Executive Summary Statement:
Every day, the mission of the alumni relations team and the UNCW Alumni Association is to engage alumni in the life of the university and its students through regional, affinity, reunion, career and student programs. Our goal is to inform alumni of the opportunities for them to engage with UNCW so they are inspired to get involved as event participants, volunteers, mentors, employers and/or ambassadors and to invest by giving back philanthropically to support UNCW and our students. We continue to move forward as a team with the division’s strategic plan to implement tactics that will improve the alumni giving percentage.

Quarterly Activity (performance measures, etc.):
- Oversaw 20 regional, reunion, affinity, award, online and student events with a total 1,303 attendees. These events included the alumni baseball picnics, a summer concerts, student fairs, virtual networking events and Family & Alumni Weekend.
- 37 targeted volunteer meetings hosted by the ALR staff engaging 126 alumni to personally tell UNCW’s story and to increase alumni engagement.
- Finalized a process to streamline a university wide “alumni in the news” process to capturing all recognized alumni. 150 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work in the news.
- Social media strategy and communication pieces including emails, electronic newsletters and direct mail pieces were designed, created and sent as part of the Alumni Association’s strategic communication plan to inform alumni.
- Launched the UNCW Alumni Association Guidebook app as part of a comprehensive effort to connect and inform students to the application and then continue that relationship throughout their time as students and then alumni.

Special Accomplishments and Highlights:
- Family & Alumni Weekend featured events for alumni to return back to campus during Sept 25-27. Included was the Class of 1965 Reunion (who celebrated their 50 year reunion and the golden anniversary of the first four year graduating class from the institution); the Golden Wing Reunion (celebrating all graduates 50+ years); Alumni & Family Day at the Beach (rain out); and the Legacy Pinning Ceremony (celebrating freshman who have a parent, grandparent or sibling who is an alumnus).
- Hosted our first ever virtual networking event through Brazen, a real-time communication tool that allows alumni to connect anywhere, anytime through virtual events centered around, networking, mentoring and job placement. A series of events will be coordinated throughout the year.
- All Past Chairs of the Alumni Association were invited back to the Wise Alumni House to reconnect with the current board and the Chancellor.
- Wilmington College Historic Marker was replaced by the Alumni Association after it had gone missing. This outreach aided in the solidification of a large planned gift because of the relationship with an alumnus.
- J. Marshall Crews Distinguished Faculty award was given to Dr. Donna King, associate chair of the sociology and criminology department.
- The date for Homecoming 2016 has been set for January 29-31, 2016. Plans are underway.

Challenges and items of special focus:
- Kim Gargiulo, Assistant Director welcomed her second child on August 31 and will be out through Nov 30.
- The onboarding of new hires, search for qualified candidates across the university and the implementations of new processes within our office.
Executive Summary Statement:

Fall sports (men’s soccer, women’s soccer, volleyball, men’s and women’s cross country and both golf teams) are in full swing of their regular seasons. Midway through the season, UNCW teams have produced a 74% winning percentage. The men’s soccer team is ranked as high as #13 in national polls.

Currently completing several governance and compliance documents (EADA report, UNC Intercollegiate Athletics Report, Seahawk Club audit, NCAA Membership Financial Reporting external review and the NCAA Division I Academic Performance Program (APP) data report.

Both basketball teams began practice on or around October 1.

Quarterly Activity (performance measures, etc):

- As of August 31…total Seahawk Club revenue was up 51.68%
- Basketball season ticket sales have exceeded goal of $190,000 ($212,000 as of 9/30)

Special Accomplishments and Highlights:

- Men’s soccer was honored by the National Soccer Coaches Association of America for achieving a GPA of 3.33 during the 2014-15 academic year. This is the fifth recognition in the past six years for Coach Aiden Heaney’s club.
- Women’s soccer was honored by the National Soccer Coaches Association of America for achieving a team GPA of 3.52 during the 2014-15 academic year. This is the 14th consecutive year that Coach Paul Cairney’s club has been honored.
- Volleyball has defeated two Atlantic Coast Conference foes (Clemson and North Carolina) this season.
- Men’s soccer has defeated South Carolina (5-0) and Duke (3-0) while rising to #13 in national polls.

Challenges and items of special focus:

- Policies and procedures manual update is in progress.
- Facility renovations in progress (softball dugouts, Academic Enhancement Center and men’s basketball locker room).
Executive Summary Statement:
Working with various divisions and departments, the Office of University Relations (OUR) helped welcome new and returning Seahawks to the start of the 2015-16 academic year by providing media, graphic and multimedia support and content for various UNCWelcome programs and events. Also in accordance with the beginning of the semester, OUR began distributing SWOOP, its weekly newsletter – one for internal audiences and the other for external. The department continues to support UNCW’s new leadership by lending support to the development and promotion of the Chancellor’s strategic plan and assisting the Office of the Arts in establishing a graphic identity for the upcoming season under its new director.

Quarterly Activity (performance measures, etc):
- UNCW achieved significant media coverage over the past quarter, especially of the university’s recent high rankings and Chancellor Sartarelli’s first weeks on campus. Examples include: New UNCW Chancellor Spends ‘hard-at-work’ First Day and Q&A With UNCW’s New Chancellor (Greater Wilmington Business Journal), UNCW recognized by college guides (WWAY as well as Time Warner Cable News and Star News), UNCW Ranked Among the Best… Again (WWAY as well as WECT and Star News). Professor Fred Scharf, an expert in fisheries biology, was interviewed by numerous outlets about the increase in shark encounters on the N.C. coast. Examples include: Shark attacks spike as water gets more crowded (The Denver Post as well as Savannah Now, The Daily Mail, The News & Observer and LIS News). Media outlets also covered a $390,000 grant from Duke Energy (WECT and Port City Daily).
- Media Production provided video and photographic coverage for annual Welcome Week events including Move-In and Convocation; produced a 30-second commercial for men’s basketball and created a time-lapse video of the new Seahawk logo being painted onto the floor of Trask Coliseum. The unit also photographed a variety of campus events for the website and upcoming edition of UNCW Magazine.
- The Creative Services team partnered with Athletics and the Seahawk Club to create a cohesive suite of graphics and publications for the upcoming sports season using the new Seahawk logo. Collateral includes posters, magnets, billboards, bus wraps, brochures, program booklets and signage, in addition to the new floor design at Trask.

Special Accomplishments and Highlights:
- Working with members of ITS, OUR has operationalized a new content management system, Cascade. Key sites managed by OUR have been migrated into the new CMS, including the UNCW homepage, news, events calendar, SWOOP and WE ARE UNCW. Online departmental newsletters have also been migrated to Cascade.
- In August and September, the team produced more than 40 news items for the homepage as well as 20 WE ARE UNCW profiles, including a special edition featuring new leaders at UNCW. OUR also created a website highlighting new faculty members and launched a new Rankings page to showcase the university’s accolades.
- The team prepared and distributed the first issue of the Chancellor’s Newsletter and will continue to do so on a monthly basis.

Challenges and items of special focus:
- Staffing remains a key challenge particularly as we try to align resources to meet new leadership goals.
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. A major emphasis is being placed on familiarizing Chancellor Sartarelli with key donors and constituent groups. In addition, the Division is preparing to further orient our fundraising and alumni engagement programming to complement the strategic plan currently under development.

Activity (YTD as of 9.30.15)
- $2.25M in total gifts and pledges (55% increase over FY 2015, Q1)
- 12 major gift proposals submitted
- Proposal value - $1.6M
- Commitments made - $283K
- 2 new planned gifts valued at $60K
- 870 contacts made with major gift prospects
- $93K dollars generated by the Annual Giving Program

Special Accomplishments and Highlights:
- Direct mail dollars are up 177% YTD
- Hired Mandy Baker, newly created position of Development Officer for Leadership Alumni Giving, Beth Roberts, new Business Officer and Geraldine Hilton, Data Processor
- Duke Energy gift of $390K to the College of Health and Human Services (CHHS) to develop a clinical research and economic development program in southeastern North Carolina
- Chancellor Sartarelli made 53 initial visits with donors/prospects, including regional corporate entities - Duke Energy, BB&T, General Electric, IKA Works, Live Oak Bank and others
- UNCW University Advancement hosted the NC Planned Giving Council quarterly meeting, featuring VC Eddie Stuart and Director of Development for Planned Giving, Lee Knight, as speakers
- The Watson College of Education’s Advancement Council was established under the direction of Dean Van Dempsey and Development Director, Kevin Thompson, with new members being recruited throughout the year. The Advancement Councils of the College of Health and Human Services and the College of Arts & Sciences held their first meetings this quarter
- Received a second distribution of a planned gift totaling $600,325, half going to the College of Arts and Sciences and half to a scholarship endowment
- Hosted 22 stewardship and cultivation events reaching out to more than 1,100 constituents
- Board meetings for the Friends of UNCW, Foundation Board and Board of Visitors have been conducted

Challenges and items of special focus:
- Vacancies in key front-line fundraising positions
- IT challenges related to Raiser’s Edge and other software
- Development of fy2015 Endowment Report
- Initial planning of Chancellor Sartarelli’s Installation
- Collaboratively planning “Giving Tuesday” campaign for 12/1 with a primary focus on faculty and staff giving, both financially to UNCW and to the campus and community with departments across campus including OUR, Staff Senate, Human Resources, Office of Student Leadership & Engagement