Executive Summary Statement:
Every day, the mission of the alumni relations team and the UNCW Alumni Association is to connect alumni with one another and engage our alumni base into 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 to connect and to engage with UNCW so that all alumni 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.

Quarterly Activity (performance measures, etc.):
- Oversaw 27 regional, reunion, affinity, virtual, career and student events with a total 1,707 attendees. These events included the alumni baseball picnics, socials, reunions celebrating 50 yrs +, employee breakfasts, virtual networking events and Family & Alumni Weekend. *numbers were affected by Hurricane Matthew
- 33 targeted volunteer meetings hosted by the ALR staff engaging 119 alumni to personally tell UNCWs story and to increase alumni engagement. *numbers were affected by Hurricane Matthew
- Our Alumni in the News program, recognizes the notable achievements of our alumni. 114 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work.
- 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.
  - Shared 51 alumni success stories on social media this quarter.
  - Created and launched two additional regional alumni groups on Facebook to further engage alumni.

Special Accomplishments and Highlights:
- Family & Alumni Weekend featured events for alumni to return back to campus during Sept 23-25. Included was the Class of 1966 Reunion; the Golden Wing Reunion (celebrating all graduates 50+ years); Alumni & Family Day at the Beach; and the Legacy Pinning Ceremony (celebrating freshman who have a parent, grandparent or sibling who is an alumnus).
- A Regional Alumni Chapter Scholarship Fundraising Guide has been produced. This guide will be presented to assist our regional alumni chapters in raising funds for newly established regional scholarships.
- An alumni contact information update campaign (including mail, email and social media) was launched and concluded. Consequently this campaign launched our new alumni directory where alumni will now be able update their profiles and search for one another and to connect. The campaign resulted in over 2,000 alumni information updates and account creations.
- Migrated the UNCW Alumni Association website to new university platform, built several new pages and began audit of current content.
- Redesigned Alumni Association blog to reflect brand and created 8 new blog posts this quarter.
- J. Marshall Crews Distinguished Faculty award was given to Dr. Stephen Harper, professor in the management department of the Cameron School of Business.
- The alumni relations team implemented the “Net Promotor Score” to follow up with alumni event attendees. This involves a survey sent to all alumni event attendees focusing on the likelihood of alumni recommending the event to a fellow alum. The results have been very positive.
- The date for Homecoming 2017 has been set for February 3-5, 2017. Preparation is currently underway.

Challenges and items of special focus:
- Lindsay LeRoy, is expecting her second child on October 27 and will be on maternity leave.
Executive Summary Statement:
Fall sports (M) soccer, (W) soccer, volleyball, (M) (W) cross country are winding down their regular seasons, headed to CAA Tournament championships.
The 2015-2016 UNC Intercollegiate Athletics Report has been approved by Chancellor Sartarelli and submitted to General Administration by UNCW Registrar Jonathan Reese. The submission deadline was October 28, 2016. Athletic fundraising continues to be strong as the 2016 Seahawk Club membership year draws to a close on December 31, 2016.

Quarterly Activity (performance measures, etc):
- As of September 30...total Seahawk Club revenue is up 32.42% YTD
- Contributions to unrestricted operating fund are up 53.39% YTD
- Seahawk Club membership total is 1,562 (as of October 13, 2016)
- Basketball season ticket sales update: 1,958

Special Accomplishments and Highlights:
- UNCW men’s soccer was recognized by the National Soccer Coaches Association of America with the NSCAA Team Academic Award for the 2015-16 academic year. The team posted a 3.36 GPA last year.
- UNCW women’s soccer has been recognized by the National Soccer Coaches Association of America with the NSCAA Team Academic Award for the 2015-16 academic year. This is the 15th consecutive year earning the award with a team GPA of 3.508.
- Ten softball student-athletes were recognized by the National Fastpitch Coaches Association as DI Scholar Athletes for the 2015-16 academic year after achieving a minimum 3.5 GPA. In addition to the individual recognition, the team ranked 31st among DI teams with a 3.453 team GPA and led a group of four CAA teams listed in the top-100 in the nation.
- Junior track/field standout Rian Fowler was selected to represent UNCW at the NCAA’s Student Leadership Forum in Baltimore Maryland November 10-13, 2016.
- UNCW’s Student Athlete Advisory Committee (SAAC) conducted its annual CAA Blood Challenge on September and collected 113 productive units for the American Red Cross.
- Men’s golf won the Tar Heel Intercollegiate at UNC’s Finley Golf Course October 7-9, 2016.

Challenges and items of special focus:
- Completion of Athletics Strategic Plan update.
- Continue strong emphasis on season ticket sales (Super Seahawk Pass, basketball, baseball and softball season)
- Baseball Support Fund (Dugout Club) fundraising restarted.
Executive Summary Statement: During the third quarter, the Office of University Relations focused on launching the 2016-21 Strategic Plan. OUR efforts included direct promotion (specialty website, outreach to peers and AASCU leaders, and references in digital newsletters and media outreach) and indirect marketing (student, faculty and campus leadership profiles; videos, photo galleries and publications highlighting major events and strategic initiatives; and promotion of the university’s latest rankings).

Quarterly Activity (performance measures, etc.):
- Posted nearly 100 homepage items in July, August and September. Note: homepage traffic topped 132,400 page views on Aug. 17, the first day of classes.
- Produced and distributed 9 SWOOP digital newsletters (campus and community editions) and 3 Chancellor’s newsletters (July, August and September). The average readership rates are 47% for campus SWOOP and nearly 27% for Community SWOOP.
- Created a WE ARE UNCW Leadership page to highlight those in new leadership positions across campus and a New Faculty webpage to announce the 40 new faculty scholars joining us in fall 2016.
- Collaborated with campus partners on 200+ design projects to produce a variety of promotional materials (banners, ads, posters, program booklets and more) for theatre programs; international programs; CARE; the Graduate School; athletics and the Seahawk Club; the Outlook, Entrepreneurship and Community Engagement conferences; and the 25th anniversary of UNCW Presents.
- Produced “UNCWelcome” photo galleries and video highlight reels featuring Move-In and Convocation as well as promotional videos for the Watson College of Education “It Begins with Teachers” campaign and the new EMBA program in the Cameron School of Business.

Special Accomplishments and Highlights:
- Launched a specialty website to promote the Strategic Plan.
- Produced a 24-page Research Magazine, the first in five years.
- Collaborated with Admissions to develop new recruitment materials, including booklets for prospective students and transfer students; digital billboards in Charlotte and Greensboro; ads in Our State magazine; and a Seahawk Saturday schedule booklet.
- Developed a virtual tour of the Center for Marine Science in collaboration with CMS and the College of Arts and Sciences.
- Initiated “Seahawk Stories,” a new enterprise partnership with WWAY to produce segments on community engagement featuring UNCW students, faculty and staff during news broadcasts.
- Designed an exciting new look for the UNCW Trolley in partnership with Business Affairs.
- Launched en Español site which provides helpful information and resources translated into Spanish to better serve limited-English-speaking prospective students and their parents.

Challenges and items of special focus:
- We welcomed Lane Fullagar ’16 to the team in August as our web specialist. One of his key areas of focus is reviewing and enhancing the university’s social media strategy and web presence.
- Work is well under way for the next UNCW Magazine as well as the university’s year-end collateral, both scheduled for delivery in December.
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 – 09/30/16)
- TOTAL PRODUCTIVITY: $4.22M (gifts, new commitments, and planned gifts)
- $2,195,730 in Gifts
- $727,183 in New Pledges
- $1,300,000 in New Planned Gift Commitments
- Proposals Made $2,670,000 (12)
- Proposals Funded: $2,020,00 (7)
- 870 Contacts Made with Prospects
- $210,508 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- Derek Denton joined UNCW as Director of Development for Athletics and the Executive Director of the Seahawk Club, reporting to the VCUA
- University Advancement arranged visits with leadership at 21 local and regional corporations and foundations with Chancellor Sartarelli to further cultivate their relationship with UNCW
- Hosted six summer send-off events across NC in the two weeks leading up to move-in day, resulting in nine new Parents Council members; Trustee, Michael Drummond, and his wife, Mary hosted one of the receptions at their home in High Point
- UNCW Parents Council met in and toured the Education Building, with speaker, Dean, Van Dempsey
- Fully launched university advancement’s new giving website, giving.uncw.edu, which provides personalized content for donors and alumni, including person giving history, donor honor rolls and an alumni directory
- Retooled the internal university advancement website to provide fundraising resources for internal, campus audiences
- At the end of Q1, there was a 32% increase in the number of alumni donors year-to-date
- “Welcome Week” activities resulted in 191 new PHIL text trivia subscribers and almost 100 students expressed an interest in applying for a position as a dubrai$er in the University Advancement Call Center
- Annual Giving staff were interviewed by industry publications for BlackBaud’s Net Community Blog as one of the Top 10 BBNC Sites for it’s Give More in 24 challenge web site and CASE Currents Magazine for the January/February 2017 issue for UNCW’s Text PHIL Trivia contest
- Recipients of scholarships funded by donors have participated in thanking the donors with a hand-written note – over 615 were mailed

Challenges and items of special focus:
- Vacancies for Associate Vice Chancellor, Executive Director of Development for Major Gifts, Gift Procession Manager, Gift Processor (all searches underway)
- Transitions as a result of the reorganization of university advancement structure
- Continuing to explore functionality of new email marketing tool and online giving platform
- Planning and launch of a new crowdfunding platform, designed to engage students in fundraising initiatives