Executive Summary Statement:

The Alumni Relations staff has continued outreach through regional, affinity and reunion programs. The process of implementing new communication and registration programs/platforms is continuing and will take several months. These tools will improve efficiency and effectiveness. The staff is continuing to assess programming and is working with Advancement Division colleagues to develop measurable performance metrics to guide strategic planning and evaluate programmatic impact.

Quarterly Activity (performance measures, etc.):
- The Alumni Relations staff planned and executed 17 chapter, reunion and affinity events with 1,417 total attendees.
- There were 5 targeted luncheons and volunteer committee meetings hosted with alumni of influence and affluence.
- 112 (74 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:
- Homecoming was held on February 21 – 23. The Alumni Relations staff worked with Advancement and university colleagues to plan, execute and host 14 events (reunions, receptions and an awards program) in a 36 hour period. The Homecoming TEALgate was a signature event with a record attendance of 527 alumni, friends and donors. The Association also honored its three award recipients at a reception hosted by Chancellor and Mrs. Miller on Friday and featured them throughout the weekend.
- A new social media engagement strategy was implemented to promote Homecoming. Social media engagement saw a 300% increase in traffic during the week of homecoming over the week prior with nearly 17,000 unique interactions.

Challenges and items of special focus:
- Implementation and training for IModules (event registration, email communication and online giving platform) will take significant time to leverage functionality, improve efficiency and better interface with alumni constituents.
- Creating/improving the campus culture of involvement and support is an ongoing initiative. This includes a focus on outreach to faculty, staff and administrators to educate them about the role and impact they have on the institution’s ability to connect, positively cultivate and obtain support (both philanthropic and intellectual) from alumni, friends and the community.
Executive Summary Statement:

Focus for the Department of Athletics during the first quarter has been on spring sports (baseball, softball, golf, tennis and track/field kicking off their 2014 seasons. Much time has been spent on Human Resource tasks (hiring Assistant Athletic Director for Facilities and Operations, Senior Woman Administrator and men’s basketball coach) and Seahawk Club resource development.

Quarterly Activity (performance measures, etc):
- Seahawk Club donations up 55.34% (YTD February 28, 2014)
- Kicked off Athletic Facilities Enhancement Development Plan with an evening social event
- Attended the men’s basketball championship in Baltimore, Maryland
- Attended the women’s basketball championship in Upper Marlboro, Maryland
- Announced the discontinuation of men’s indoor track and field
- Men’s Swimming was awarded 13th consecutive CAA Championship

Special Accomplishments and Highlights:
- Dave Allen announced retirement (effective June 30, 2014) as UNCW Head Swimming Coach
- Marcus Attles started work as Assistant Director of Athletics for Facilities and Operations
- Announced hiring of Adrianne Swinney as Senior Associate Director of Athletics and Senior Woman Administrator
- Bethany Thurston hired as Assistant Director of Development (Seahawk Club)
- Men’s basketball head coaching search underway

Challenges and items of special focus:
- Completing interview process for Senior Associate Director of Athletics for Internal Operations
- Beginning leadership gifts phase for Athletic Facilities Improvement Plan
Executive Summary Statement:
The Office of Community Partnerships is completing four applications for national designation as an economical and community engaged university – one of those as a co-hort of 20 universities nationwide and the only one of our size. These designations give credibility to our commitment to help support the priorities of UNC General Administration’s strategic goals for university engagement for economic and community development.

Quarterly Activity (performance measures, etc.): As per our priority areas:

Data Analytics:
- Conducting Carnegie Re-Classification as Engaged University in February
- Conducting External Stakeholder Engagement Assessment in March
- Preparing applications for Presidential Honor Roll in two categories: General Community Engagement and Education

Corporate & Community Engagement:
- Facilitated Regional Branding Initiative for Economic Development
- Developed University Urban Task Force and Action Committee
- Revision of partnership with Wilmington Housing Authority
- Business Leaders Summit as external assessment of key stakeholders

Community Relations:
- Continued Regional Branding Initiative coverage

Special Accomplishments and Highlights:
- Created UNC Engagement Council of economic and community engagement senior administrators in UNC system (launch meeting to be held April 22, 2014)
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. Although positive activity and results occurred this fiscal year, it is anticipated that a more focused effort in front-line fundraising, especially in major and principal gifts, 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.):
- $5.9M in gifts secured as of 2/28/2014 (8,622 gifts; up 46% over same time last year).
- 203 major gift proposals submitted.
- Proposal value - $6.63M
- Commitments made – $3.92M
- 1,863 contacts made with major gift prospects.
- 5 new planned gift valued at $667,866
- 5 new merit scholarships established.
- $439,949 received in annual giving program solicitations (68% toward FY 14 goal).

Special Accomplishments and Highlights:
- New direction established for both the Board of Visitors and the UNCW Foundation Board to better-assist major gift team in expanding the university major gifts portfolio.
- Searches for Assistant VC for Major Gifts and Director of Development for Major Gifts are close to conclusion. Anticipated offers will be extended in late March.
- Division strategic planning initiative is underway and will be complete by late June.
- 1,541 individuals in the UNCW Society.
- 2,210 individuals in the Clocktower Society.
- Significant growth in the Senior Class Giving Campaign: YTD: 30% increase in dollars and 5% increase in donors YTD.
- Phonathon pledges between $250 - $499 are up 50% YTD (growth attributed the implementation of the UNCW Society Partner level and strategic ask for a recurring gift).
- Events: 25 events; 3,883 guests engaged with the university.
- Phase 1 of office moves completed – final goal is for all Development Director offices to be located on campus by the end of the FY, they are currently in the Carriage House.

Challenges and items of special focus:
- Critical anticipated vacancies in Advancement will hinder operations.
- We continue to experience considerable “donor fatigue” at the major and principal gifts level.
- Give 24 in 24 challenge – a 24 hour challenge with a goal of raising $24k. This challenge should result in many first time gifts as well as repeat gifts from current donors.
- Hosting a celebration for Founding Faculty/Staff Members of the Clocktower Society on 4/1/14
- Hosting annual PHIL Day on 4/10/14 which gives students the opportunity to learn more about the impact of philanthropy at UNCW and thank donors.
Executive Summary Statement:

During the past quarter, the Office of University Relations (OUR) collaborated with numerous departments, divisions and offices on campus to address multiple communications priorities, including: severe weather advisories; Advancement and Athletics fundraising opportunities; promotion of Homecoming, University Studies, the University Innovation Council (UIC), QENO’s AmeriCorps/VISTA project and Business Week; and media relations management, in conjunction with Athletics, regarding a high-profile coaching change. Significant OUR activities included: initial development of marketing materials for the Onslow County extension program, a partnership with Athletics to produce the 2014 Seahawk Club brochure, production of a promotional video and collateral materials for University Studies, and collaboration with Environmental Health & Safety and other offices to participate in a full-scale, real-time active shooter emergency exercise. The Office of University Relations also secured media coverage for UNCW’s role in the regional innovation economy, MARBIONC, faculty research in numerous fields, the BILT project under the Office of Community Partnerships, and arts events on campus.

Quarterly Activity (performance measures, etc.):

- Promotional, design, and/or video services were provided for: Business Week, the Seahawk Club, University Studies, and something.
- OUR is actively working on key design/web/video/photo/promotion projects for University Studies, the Summer Writers Conference, the Navigating Challenging Waters forum, the Onslow County extension program, and the Give 24 in 24 challenge (University Advancement).
- OUR collaborated with University Studies to produce a video about the general education program for incoming and prospective students.

Special Accomplishments and Highlights:

- UNCW’s digital viewbook, produced in partnership by OUR and Admissions, won the "Interactive Viewbook" category in the 29th Annual Educational Advertising Awards, sponsored by Higher Education Marketing Report.
- OUR promoted and covered several Homecoming 2014 events. A three-minute photographic montage showcases the fun that students, alumni, families and friends had on campus during Homecoming.
- OUR and Admissions collaborated with Film Studies to produce a high-profile advertisement for inclusion in Our State magazine’s film issue.
- OUR has arranged Academic Minute features with UNCW faculty. Academic Minute selects faculty experts from institutions within WAMC’s listening area and across the country. Not only will these segments air on the radio, they will also live on Academic Minute and Insider Higher Ed’s websites. A segment with Dr. Steve Ross is scheduled to air April 2.

Challenges and items of special focus:

- Coming up: the marketing launch for Color Me Rad, a major push on CIE promotion and May commencement.