Executive Summary Statement:
The mission of the UNCW Alumni Association and alumni relations team 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. Homecoming has been a major focus over the last few months and we have focused on collaborating with campus partners to provide alumni many reasons to come back and reconnect with their alma mater. We continue to move forward as a team with the division’s strategic plan to implement tactics that will improve the alumni giving percentage and engagement.

Quarterly Activity (performance measures, etc.):

- Oversaw 15 regional, reunion, affinity, online and student events with a total 1,200 attendees. These events included commencement celebrations, regional fall dinners and reunions.
- 34 targeted volunteer meetings hosted by the AR staff engaging 75 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. 63 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.

Special Accomplishments and Highlights:

- The AR 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 held at the Wise Alumni House for all graduating seniors and their families. Alumni Board members William Vaughan and Brad Heath spoke at commencement to offer words of encouragement to new graduates. Our team also handled the scrolls that graduating seniors receive at graduation in place of their diploma.
- The chapter program enjoyed their fall/winter programming in the Cape Fear, Charlotte, Triangle, and Washington, DC regions featuring keynote speaker Chancellor Sartarelli and a student speaker to talk about what it is like to be a student at UNCW. In New York City, alumni from the Cameron School of Business mingled and networked with current students looking to follow in their footsteps in the New York City Area. Plans are currently underway for a NYC Alumni Group.
- Homecoming is set for January 29-31, 2016. A flurry of close to 40 events across campus including alumni reunion programs and the alumni TEALgate will provide alumni and friends a variety of events to choose from. Caroline Reda ’85 (Alumna of the Year) Travis Corpening ’00; ’06M (Young Alumnus of the Year) and Farrell Teague ’54 (Citizen of the Year) will be recognized at the Alumni Awards Reception and throughout Homecoming weekend.
- A virtual networking event was hosted with focus on connecting graduating seniors and alumni. This report was due before results could be analyzed.

Challenges and items of special focus:

- Our Assistant Director was out of the office from August 31 through December 7 with a new addition to her family.
- The search for candidates across the university and strategic planning has taken time away from daily duties.
- Implementation/training for NetCommunity takes significant time and resources. The staff is looking forward to the added efficiency and effectiveness that these programs will bring to current operations.
Executive Summary Statement:

Fall semester 2015 has been a successful and productive period (academically, competitively and community service) for UNCW’s student athletes. Volleyball won the school’s first ever CAA volleyball championship thereby earning the program’s first NCAA tournament bid while women’s soccer set a school record for wins, earning their first ever NCAA at-large bid and winning the program’s first NCAA tournament game. Twelve student-athletes earned their undergraduate degrees during Fall Commencement.

Quarterly Activity (performance measures, etc):

- Seahawk Club giving up 4.16% ($622,300 as of November 30, 2015)
- Athletic senior staff fully engaged in university strategic planning process
- Men’s basketball season ticket sales surpassed goal by $49,000 ($233,822/$185,000)
- Seahawk Sports Marketing has surpassed its FY16 goal by $26,000 ($399,000/$373,000)

Special Accomplishments and Highlights:

- Men’s soccer-Colin Bonner named CAA Men’s Soccer Scholar Athlete of the Year and also named First Team Academic All American
- Volleyball-First CAA Championship in school history and first NCAA Tournament appearance.
- Women’s soccer-school record 15 wins, first NCAA At-Large bid and first NCAA tournament win in school history (2-0 v. South Carolina)
- Men’s Cross Country-Alex Boseman named CAA first team all-conference (first runner in 19 years)
- Student athlete academic support center renovation completed
- Softball stadium phase II construction (dugouts renovation) completed
- UNCW women’s golf finished in tenth place in 14th Landfall Tradition at the Country Club of Landfall. Duke won the team championship and UNCW finished ahead of Clemson, Virginia, Penn State, Ohio State, UCF, Kentucky and Elon.

Challenges and items of special focus:

- Athletic facilities renovation projects underway (men’s basketball locker room, planning and design for baseball and softball hitting facility and fund raising for game day batting cages)
Executive Summary Statement:
During the fall semester, the Office of University Relations (OUR) provided strategy and execution for media relations; content and management for the university homepage, news, other web pages and social media; creation/development of graphic designs for a variety of campus projects; and video and/or multimedia support for important university efforts. Significant support was provided for Chancellor Sartarelli’s tour of local media, part of an effort to continue building his profile, as well as messaging support for his strategic plan. Other key projects/partnerships for OUR included: PHIL Day and Giving Tuesday (Advancement); the men and women’s basketball seasons (Athletics); two new doctoral degrees, several leadership appointments and an international partnership with IIUI (Academic Affairs); and fall 2015 commencement (Academic Affairs and Student Affairs). In addition, OUR developed and distributed the fall/winter edition of UNCW Magazine.

Quarterly Activity (performance measures, etc.):

- Over two quarters, OUR produced and distributed 16 issues of SWOOP, the weekly faculty/staff newsletter, achieving an average open rate of nearly 45%, more than double the national average. The weekly newsletter distributed to media and key community leaders achieved a 35.8% open rate. OUR also produces the Chancellor’s newsletter on a monthly basis.
- Announcement about the appointments of Daniel Baden (MARBIONC), Sharyne Miller (CIO), Martin Posey (CMS) and Michael Wilhelm (International Programs).
- UNCW achieved significant media coverage for two new doctoral programs approved by the UNC Board of Governors in late October (Port City Daily, StarNews, WECT and Time Warner Cable News). Other news highlights: scientific analysis of a great white shark that washed up on Wrightsville Beach in December (New Bern Sun Journal, WNCN, WITN and Port City Daily, among others) and international coverage for UNCW’s partnership with International Islamic University Islamabad (The Express Tribune, Pakistan Observer and The News International). For additional media highlights, please see UNCW in the News.

Special Accomplishments and Highlights:

- The content team produced 80+ news items for the homepage and managed a growing social media outreach program. As of December 10, UNCW had 5,000+ “likes” on Instagram, 36,000+ on Facebook and 18,600+ on Twitter.
- OUR conducted workshops for UNCW Web content managers across campus to reinforce best practices for maintaining and presenting quality content on university sites. OUR has implemented a plan for migrating all university websites to the Cascade content management system. OUR refreshed the UNCW rankings website and added a graphic icon driving visitors to the site to each page with in the university website. An alumnus/vendor has been contracted to produce an interactive global map representing activity of UNCW students, faculty and staff around the world.
- The Media Production staff repaired the long-disabled CHWK network at no cost to UNCW. This is an important internal messaging and emergency broadcast system. The team also produced a year-in-review video; an introduction video that is shown before each UNCW men’s basketball home game; a promotional video for the Office of International Studies to help with recruitment efforts, as well as one for the Watson College of Education to promote the Higher Education Maynooth Internship program.

Challenges and items of special focus:
OUR continues to build staff to help tell the UNCW story. OUR is prepared for significant activity related to the Chancellor’s March 31 Installation ceremony and associated events (printed materials, development/execution of communications, etc.)
Executive Summary Statement:
Following a very productive fiscal year in philanthropic giving during fy2015, 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 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 currently under development.

YTD Activity (* All gifts postmarked as of 12.31.15 will be processed; data as of 01.04.16)
- $5,121,390 in Total Gifts and Pledges
- 19 Major Gift Proposals submitted
- Major and Planned Gift Proposal Value: $998,018
- 16 Major and Planned Gift Commitments made
- 2,381 Contacts Made with Prospects
- 3 New Planned Gifts, Valued at $544,327
- $369,795 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- University Advancement arranged visits with the CEO’s of the region’s top eight corporate employers in the first half of fy2016 and he served as a panelist with the CEO’s of PPD and GE for the Cameron School of Business/Swain Center Economic Outlook Conference in October
- University Advancement organized 112 donor, prospect and employer visits in the Triangle, the Triad, Charlotte and Washington, D.C. and also met with UNCW alumni
- Current planned giving donors ($2 million) made an additional gift of $150,000 that will establish a Distinguished Merit Scholarship to provide full tuition and fees to an incoming freshman with exceptional academic achievement in order to recruit high ability students.
- More than 60 Columbus County donors and community leaders were hosted by Abbie and Rick Edwards to introduce Chancellor Sartarelli
- Dean Rob Burrus (CSB) and Nivine Richie (Finance Department Chair) hosted the largest group of UNCW alumni that has ever gathered in New York City in December
- Approximately 60 members of the Foundation Board, Board of Visitors and their guests attended an oyster roast at the CREST Research Park to be introduced to UNCW, Chancellor Sartarelli and the philanthropic opportunities at UNCW. The board members were also hosted by Dean Van Dempsey in the Education Building for their fall meeting
- The Board of Visitors, Friends of UNCW and the Parents Council also met for their fall meetings and were introduced to Chancellor Sartarelli
- Annual Giving hosted PHIL’s Fall Festival to educate students about the importance of PHILanthropic giving; 300 students attended
- Lauren King, Assistant Director of Annual Giving presented to 11 Freshman Seminar Classes with an interactive trivia game that educated students about PHILanthropy
- Executed the first #GivingTuesday campaign
  - 121 gifts received; including pledges, more than $12,900
  - 57% were first gifts to the university
  - 800 holiday cards were signed by students, faculty and staff
Eddie Stuart, Vice Chancellor for University Advancement
Board of Trustees External Affairs Committee Report

- 90 children from the Boys and Girls Home of Lake Waccamaw were adopted by faculty and staff through the Angel Tree Project
  - Letters were sent to Parents Council members asking for new student recommendations for prospective students to be given a priority look by the Admissions Office, which resulted in double the average number of recommendations
  - 14 events were held throughout the quarter, ranging from small, intimate events to larger events with 477 prospects engaging with the university
  - 369 Thanksgiving cards were signed by scholarship students and sent to scholarship donors to thank them for their support

Challenges and items of special focus:
- University Advancement continues to be in the process of filling the development director for Parent and Family giving, development director for Leadership Annual Giving and the assistant director of Annual Giving positions
- UNCW's annual 24 hour challenge to be held in Spring 2016
- Implementation of NetCommunity for event registration, email solicitations and online giving
- Visit from President Spellings in conjunction with the April 2016 BOT meetings (April 21 & 22)
- Installation of Chancellor Sartarelli on March 31, 2016
- Launch of the Distinguished Lecture Series in March 2016
- Homecoming 2016 (35 events over 8 days)