Executive Summary Statement:

The role of the UNCW Alumni Association and the alumni relations team is to engage alumni in the life of the university and its students through regional, affinity, reunion, career and student programming. Our goal is to inform alumni of the opportunities for them to engage with UNCW so they are inspired to get involved as volunteers, mentors, employers and/or ambassadors and to invest by giving back philanthropically to support UNCW and our students. Homecoming was a grand success as our team worked in collaboration with campus partners to provide alumni many reasons to come back and reconnect with their alma mater. Our team continues to move forward with the division’s strategic plan and implementing tactics that that will improve the alumni giving percentage.

Quarterly Activity (performance measures, etc.):

- The alumni relations team oversaw 21 regional, reunion, affinity, award, and student events with total 1,551 attendees. These events included Homecoming reunions, virtual events, award recognition events, breakfasts, and receptions. In addition, the team participated in Seahawk Salute and distributed 1,300 gifts for graduating seniors and welcomed our newest 20 ambassadors during an induction ceremony at the Wise Alumni House.
- 44 targeted volunteer committee meetings and one on one meetings/luncheons hosted by the alumni relations staff engaging 154 alumni to personally tell UNCW’s story and to increase alumni engagement.
- During promotions for Homecoming, we reached 54% more audience members through the Alumni Association Facebook Page than during last year’s homecoming celebration. We also increased the Alumni Association Facebook reach by 140% compared to HC15 and acquired 220 new Facebook page likes, a 91% increase from last year.
- Our “Alumni in the News” program, recognizes the notable achievements of our alumni. 110 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 association’s strategic communication plan to inform alumni.
- Published and shared 28 alumni news and success stories on the Alumni Association social media pages.

Special Accomplishments and Highlights:

- Homecoming was held January 29-31, 2016 and was viewed as a success by all. A flurry of close to 40 events (12 alumni specific programs and alumni TEALgate) welcomed close to 4000 alumni and friends across campus including provided alumni and friends a variety of events to choose from to engage with the university. The alumni relations team led the cross campus collaboration and coordination of events.
- Caroline Reda ’85 (Alumna of the Year) Travis Corpening ’00; ’06M (Young Alumnus of the Year) and Farrell Teague ’54 (Citizen of the Year) were recognized at the Alumni Awards Reception and throughout Homecoming weekend.

Challenges and items of special focus:

- Implementation/ training for NetCommunity has taken significant time and resources. The staff is looking forward to the added efficiency and effectiveness that this program will bring to current operations.
Executive Summary Statement:

The first quarter of 2016 has been an exciting and productive period for UNCW athletics. Men’s basketball won the CAA regular season and tournament championships and made the program’s first NCAA tournament appearance in a decade (2006). UNCW’s newest sport (women’s beach volleyball) made its debut and has competed against some of the top beach teams (Pepperdine, Florida State) in the country. Spring sports (baseball, softball, golf and tennis) are winding down their seasons and aiming towards CAA tournament competition.

Quarterly Activity (performance measures, etc):
- Seahawk Club total revenue is up 41.94% (year-to-date 2/29/16)
- Seahawk Club donations to unrestricted scholarship fund are up 16.7%
- Men’s basketball season tickets totaled 2,059 and $232,685
- Sold 300 tickets for the NCAA First round game in Providence

Special Accomplishments and Highlights:
- Men’s basketball concluded its highly successful season with a 25-8 record, matching the school record for wins in a season
- Men’s basketball captured its 5th CAA championship and played Duke in the NCAA Tournament in Providence, Rhode Island
- The Seahawks led the CAA in home attendance for the second consecutive season, averaging 4,199 fans per game
- Kevin Keatts was named CAA-Coach-of-the-Year for the second straight season – first time in the history of the CAA
- The team set a school record with 11 consecutive wins from January 9, 2016 to February 13, 2016

Challenges and items of special focus:
- Athletic facility renovations continue to be a departmental priority. A project to refurbish the baseball outdoor batting cages is underway. The men’s basketball locker room renovation is nearing completion and the women’s swimming locker room renovation is nearing completion.
Executive Summary Statement:
Over the past quarter, the Office of University Relations (OUR) devised and implemented internal and external communication campaigns for several major university events, including: Chancellor Sartarelli’s Installation, the unveiling of the university’s comprehensive strategic plan, various academic events and the men’s basketball team’s appearance in the NCAA tournament, among others. This included multifaceted support (such as specialized websites, publications, marketing collateral, videos, multimedia galleries and social media campaigns).

Quarterly Activity (performance measures, etc.):
- Media highlights during the past quarter included coverage of Installation (StarNews, Time Warner Cable News, Port City Daily, Greater Wilmington Business Journal, WECT and WWAY); Business Week; the regional Science Olympiad; distinguished guest lecturers; and numerous arts events, among other activities. For all recent media highlights, please see UNCW in the News.
- The creative services team completed more than 200 design and branding projects during the quarter, including: materials for Installation activities, the ConnectNC bond vote, Business Week, WITX and Health and Human Services Week, as well as dozens of single events/programs such as UNCW Presents performances, the Chancellor’s Distinguished Lecture Series, departmental lectures, CIE programs, QENO training, the Razor Walker Awards, and EH&S and student affairs programming.
- The content team produced 100+ news items for the homepage, 11 issues of SWOOP (average open rate: nearly 48%) and three Chancellor’s newsletters while providing support for Homecoming 2016, promotion of campus leadership appointments (including Provost Sheerer), development and launch of the Installation site, the Connect NC bond site, the specialty page for the Chancellor’s Distinguished Lecture Series, social media and homepage coverage of successes in Athletics.
- The web team collaborated with International Programs and the Chancellor’s Office to develop and implement a new site to support and showcase UNCW’s global education efforts.
- For Installation, the media production team provided post-event videos and photo galleries with more than 60 images and a full portfolio of more than 400 images. Other key productions included a CHHS video about UNCW’s support of the Police Activities League and a university brand spot that ran nationally during the men’s NCAA game.

Special Accomplishments and Highlights:
The Office of University Relations (OUR) started the spring 2016 semester with the following changes within the department: Andrea Weaver was named Deputy Director of OUR. In this newly created position, she helps develop internal and external communication strategies and advise on planning and staffing for OUR collaborations across campus and in the community. Jesse Bradley became the Director of Media Production, after serving in the interim role since May, and will continue to oversee all video and photography initiatives. Jennifer Glatt, former publications manager, was elevated to Editorial Director and is responsible for editorial content across all platforms.

Challenges and items of special focus:
Upcoming projects include: ongoing promotion of the strategic plan, commencement and the Give More challenge as well as production of the Spring 2016 issue of the UNCW Magazine and launch of brand identity/execution efforts. Staffing remains a key challenge as we try to align resources to meet expanding leadership and institutional goals.
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- 03/31/16)
- $6,313,714 in Gifts and New Commitments
- Proposals Made $9,062,200 (38)
- Proposals Funded: $5,995,293 (23)
- 3,751 Contacts Made with Prospects
- $504,137 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- The Installation of Chancellor Jose V. Sartarelli was held on Hoggard Hall Lawn on Thursday, March 31; approximately 2,000 guests, including UNC President Spellings, BOT Chair, Michael Shivar, board members, students, faculty, staff, alumni, donors and friends of UNCW
- University Advancement and the Chancellor’s Office hosted and recognized 420 donors, recipients and administrators at the annual scholarship dinner on Tuesday, March 22
- University Advancement arranged visits with leadership at 12 local and regional corporations and foundations with Chancellor Sartarelli to further cultivate their relationship with UNCW
- A $4M revocable planned gift was secured to support recruitment scholarships for second career students, a professorship in the Management Department of CSB, and the Chancellor’s unrestricted fund
- A tour of the UNCW Shellfish Research Hatchery for ten prospects and donors interested in marine science resulted in an estate property gift, valued at $822,000, for a marine biology scholarship
- Tower7/WBLive Surfing Scholarship will fund $50,000 in scholarships to be awarded to 10 students who are dedicated to sustaining the coastal environment and are active members of the surfing community
- Development directors hosted prospective donors at high-profile speaking events on campus, including the Chancellor’s Distinguished Lecture Series, featuring BB&T Chairman Kelly S. King, and Business Week at CSB featuring Pierre Naude of nCino and Jerry Greenfield of Ben & Jerry’s Ice Cream
- Caroline Reda ’85 (B.S. Computer Science), Vice President, North American Region, GE Power Services was honored as UNCW’s Alumna of the Year at Homecoming
- Annual Giving staff partnered with Centro Hispano and the Upperman Center to make the Advancement Call Center available for those groups to make recruitment calls to admitted freshmen for the fall semester

Challenges and items of special focus:
- Distinguished Lecture Series on April 12, features Jeffrey M. Lacker, President and CEO of the Federal Reserve Bank of Richmond; alumna, Judy Tharp ’78 made the connection for securing Mr. Lacker
- 5th annual PHIL Day on Thursday, April 14
- UNCW’s Give More in 24 Challenge on Tuesday, April 19
- Senior Toast on Thursday, May 5, honoring graduating senior donors
- University Advancement positions filled: Dawn Carter, Director of Parent and Family Giving, Elizabeth Overton, Development Officer for Leadership Annual Giving, Keith Fraser, Assistant Director of Annual Giving; Seahawk Club Director/Major Gifts candidates are scheduled to be on campus in late April
- Working with the Office of Scholarships and Financial Aid to award scholarships for FY17 awards
- Human resources vs. business need; risk associated with lack of ability to have back-up for unplanned illness, earned time off, etc.; risk associated with overtime due to lean work force; risk associated with not having ample cross-training due to lean work-force; turnover of due to lack of competitive salaries