Executive Summary Statement:

The role of the alumni relations team is to engage alumni in the life of the university and it’s 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 volunteers, mentors, employers and/or ambassadors and to invest by giving back philanthropically to support UNCW and our students. Homecoming was a major focus over the last few months and our team has been in collaboration with campus partners to provide alumni many reasons to come back and reconnect with their alma mater. In efforts to guide our office and our decisions around our mission, our office is actively planning our annual alumni survey to help guide our development and programming decisions. 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 planned and executed 21 regional, reunion, affinity, award and student events with total 1,443 attendees. These events included Homecoming reunions, award recognition events, breakfasts, the Seahawk Salute for graduating seniors, and receptions.
- 33 targeted volunteer committee meetings and one on one meetings/luncheons hosted by the alumni relations staff engaging 119 alumni to personally tell UNCWs story and to increase alumni engagement.
- There was an 18% increase in attendance at Homecoming this year over last.
- 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. During promotions for Homecoming, the daily engagement rate on the UNCW Alumni Association Facebook page grew by 63%. There was a live social media feed (Tintup) at all Homecoming events accumulating 120,434 impressions from the 539 posts on Twitter, Instagram and Facebook over the weekend. These posts were promoting the UNCW hashtags #lovethe dub; #uncwalumni; #UNCWHC15.

Special Accomplishments and Highlights:
- Homecoming was held February 13-15, 2015 and was viewed as a success by all parties associated. A flurry of close to 40 events across campus including 15 alumni specific reunion programs and alumni TEALgate provided alumni and friends a variety of events to choose from to engage with the university. The alumni relations team lead the cross campus collaboration and coordination of events.
- Robert Rideout ’95 (Alumni of the Year) Ryan Creselius ’06 (Young Alumni of the Year) and Josh Vach ‘87 (Citizen of the Year) were recognized at the Alumni Awards Reception and throughout Homecoming weekend.

Challenges and items of special focus:
- The reorganization of the alumni relations team will allow for added interactions with the alumni base. The team currently remains down a team member. There is currently an active search to fill that vacancy.
- Implementation and training for The Raiser’s Edge and iModules 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:

The first quarter of 2015 has been a busy period with both basketball programs finishing strong in CAA play. The men’s team under CAA Coach of the Year Kevin Keatts participated in post season play for the first time since 2006. The Seahawk Club sent out membership renewals for the 2015 membership year in February.

Quarterly Activity (performance measures, etc):
- Adrianne Swinney named Deputy Director of Athletics
- Elizabeth Woidt named Seahawk Club Assistant Director
- Shawna Baker-Karl named Academic Coordinator
- Marcellus Williams named Compliance Assistant
- Jessica Eliott named Assistant Strength Coach

Special Accomplishments and Highlights:
- Men’s basketball won CAA regular season championship
- Kevin Keatts named CAA Coach of the Year
- Men’s basketball played in the College Insider Tournament (CIT)
- Women’s basketball finished 14-16 (10-8 in CAA)
- Men’s basketball led the CAA in attendance (3,955)
- Volleyball locker room renovation completed

Challenges and items of special focus:
- Strategic Plan update
- Athletics Policy and Procedures Manual update
- Total revenue for the Seahawk Club is up 19.75% (2/28/15)
Executive Summary Statement:
Community Partnerships continues to strategically create and build comprehensive, university-wide, focused priorities to enhance the engagement activities of the campus community with acknowledgement, support and encouragement while finding opportunities to align those activities with community and corporate development.

Quarterly Activity (performance measures, etc.): As per our priority areas throughout March, 2015, April, 2015 and May, 2015:

March, 2015:
- Wounded Warrior Battalion Meetings at Camp LeJeune and UNCW (CIE, CHHS)
- UNC General Administration Metrics Report (collaborating on draft report for BOG)
- Branding Initiative Leadership Team – final meetings with State Offices (Secretary of Commerce) and City of Wilmington/New Hanover County reps to provide final report

April, 2015:
- Youth Violence Initiative meetings, (includes presentations and Impact Report to City Manager, City Council and community members by UNCW Cluster Group Facilitators)

May, 2015:
- Coalition of Urban and Metropolitan Universities (Professional Development presentation proposals due)
- Presidential Higher Education Community Service Honor Roll applications due (Economic Opportunity, Education and General Service)

Special Accomplishments and Highlights:
- North Carolina Campus Compact presentations by UNCW at annual conference
- STEM Outreach: Support for Regional Science Olympiad competition at UNCW with 1000 middle and high school students competing (2500 in attendance with dozens of volunteers from UNCW, public schools and business and industry); Hosted statewide competition for Junior Science and Humanities Symposium
- Police Athletic League championship game hosted at UNCW (OCP, CHHS, Athletics support)

Challenges to address:
- Continue efforts regarding strategies for reporting partnership and engagement activities (faculty, staff, students)
Executive Summary Statement:
Following a very productive fiscal year in philanthropic giving, 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. With the adoption of a three-year strategic plan, it is anticipated that performance targets in annual, alumni, major and planned giving will position UNCW to more effectively secure private support.

Activity (YTD performance measures, etc.):
- $6.7M in total gifts and pledges
- $5.5M in gifts receipted
- 51 major gift proposals submitted
- Proposal value - $6,700,844
- Commitments made - $4,229,268
- 2,115 contacts made with major gift prospects
- 7 new planned gifts valued at $2,595,000
- 9 new merit scholarships established
- Annual Giving Dollar $589,634 (5% increase YTD) and 89% toward FY 16 goal
- Alumni Donors 2,827 (23% increase YTD) and 77% toward FY 16 goal

Special Accomplishments and Highlights:
- Developed and distributed specific endowment reports for each college/school
- Hosted successful Homecoming weekend (18% increase in attendance)
- Hosted a very successful AAGA luncheon during homecoming weekend with more than double the participants from last year.
- Hosted recognition event for E.L. White Society and Wilmington Society members
- Conducted successful One-Day giving Challenge “Give More in 24”
  - Noteworthy Stats:
    - Gifts and pledges secured totaled $237,863 including match (51% increase over 2014 challenge)
    - Gifts and pledges came from 617 donors (42% were alumni)
    - 12% of FY 15 challenge donors were students compared to 3% of FY 14 challenge donors being students.
    - Deans and administrators made reminder phone calls to alumni during the Challenge securing $953 on credit cards. 62% of the dollars captured by deans were on credit cards versus an average of 32% of dollars captured by students on credit cards when calling reminders
    - Number of first-time donors more than doubled during this year’s challenge

Challenges and items of special focus:
- Planning a comprehensive transition plan for new chancellor to connect on critical donor relationships.
- Vacant Major Gift Officer Positions: Athletics and Watson College of Education/Undergraduate Studies.
- Conversion to a new software solution (Raiser’s Edge and iModules) to more effectively drive business and expand fundraising capabilities is underway and is on track.
- Raiser’s Edge continues to be a challenge with building new reports in conjunction with information that is still housed in Banner from other areas (Finance, Student, etc.) and data clean up.
- Working with a limited staff in events; position to be filled as soon as possible
- Planning for 5th annual PHIL DAY to be held on Thursday, April 16. Analyzing results of survey sent to all students regarding the Get to Know PHIL student philanthropy education program to make strategic decisions for FY 16
- Building FY 16 budget to incorporate strategic goal action items
- Exploring and evaluating vendors who can help UNCW establish a crowdfunding platform
Executive Summary Statement: The Office of University Relations (OUR) collaborated with a number of campus partners to “tell the university’s story” during the first half of the spring semester. Key collaborations included those with the chancellor’s office to support the chancellor search process; Athletics to support the new Seahawk spirit logo launch; and University Advancement for “Give More in 24,” the successful 24-hour fundraising challenge. Other significant accomplishments include: the production of seven videos for the Swain Center to highlight faculty and programming; supporting Homecoming 2015 with collateral design/creation and editorial/media coverage on multiple channels; and updating marketing materials and the Seahawk Club membership booklet in support of the new athletics logo.

Quarterly Activity:

- Media coverage highlights: During the past quarter, the Office of University Relations has secured over one million media impressions weekly. Coverage includes: UNCW being named one of the top universities in the US and among the most efficient in the country; University Advancement’s successful “Give More in 24” campaign; CHHS’s partnership with the Police Athletic League; Watson College of Education’s STEM programming; research lead by a UNCW Physics and Physical Oceanography associate professor with members at Duke and Ohio State; and nursing students’ educational trip to Latin America.

- Media production highlights: CHHS video interview with special guest Sloan Gibson, Deputy Director of the VA; and the aforementioned Swain Center videos.

- Provided photographic coverage/support for Homecoming 2015, weekly WE ARE UNCW profiles, Business Week materials, the revised Business Affairs website, the university’s sustainability catalogue and new promotional materials for Randall Library.

- Creative Services highlights: updated and developed materials for Admissions’ Seahawk Preview Day in April; promotional items for summer youth programs; and banners, rack cards, posters, programs and other collateral for programs such as: Business Week, WITX, ETEAL, CHHS Week, Career Center, Transition Programs, and women’s history month, among others.

Special Accomplishments and Highlights:

- Visitor traffic to the “Give More in 24” website increased by 23 percent compared to last year. On the day of the event, the traffic doubled compared to 2014. In 2015, on the day of the challenge, the page received 1,295 page views, compared to 595 page views the previous year. Total page views for the site, which launched March 24, were 4,885, compared to 3,969 for 2014’s site.

- OUR continued to manage communications, both internally and externally, regarding leadership changes and the opportunities created by them.

Challenges and items of special focus:

- The initial and ongoing introduction of our new Chancellor to various segments of the UNCW community will remain a top-level priority for OUR for the next few months.

- OUR welcomed Jennifer Glatt, an accomplished regional magazine and website editor, as the university’s new publications manager. Jen will be charged with streamlining the publications process to maximum OUR’s editorial and design effectiveness and offering a strategy for financially sustainable, high-quality publications in 2015-16.

- OUR continues to be overwhelmed by the need for promotional support around the arts and cultural events on campus. The summer will offer a good opportunity to revisit this process and reevaluate how to best promote events without sacrificing promotional resources for other campus initiatives, achievements, and stories.