Executive Summary Statement:
The Alumni Relations team’s primary objective has continued to be outreach through regional, affinity, reunion, career and student programs to connect and engage alumni in the life of the university. Homecoming has been a major focus over the last few months in collaboration with campus partners to provide alumni many reasons to come back and reconnect with their alma mater during this reunion weekend. The team continues to collaborate within University Advancement and with our alumni volunteers to implement tactics that will improve the alumni giving percentage.

Quarterly Activity (performance measures, etc.):
- Oversaw 10 regional, reunion, affinity, career and student events with a total 528 attendees. These events included socials, mixers, commencement celebrations and a virtual career coaching event.
- 19 targeted volunteer meetings hosted by the Alumni Relations staff engaging 64 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. 55 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work.
- Created communication pieces including 33 emails, 2 electronic newsletters and the Homecoming direct mail brochure as part of the Alumni Association’s strategic communication plan.
- Social media highlights include:
  - Shared 34 alumni success stories on Facebook this quarter
  - Established initial interest group of Social Media Ambassadors
  - Transitioned LinkedIn page to business page and earned 1,720 news followers

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 member Brad Heath’96,’07M spoke at commencement to offer words of encouragement and inspiration to the new graduates.
- The regional chapter program enjoyed programming in the Triangle and DC areas.
- A volunteer fundraising training session was held for the Triad Alumni Scholarship. The scholarship agreement was signed and plans for fundraising begins in January.
- Academic based reunions were hosted for Watson College of Education, Cameron School of Business, Political Science and Film Studies alumni in partnership with the departments.
- A virtual career coaching event was hosted for alumni in partnership with the UNCW Career Center.
- Homecoming is set for February 3-5, 2017. Over 25 events will be hosted across campus to provide alumni, students and friends a variety of activities. Chad Porter ’98 (Alumni of the Year), Darion Jeralds ’10, ’14M (Young Alumni of the Year) and Chip Mahan (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:
- Lindsay LeRoy, Director of Alumni Relations, is currently on maternity leave.
Executive Summary Statement:

Fall semester 2016 has been a successful and productive period (academically, competitively and in the community) for UNCW student-athletes. Eleven (11) student-athletes earned their undergraduate degrees during December commencement. UNCW successfully hosted the 2016 CAA volleyball championship (won by James Madison University) in Hanover Hall. Completed renovation of men’s basketball locker room. Chancellor Sartarelli and Jimmy Bass attended CAA Presidents/Chancellors meeting at Hofstra University January 9-10, 2017.

Quarterly Activity (performance measures, etc):

- Seahawk Club total membership topped the 2,000-member mark (2,022) for the first time ever.
- Seahawk Club scholarship fundraising up 28.47% through 12/31/2016.
- Basketball season ticket sales (12/31/2016) 2,156 tickets/$277,824.00 total revenue
- Entire department staff engaged in the university’s Full Cycle Performance Plans.
- UNCW’s 311 student-athletes finished the Fall semester with a term GPA of 3.2463 and a cumulative GPA of 3.2720.

Special Accomplishments and Highlights:

- Men’s basketball finished their non-conference basketball schedule with the best record (11-2) in the history of the CAA. Currently have an NCAA RPI of 17 (out of 351 NCAA D1 basketball programs).
- Sixteen student-athletes earned All-CAA honors (first or second team or all-academic) for the Fall 2016 semester (men’s soccer-6, women’s soccer-5, volleyball-3, cross country-2).
- Men’s golf won the TarHeel Intercollegiate at UNC’s Finley Golf Club.
- Updated championship signage in Trask Coliseum.
- Started renovation of men’s swimming/diving locker room.

Challenges and items of special focus:

- Athletic department strategic planning update process underway (last updated in 2011). Three sub-committees (Mission/Vision/Values, SWOT Analysis and Priorities/Goals) are working on revised version.
Executive Summary Statement:
A major emphasis is being placed on engaging Chancellor Sartarelli with key donors and constituent groups since Chancellor Sartarelli has made “Fund the Vision” one of the pillars of the strategic planning process. The Division is continuing to further orient our fundraising and alumni engagement programming to complement the strategic plan, which was recently unveiled by Chancellor Sartarelli.

YTD Activity (YTD 07/01/16- 12/31/17)  
** Final gift figures will be presented at the 01.19.17 External Affairs Meeting due to checks postmarked on or before 12.31.16 still being received by UA

- **TOTAL PRODUCTIVITY: $7,496,023** (gifts, new commitments and planned gifts)
- $4,064,355 in Gifts
- $825,718 in New Pledge Commitments
- $2,605,950 in New Planned Gift Commitments
- Proposals Made $3,793,250 (26)
- Proposals Funded: $3,526,339 (18)
- 3,653 Contacts Made with Prospects
- $442,526.59 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- University Advancement arranged visits with leadership at 11 local and regional prospects, corporations and foundations with Chancellor Sartarelli to further cultivate their relationship with UNCW
- Designed and launched UNCW’s official crowdfunding platform, Tealstarter and executed three student led plot projects; raised $10,530.52 from 138 donors (74% were first time donors)
- 199 seniors participated in the 2016-17 fall Senior Class Giving Campaign; donors were honored at a reception at Kenan House on Dec. 9
- #GivingTuesday campaign raised $14,158 in gifts and pledges (94% increase over FY16); matched 88 employee gifts as part of the #GivingTuesday payroll deduction challenge
- UNCW’s Get to Know PHIL and text trivia program were featured in the CASE book *Ideas for Annual Giving*, by Daniel Allenby
- Hosted a stewardship reception in November for Bucky Stein and Howard Stein to meet all nine of their FY17 scholarship recipients; the Steins previously signed an endowed scholarship agreement totally over $500,000, with an annual component until such time the endowment provides the awards
- The UNCW Foundation hosted a cultivation event at the UNCW Harbor Island Aquaculture Facility where 116 guests toured the facility and talked with faculty and student researchers about their work
- The Friends of UNCW board members decorated Kenan House for the holidays featuring ornaments made by the UNCW Transition Program for Young Adults Class
- A $500,000 revocable trust bequest and IRA beneficiary were received for need based scholarships
- A deferred gift of just over $200,000 was received from a UNCW former faculty member to support a named faculty development fund and an academic support program

Challenges and items of special focus:
- Vacancies for Associate Vice Chancellor, Executive Director of Development for Major Gifts, Gift Processor (all searches underway); relaunch of data processor position and upcoming
- Transitions as a result of the reorganization of the university advancement structure
- Continuing to explore functionality of new email marketing tool and online giving platform
- Conducting a comprehensive campaign feasibility study in preparation for recommendations for target and timeline for the campaign
Executive Summary Statement:
During the fourth quarter, the Office of University Relations continued to focus on direct and indirect marketing and promotion of key initiatives outlined in the Strategic Plan. The office produced and distributed an ambitious set of video profiles highlighting veterans and active-duty students, faculty and staff, supporting the university’s commitment to military-affiliated Seahawks. OUR’s outreach efforts highlighted impressive rankings the university received from military-related organizations, an international organization (Open Doors) and Kiplinger’s Personal Finance as well as major accomplishments by students, faculty and staff. OUR staff members also devoted significant time and resources to the messaging surrounding Hurricane Matthew and the storm’s aftermath on campus and in the region.

Quarterly Activity (performance measures, etc.):
- Posted more than 80 news items to the UNCW homepage. Notable headlines included, “SECU Foundation Awards UNCW $200,000 Grant;” “UNCW’s Johnson, Puente Winners of a 2016 Health Care Heroes Award;” “UNCW Rolls Out Bike-Share Program” and “National Collegiate Honors Society Recognizes Three Seahawks.”
- Produced the 40-page fall/winter 2016 edition of UNCW Magazine with legendary “Golden Seahawk” Carol Ellis on the cover.
- Continued to produce and distribute SWOOP digital newsletters (campus and community editions) and Chancellor’s newsletters. The average readership rates are 47.5% for campus SWOOP and 30.9% for Community SWOOP. By comparison, the typical newsletter open rate is 21.66%.

Special Accomplishments and Highlights:
- The Media Production team spearheaded efforts to develop an enhanced photo database in partnership with several campus units. In addition to providing photographic and video support to events such as Midnite Madness and commencement, the team produced a year-end video starring Chancellor Sartarelli that emphasizes UNCW’s strategic theme: giving flight to imagination. The video has been viewed 3,500 times.
- Creative Services designed new banners for Chancellor’s Walk, produced promotional items for Athletics and the upcoming Homecoming celebration, the Admissions freshmen preview booklet, OLLI spring catalog and UNCW branding for campus vehicles and a Wilmington fire truck.
- The UNCW homepage was viewed 1,362,276 times from Oct. 1 to Dec. 31, 2016.

Challenges and items of special focus:
- As 2017 begins, OUR is in the final stages of recruiting a media relations specialist. We are also recruiting an additional graphic designer to assist the current three-person team with the 1,000+ design projects submitted to OUR annually. Betty Moore retired as the OUR office assistant after 14 years with the university. We’re carefully reviewing the position’s responsibilities and plan to recruit a new administrative assistant later this year.
- OUR’s biggest challenge remains balancing the daily demands of media outreach, graphic design, content production, editorial and communication support with our overarching responsibility to focus on the key strategic initiatives that will have the greatest long-term impact for the university and its future.