tied with the College of Charleston for the most conference championships in 2013-2014
- Women’s tennis won UNCW’s first CAA women’s tennis championship and advanced to the program’s first NCAA regional at Clemson, SC
- Men’s tennis earned the Division I AAA (non-football) Athletic Directors Association’s All Sports Champion national award in 2013-2014

Challenges and items of special focus:
- Softball stadium renovation (installation of field turf surface) to be completed by September 1
- Volleyball locker room renovation underway
- Outdoor tennis stadium feasibility study underway
- Baseball practice infield construction project set to begin
- Men’s basketball locker room renovation feasibility underway
### Cumulative GPA by Team

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<tr>
<th>SPORT</th>
<th># ON TEAM</th>
<th>GPA</th>
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<tbody>
<tr>
<td>Baseball</td>
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<tr>
<td>Men’s Basketball</td>
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<tr>
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<td>Men’s Cross Country</td>
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<td><strong>TOTALS:</strong></td>
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<td>3.20</td>
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Executive Summary Statement:
Community Partnerships continues to create and build comprehensive, university-wide, focused strategies 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:
• Collected 2013-2014 community engagement and partnership inventory, impact reports being generated currently
• With ITS, developing new, comprehensive system for collection and compilation of engagement and partnership data for greater reporting, sharing and strategic planning

Corporate & Community Engagement:
• Negotiated partnership alignment with NC Department of Commerce and NC state branding initiative with regional branding initiative for economic and community development
• Led facilitation of the city of Wilmington-initiated Youth Violence Reduction Initiative (Aug 2014)
• Developing scope of UNCW Signature Partnership linking teaching, research and service to community-wide government, industry and non profit partners
• Upcoming Business Leaders Summit as facilitation for strategic action planning for county’s target industry analysis report, Pathways to Prosperity

Community Relations:
• 10 faculty and staff presentations selected for Coalition for Urban & Metropolitan Universities annual conference (October 2014)
• Engagement Wall completion in Fisher Student Center
• Re-evaluating purpose and impact of community event sponsorships in lieu of comprehensive, sustainable partnerships

Special Accomplishments and Highlights:
• Appointed as committee member to the national Association of Public and Land-Grant Universities’ Commission for Innovation, Competitiveness and Economic Prosperity
Executive Summary Statement:
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. Overall, the University of North Carolina Wilmington enjoyed a very productive year in philanthropic giving. 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 much-needed private support. Conversion to a new software solution (Raiser’s Edge) to more effectively drive business and expand fundraising capabilities is underway and is on track.

Activity (YTD performance measures, etc.):
- $11.3M in total gifts and pledges
- $7.9M in gifts receipted
- 189 major gift proposals submitted
- Proposal value - $8.93M
- Commitments made - $4.9M
- 2,706 contacts made with major gift prospects
- $758,657 received in annual giving program solicitations (117% toward FY 14 goal)

Special Accomplishments and Highlights:
- Establishment of three-year targets in major and planned giving, annual giving, and alumni giving.
- Prepared for the conversion to a new CRM tool (The Raiser’s Edge).
- Successfully completed the first-ever 24-hour challenge raising 450% over goal.
- Recruited a new Assistant Vice Chancellor for Major Gifts as well as two directors of development.
- Experienced significant increases in alumni event attendance and engagement.
- Launched the UNCW Society and the Clocktower Society.
- 4th annual PHIL Day was held on Thursday, April 10. Approximately 500 students attended and wrote thank you notes to donors. This event is part of our student philanthropy education program.
- Planned and managed 44 Events engaging 1704 donors and prospects
- Relocated major gifts team on campus from Wise Alumni House location (Carriage House)
- 17 Friends Grants were awarded for $12,688

Challenges and items of special focus:
- Development of institutional philanthropic priorities anticipated for early fall, 2014.
- Filling critical vacant key positions (Associate Vice Chancellor for University Advancement, Director of Alumni Relations, Development Director for Planned Giving).
- Converting CRM system to Raiser’s Edge from Banner in August 2014. Full implementation is anticipated by July 2015.
- Launch of three-year strategic plan developed in summer of 2014.
- Execution of minor structural changes to maximize efficiency.
- Implementation of processes and procedures related to handling of gifts and other revenue in response to suggestions from audit review.
- Enhancing the caliber of our phonathon program (more selective recruitment of student callers, more immersion training, moving away from structured scripts, making follow-up communications more personal).
Executive Summary Statement:
During the past quarter, the Office of University Relations (OUR) worked closely with colleagues across campus to advance UNCW’s mission. OUR provided support (such as announcements, messaging and media relations management) to the Chancellor’s Office and the Division for Business Affairs during key leadership transitions. OUR actively promoted the Class of 2014’s commencement through the UNCW website, social media, photography and live TV coverage of all four ceremonies. OUR recently developed a “menu of services” – which debuted at the new faculty orientation in August – that showcases the many ways the team can assist campus colleagues.

Over the summer, OUR continued to focus on “telling UNCW’s story,” creating a new homepage feature, WE ARE UNCW. This special web portal builds on the success of I AM UNCW, a series of online articles and photographs about UNCW faculty and staff originally developed for SWOOP, the weekly employee e-newsletter. WE ARE UNCW shines a light on the people who make our university soar. OUR plans to add more stories to the section throughout the year, and we welcome recommendations from the Board of Trustees. Please send them to our@uncw.edu.

Quarterly Activity (performance measures, etc.):
- Media placements:
  - Dr. Rob Condon’s jellyfish research was featured on CBS Sunday Morning.
  - Rip current research featuring Center for Marine Science expert Spencer Rogers (conducted in collaboration with NC Sea Grant and NC State University) appeared in local and national outlets, including The Charlotte Observer and CBS News.
  - Dr. Woody Hall’s assessment of Hurricane Arthur’s effect on the coastal economy in Money.
  - The university’s partnership with a MARBIONC tenant to develop a tissue regeneration product was covered by The Star-News, the Greater Wilmington Business Journal, Business North Carolina and Time Warner Cable News.
  - For more media placement highlights, please visit UNCW in the News.
- Completed promotional design and video services for commencement, Admissions, Career Services, CROSSROADS and more.
- Reviewed and updated content on the UNCW YouTube channel.
- Media production recorded key B-roll of buildings and grounds for use in future video productions.
- Published UNCW Magazine, which highlights the university’s community impact, and happenings, which features the cultural arts events coming to campus in 2014-15.
- Collaborated with Environmental Health and Safety and University Police to develop and distribute awareness and safety messages to the campus community during Hurricane Arthur in July.

Special Accomplishments and Highlights:
- Developed a “menu of services” to provide campus colleagues with information about OUR’s services and project deadlines. OUR also updated the Brand Identity Guide (BIG).
- Created WE ARE UNCW web portal.
- Installed a digital asset management system to manage and share the university’s photography files.
- Updated SWOOP in response from faculty and staff to streamline information and highlight action items.
- Completed website content overhaul to reflect leadership transition.

Challenges and items of special focus:
- In the next quarter, OUR will focus on introducing Chancellor Sederburg to the community, promoting research and other academic achievements, marketing the Center for Innovation and Entrepreneurship’s September anniversary event, adding new stories to WE ARE UNCW throughout the semester and refreshing the look and feel of the community version of SWOOP.