



Strategic Goal Achievements

- Continued alumni outreach through regional and affinity chapter programs
- Continued alumni outreach through implementation of reunion program

Quarterly Achievements

- The Wilmington College Alumni Chapter hosted its monthly luncheons at Jackson's Big Oak BBQ.
- The Cape Fear Area Alumni Chapter hosted its "Alumni After Work" networking social at Dockside on September 8. More than 150 alumni and friends enjoyed drinks and giveaways.
- Family and Alumni Weekend was hosted on September 23-24.
 - An alumni music concert and reception was hosted in the Beckwith Recital Hall. Nearly 150 alumni, students, faculty and staff enjoyed performances by alumni and faculty.
 - The Golden Wing Society induction brunch for alumni who graduated in 1961 and older was held in the Warwick Center on campus. Nearly 40 alumni enjoyed brunch before a trolley tour of campus.
 - The Legacy Pinning Ceremony was held on Saturday afternoon in the Burney Center on campus. The ceremony featured the pinning of incoming students who have a parent, grand-parent, or sibling who is an alumnus of UNCW. Nearly 150 celebrated their legacy at UNCW.
 - The first "Alumni Day at the Beach" was hosted at Wrightsville Beach near the Oceanic Pier. Alumni enjoyed a variety of food, games and live music under the alumni tent.
- The Alumni Relations Office hosted an alumni appreciation breakfast during Employee Appreciation Week for alumni who are employed at UNCW. Approximately 100 alumni stopped in for breakfast and fellowship with each other.
- The Watson School of Education hosted their fall dinner on October 6 at the Watson School building. Nearly 40 alumni attended to hear a presentation by new Dean, Dr. Kenneth Teitelbaum.
- The alumni relations office sent numerous electronic newsletters and various communication pieces to various target alumni groups on behalf of academic deans and department chairs.
- The Alumni Association Facebook page now boasts more than 5,500 fans and LinkedIn has more than 3,100 alumni.

Current Projects

- The Cameron School of Business Alumni Chapter is hosting its fall speaker breakfast on October 26 at 7:00 a.m. in the Burney Center. Alumni and friends will be treated to breakfast and a presentation by 2011 Young Alumnus of the Year, Shaun Olsen '02 about "The New Epoch of Technology and Entrepreneurship."
- The Triad Area Alumni Chapter will be hosting its fall reception on Thursday, October 27 at the Greensboro Country Club at 6:30 p.m. Alumni and Friends will enjoy a networking social and hors d'oeuvres with Chancellor and Mrs. Miller.
- The Charlotte Area Alumni Chapter will host its fall dinner at the Charlotte City Club on Thursday, November 3 at 6:00 p.m. Alumni and friends will have the opportunity to network with Chancellor and Mrs. Miller prior to dinner while overlooking the city skyline.
- The Triangle Area Alumni Chapter will host their fall dinner on Wednesday, November 9 at the Prestonwood Country Club in Cary at 6:00 p.m. Alumni and friends will enjoy meeting Chancellor and Mrs. Miller during the networking reception prior to dinner.
- The Alumni Association will host a reception at the Willard Intercontinental Hotel in Washington DC on Thursday, December 1 at 6:00 p.m. for alumni and friends of the university. Attendees will have the opportunity to network with each other and meet Chancellor and Mrs. Miller.
- Senior Sankofa will be held Friday, December 16 in the Watson School Atrium.
- A graduation reception will be hosted at the Wise Alumni House on Friday, December 16 at 6:00 p.m. for graduating students and their families. This event welcomes the newest members of the Alumni Association.
- Homecoming will be held the weekend of February 3 – 5, 2012

Personnel Updates

- Assistant Director for Regional Chapter Programming, Lindsay LeRoy is on leave after the birth of her baby girl Violet, who arrived on Labor Day. Ms. LeRoy anticipates returning to the office in January.

Issues/Challenges

- Budget cuts are reducing programming and taking away the necessary tools to engage alumni



Strategic Goal Achievements

- Resource Development-UNCW Student Aid Association, Inc. (Seahawk Club) 2011 unrestricted athletic scholarship donations up 121.25% for July, August, September from same period in 2010.
- Stewardship-UNCW Seahawk Club has completed staffing and is implementing a comprehensive customer service initiative to enhance public perception and confidence in UNCW's Athletic Development operations.

Quarterly Achievements

- Completed Trask Coliseum upgrades and renovations (\$2,000,000) on time and on budget.

Current Projects

- Basketball season ticket sales campaign underway.

Personnel Updates

- Katie Stowe promoted to Assistant Director of Membership Services for UNCW Seahawk Club.
- Patrick Spach hired as new Assistant Director of Seahawk Club
- Haig Lea hired as new Assistant Athletic Director of Ticket Operations and Development

Issues/Challenges

- Selling out Trask Coliseum. Please join the Seahawk Club and buy season tickets!



Strategic Goal Achievements

- **Diversity:** conducted planning meetings and publicized initiatives and events related to diversity with Centro Hispano, LGBTQIA office, Multicultural Affairs, Admissions; diversity ads for HR; photo Coverage included Columbus County minority student outreach with Upperman Center and WSE; military-friendly facilities and programs at CCCC, Camp LeJeune and Jacksonville; Military and Diversity Receptions during WelcomeWeek; Anne Deavere keynote address; and reception for SAND students, diversity recruitment team
- **Powerful Learning Experience/Faculty and Staff Retention:** Stories showcasing student and faculty achievement, including Comm Studies students who made a commercial for the Weather Channel with Jim Cantore (and support from faculty member Bill Bolduc); Dr. Tony Puente’s major award from the American Psychological Association; Creative Writing professor Clyde Edgerton’s latest book introduction, *The Night Train*; military student Lee Wiegand; young alumnus and award-winning filmmaker Shaofu Zhang; student researchers involved in Marine Mammal Stranding project and their work using the Burevitch Lab facility; photo coverage of Education Forum event for Watson School of Education, New faculty orientation events, Dr. Antonio Puente at Tileston Clinic for *Re:Search*, Centerpiece in *Coast Watch Magazine* highlighting faculty and student research on Masonboro Island, Clyde Edgerton book event at UNCW Bookstore
- **Friend & fundraising:** Alumni Friends and Family Weekend photo coverage; Cape Fear Chapter Reception for Chancellor Miller; photos of Trask Coliseum renovations by donor
- **Public service & engagement: photo coverage of** military-friendly facilities and programs at CCCC, Camp LeJeune and Jacksonville; Move-In Day photo coverage; Entrepreneurship Guest Lecturer; 9/11 photo coverage; Brunswick Forest and Winding River Neighborhood Partnerships; OLLI opening class

Quarterly Achievements

- **Social Media:** Held first social media roundtable in August with representatives from Alumni Relations, Athletics, Cultural Arts and Public Service;
 - Facebook: **between 8/1 and 9/24/11:** new likes up 54%; post views up 112% and post feedback up 286
 - Twitter: established Chancellor Miller’s Twitter account; Chancellor Miller has 426 followers as of 10/03/11; number of UNCW followers as of 9/24/11: 3253, up 459 (14%) since 8/1/11
- **Executive communications:** 25+ speeches or remarks for the Chancellor; 5 speeches/remarks for the Provost; 20 letters for the Chancellor
- **Web:** Chancellor’s website; migrated 33% of UNCW’s 37,000+ web pages to new design
- **Online publications:** 129 announcements posted to @uncw, 33 lead photos – weekly send-out to 2,300+ faculty/staff has 25% open rate (approximately 600 opens per message); Seahawk Spotlight – August/September – sent to 21,000+ emails with 17.6% open rate
- **Media Relations:** 9/11 anniversary events - extensive publicity received for this event from print media, TV, radio and social media; CARE program for Red Flag Campaign and awareness of relationship violence; Safety Symposium; *The Bald Soprano*, *The Room* and the 2011-12 theatre season (Dept. of Theatre); Regional Education Summit on innovation with partner districts (Watson School); Media event to showcase Burevitch Lab (Biology and Marine Biology); Employee Appreciation Week; Seahawk Admissions Network for Diversity (SAND-Admissions)
- **Hurricane Irene:** multiple emergency communications to internal and external audiences
- **Marketing:**
 - Chancellor’s office: new graphic/messaging project
 - EH&S: Safety Symposium materials
 - Employee Appreciation Week materials; Award of Excellence certificates
 - Community partnership material - Brunswick Forest and Winding River
 - Athletics- 2011-12 Seahawk Club graphic element
 - Business Affairs: *Expect the BEST* graphic; Campus Crime Report; Financial Report
 - Academic Affairs: Upperman Center WJ ads; Admission- *Our State* ads, Freshman Profile Sheet; International Profile Sheet; WRAL web graphics for video project; Graduate and Law School Day materials; Convocation materials; University College Synergy Common Reading Program materials; Cameron School of Business’ Economic Outlook Conference materials, Fall 2011 Swain Center program , MSA Profile Book, IMBA Profile Book, Teaching Economics Faculty Seminar brochure, GWBJ ads for graduate school recruitment; PSCS’ Pathways catalog, postcard and ads; Sherman Lecture Series collateral materials; Teaching American History Series collateral materials; Theatre- *The Bald Soprano* and *The Room* playbill
 - Student Affairs : UNCWelcome book; 2011-12 phone book; Family & Alumni Weekend materials; RA recruitment materials; *UNCW Presents* event material (*Spurlock, Smith, Good Lovelies*); Seahawk fitness materials; Adventure recreation materials; 2011-12 Rec Center materials; Intramurals sports materials and 2011 fall calendar material for Campus Recreation



Cindy Lawson

Assistant to the Chancellor, Marketing and Communication

- **Photography & Multi-media:** Centerpiece in *Coast Watch Magazine* highlighting research work by faculty and students on Masonboro Island; multimedia projects for Move-In, Convocation and 9/11 student event.

Current Projects:

- **Cameron School of Business:** develop content for *Greater Wilmington Business Journal* insert for November
- **Website:** Conversion of all remaining UNCW's 37,000+ websites by end of semester
- **Social Media:** Creating a clearinghouse list of official UNCW social media sites and developing 5-year plan for social media and UNCW; Finalizing social media guidelines; researching safety aspect of social media as it pertains to campus users
- **@UNCW:** conversion to Umbraco in design phase
- **Talons:** online magazine progressing – making tweaks to design and functionality, staff learning to use content management system: Umbraco
- **Strategic marketing plans:** PSCS units, WSE, Swain Center and CHHS
Media: local media roundtable luncheon with Chancellor Miller and Wilmington editors and reporters for Oct. 18; significant number of open -record requests; Domestic Violence Awareness Month (October); Hispanic Business Development Conference (Centro Hispano); Met Opera: Live in HD (OLLI); Economic Outlook Conference (Cameron School); Sherman Lecture Series (History); Buckner Lecture (English); College Day (Arts & Sciences)

Personnel Updates

- Reorganized the staffing in MaC to enable us to leverage social media more, to help marketing area write and edit the copy on hundreds of brochures, which, in turn, has allowed the other writers to focus on their respective areas of responsibility without interruption, and to help media relations focus more on state-wide, regional and national media coverage
- Hired a 10 hour-per-week imaging technician thru student work study



Strategic Goal Achievements

- Total gifts and pledges of \$60,676,407 have been made since July 1, 2005, thru *The Campaign for UNCW – Soaring to Greatness*, of which \$38,388,552 has been received thru September 30, 2011. The total of these gifts and pledges is 93% of the campaign goal of \$65,000,000.
- Planned gifts, both revocable and irrevocable, established since July 1, 2005, have a fulfilled value of \$11,985,348; however, the revocable planned gifts, totaling \$5,020,000, are not included in the campaign totals to date.
- Alumni donors have contributed \$198,514 during the first quarter of FY12; these gifts were made by 823 alumni, as compared to gifts from 614 alumni during the same period of FY 11.
- 6 new scholarships were established during the first quarter of FY 12, all of which are merit-based; 3 of the new scholarships are endowed with a total value of \$75,000 and 3 are annually funded with an annual award amount of \$8,375.

Quarterly Achievements

- Gifts totaling \$1,233,292 were received during the first quarter of FY 12; of these, gifts of securities totaled \$65,957 as compared to gifts of securities of \$19,943 during the same period in FY 11 and \$31,640 during FY 10.
- Two new planned gifts were established during the first quarter with an unrealized value of \$75,000.
- Annual giving solicitations were 92% greater in dollars and 22% greater in number of donors during first quarter FY 12, as compared to first quarter FY 11; of these, there was a 34% increase in the number of alumni donors.
- Online giving was 546% greater in dollars and 217% greater in number of gifts during the first quarter FY 12, compared to the same period the previous year.
- The Phonathon has a 21% increase in dollars pledged and a 7% increase in number of gifts during the first quarter of FY 12, with a fulfillment rate approximately double the previous year due to significantly more credit card gifts.
- 52 major gift proposals, with a total value of \$901,256, were made during the first quarter of FY 12; to date, commitments totaling \$262,756 have been received. The average solicitation value is typically less due to the significant number of Parents Council solicitations of \$1000 during the first quarter of each year.
- Development personnel had 534 contacts during the first quarter of this year, of which 5% were ‘discovery’, 70% were ‘cultivation’, 10% were solicitation, and 15% were stewardship contacts.

Current Projects

- Successful completion of the campaign, with expectation of having the \$65M goal exceeded!
- Kicking off the Chancellor’s Road Tour with a reception at River Landing in August, hosted by Wendy and Dell Murphy, will be followed by visits scheduled in the Triad on October 27-28, Charlotte on November 3-4, Triangle on November 9, and Washington, DC on December 1-2. Alumni, parents and friends are visited at each of these locations, as well as guidance counselors, media outlets, and legislators. Other meetings with various constituents are planned during the Chancellor’s meetings in Boston and San Francisco during the fall.
- Promoting the Kenan Challenge, made possible by a \$50,000 gift from the William R. Kenan, Jr., Charitable Trust, to encourage alumni to invest in their alma mater; the match ratio is 2:1 for first-time alumni donors and 1:1 for previous alumni donors, up to gifts of \$100.
- Donor Relations (now named Events and Donor Relations) was assigned responsibility for all events previously managed by the Chancellor’s office, as well as oversight for other campus events in which the Chancellor has a role, not including such events as commencement.
- Protocols for events have been developed in consultation with the Chancellor, and also coordinated with Mrs. Miller for Kenan House events.
- *Phil’s Dub Hunt*, a text-based scavenger hunt contest held on October 18, will continue the education of students about the importance of philanthropy at UNCW; 35 teams of 5 students each registered for the event. The winning team will receive a \$50 gift card donated by Hiro’s Japanese Steakhouse.

Personnel Updates

- Barbie Cowan joined the Events and Donor Relations office as Assistant Director for Ambassadors and Events, as part of the Chancellor’s re-structuring of event management.

Issues/Challenges

- Current economic environment continues to have a significant impact on philanthropy