



**UNIVERSITY OF NORTH CAROLINA WILMINGTON**

**Board of Trustees**

**Report/Recommendation**

**Title:** [Report on Alumni Relations]

**Summary:** The last quarter has been extremely busy featuring events to introduce Chancellor and Mrs. Miller to alumni constituents. Upcoming projects include Homecoming, which will be held February 3-5, spring networking events for regional chapters and various programs for affinity chapters.

Attachments: Committee Report



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### **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 Cameron School of Business Alumni Chapter hosted its fall speaker breakfast on October 26 in the Burney Center. Alumni and friends were 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 hosted its fall reception on Thursday, October 27 at the Greensboro Country Club. Close to 30 alumni and Friends enjoyed a networking social and hors d'oeuvres with Chancellor and Mrs. Miller.
- The Charlotte Area Alumni Chapter hosted its fall dinner at the Charlotte City Club on Thursday, November 3. More than 110 alumni and friends enjoyed meeting Chancellor and Mrs. Miller prior to dinner while overlooking the city skyline.
- The Triangle Area Alumni Chapter hosted its fall dinner on Wednesday, November 9 at the Prestonwood Country Club in Cary. More than 110 alumni and friends enjoyed meeting Chancellor and Mrs. Miller during the networking reception prior to dinner.
- The Alumni Association hosted a reception at the Willard Intercontinental Hotel in Washington DC on Thursday, December 1 for alumni and friends of the university. More than 100 attendees had 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 was hosted at the Wise Alumni House on Friday, December 16 for graduating students and their families. More than 180 attended to be welcomed as the newest members of the Alumni Association.
- 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 5,700 fans and LinkedIn has more than 5,100 alumni.

### **Current Projects**

- Homecoming will be held the weekend of February 3 – 5, 2012
  - The Alumni Awards reception will be held on Friday, February 3 at 6:00 p.m. at the Kenan House. The 2012 recipients are: Alumna of the Year, Shanda Bordeaux '92; Young Alumnus of the Year, Justin Queen '04; and Citizen of the Year, Ann Sherman-Skiba
  - The Cameron School of Business Alumni Breakfast will be held on Saturday, February 4 at 9:30 a.m. in the CIS building atrium
  - The Nursing School Alumni Breakfast will be held on Saturday, February 4 at 9:30 a.m. in the multipurpose room of McNeil Hall
  - The African American Graduate Association Luncheon will be held on Saturday, February 4 at 11:00 a.m. in the Azalea Coast Room of the Fisher University Union
  - Housing and Residence Life Reunion will be at 11:30 a.m. in Seahawk Crossing, Building two on Saturday, February 4
  - The Watson School of Education Luncheon will be held at noon in the WSE Atrium on Saturday, February 4
  - The Psychology Department Alumni Luncheon will be held at noon in the Clocktower Lounge of the Fisher Student Center on Saturday, February 4
  - The Communication Studies Alumni Reception will be on Saturday, February 4 at 2:00 p.m. in the Leutze Hall Lobby
  - The Student Government Association Alumni Reception will be on Saturday, February 4 at 2:30 p.m. in the CAIC suite of the Fisher Student Center
  - The Honors College Alumni Reunion will be Saturday, February 4 at 3:00 p.m. in Randall Library, Room 2007
  - Alumni Association TEALgate will be on Saturday, February 4 at 4:30 p.m. under the tent next to the tennis courts (prior to the men's basketball game). Alumni and Friends will enjoy food, music and a pre-game message from Buzz Peterson. Dean's Club and Parent's Club members will be recognized.
  - The Homecoming Celebration will be held in the Burney Center following the game. Food, beverages and live music by the Schoolboys will be featured.
- The Crew Club will have their annual reunion on February 25. A morning row will be followed by dinner at the Madeline Suite.
- The Cameron School of Business Alumni Chapter will host a speaker breakfast featuring the three CSB Alumni Achievement Award recipients in a panel discussion setting during Business Week, March 27-30



**UNIVERSITY OF NORTH CAROLINA WILMINGTON**

**Board of Trustees**

**Report**

**Title: Report on Department of Intercollegiate Athletics**

**Summary:** Resource development continues to be the department's top strategic priority. Unrestricted giving to the UNCW Student Aid Association, Inc. (Seahawk Club) continues to increase and Seahawk Sports Marketing is making great strides selling Seahawk sports in the greater Wilmington community. Great progress is being made in all of athletics' external affairs.

Attachments: Committee Report



### **Strategic Goal Achievements**

- Resource Development

UNCW Student Aid Association, Inc. (Seahawk Club) unrestricted scholarship giving up 63.93%.

All donations (cash received) up 188.92%.

(Totals are for contributions received 1 July – 31 December, 2011 as compared to same period in 2010.)

Seahawk Sports Marketing Revenue up 65% (through 13 January 2012)

- Compliance

Academic Improvement Plan for Student-Athlete Academic Services approved by NCAA

Agreed-Upon Procedures submitted to NCAA per requirement of National Collegiate Athletic Program (NCAA) Bylaw 3.2.416.

### **Quarterly Achievements**

- Successful Seahawks Tomorrow event. More than 4,000 area elementary school students toured campus facilities and attended morning women's game versus Northeastern.

### **Current Projects**

- Baseball committee working on feasibility study for improvements to Brooks Field.

### **Personnel Updates**

- Heather Magill hired as Academic Coordinator

### **Issues/Challenges**

- Started new Seahawk Club giving year.



**UNIVERSITY OF NORTH CAROLINA WILMINGTON**

**Board of Trustees**

**Report/Recommendation**

**Title: Report on UNCW website migration and social media activity**

**Summary:** UNCW's website redesign migration was completed one year ahead of schedule & involved more than 300 content managers who migrated more than 40,000+ web pages. UNCW Facebook views increased 88%, and Facebook feedback h increased by 14%. UNCW twitter followers increased by 622, and our tweet posts increased by 183 during the past quarter. Chancellor Miller has issued almost 200 tweets over the past five months; he now has almost 700 followers.

Attachments: Committee Report



## **Strategic Goal Achievements**

### ***Diversity***

- Photography and Publicity of Pre- and Kwanzaa Holiday Celebrations, Hispanic-Latino Alliance Conference, and Senior Sankofa

### ***Fundraising***

- Burevitch Lab announcement – Wrote speech and news release for Burevitch Lab announcement, managed media day.
- Osher Lifelong Learning Institute second \$1 million gift announcement – Prepared remarks, assisted volunteer participants with remarks, contributed to media
- Photographic documentation of Trask Coliseum upgrades, multiple Alumni Assoc. / Chancellor receptions in five cities, Seahawk statue installations at Wise Alumni House, OLLI/Osher Donor announcement Alumni concert series, Dept. of Music & multiple holiday receptions for alumni, donors

### ***Regional Engagement***

- Photography, marketing and publicity for Economic Outlook Conference, Fall Education Summit at WSE, Cross City Trail dedication, Geology Week outreach effort to local schools, BB&T Lecture Series for CSB, Veteran's Day North Carolina Living Treasures awards, Kennedy Center Artist in schools, arts integration in public schools (Office of Cultural Arts) & Entrepreneurship Lecture Series
- Support of regional outreach initiatives ranging from educational events and activities in the Watson School to Feast DownEast local food programming to childhood obesity conference to placement of Americorp volunteers in community nonprofits through a UNCW grant-funded program.

### ***Advancing Faculty and Staff***

- Photography and publicity, including leveraging UNCW social media sites, for Clyde Edgerton book release, Employee Appreciation Week photo coverage, staff awards, ITS staff awards & Global Citizen awards

### ***Safe Campus Environment***

- Photography and publicity for Teal Trail Dedication, Construction updates of Rec Center and Psychology Building WAGS-giving
- Leveraging social media to alert target audiences about two emergency situations

### ***Student achievements***

- Photography and publicity for Professional Health Research poster presentations, Synergy Common Reading events, Whale stranding response team that included student researchers, CHHS Convocation, Nursing school students working on simulators for visiting guests, CSB's Rocket Pitch, archeological digs in Columbus County, Fall Commencement ceremonies, and UNI-Edge research poster presentations
- Stories included students who won first place in the PacifiCorps Design and Development competition for instructional design; undergraduate students who accompanied faculty to New York for the National Book Awards ceremony honoring nominee Edith Pearlman for Binocular Vision; and faculty members who received Fulbright travel awards

## **Quarterly Achievements**

### ***Web***

- Website redesign migration completed one year ahead of schedule (involved coordinating with hundreds of web content managers and addressing 40,000+ web pages)

### ***Social Media***

- Planned and implemented monthly social media brown bag lunches for members of the campus community to ask questions and discuss how and when to use social media.
- Facebook - views were up 88%, and post feedback increase by 14%.
- Twitter - tweet count went from 81 during the period from July – September to 264 this past quarter. gained 622 followers
- Produced and posted 5 videos for social media
- Established Research Twitter and Tumblr accounts

### ***Photography***

- Update of Final Cut Server and Master Photo Archive to now include 29,000+ images
- Four multimedia projects for web / social media sites

### ***Media Relations/Crisis Communications***

- Two incidents required crisis communications coordination, both involving reported gunmen near or on campus, one on Monday, Nov. 14 (a robbery at Hardees adjacent to campus) and the second on Saturday, Dec. 3 (man with rifle reported walking down Racine Drive). Both generated extensive media coverage, particularly the first incident, which was covered by AP and picked up by more than 600 national outlets.

- Development of communications/media relations strategy and coordination of on-site media for special called meeting of the Board of Trustees and announcement of UNCW's proposal for 2012-13 tuition and fees Dec. 16.
- Local media coverage of UNCW's annual "Wagsgiving" Thanksgiving celebration at Wagoner Dining Hall Nov. 17. Coordinated publicity effort utilizing extensive social media coverage, including live tweets from the event, video and still photography, external media coverage and exposure on the UNCW homepage and News and Events website. Student involvement in coverage through MaC interns, which shot and edited video and provided on-site social media coverage.
- Research support: stories/press releases on faculty research on Splenda in the water supply and new research showing resiliency in coral and sea urchin populations
- Publicity for major campus events: December Commencement, pre-Kwanzaa Celebration, "For Colored Girls," student-run French film festival; Living Treasures award announcement by Randall Library & Cameron Art Museum

### **Marketing**

- Summer School: collateral materials
- CSB: International MBA & MSA booklets and Swain Center collateral
- Advancement: Endowment Report
- Athletics: Seahawk Club booklet
- Chancellor's Office: 30 speeches and sets of remarks, Holiday Open House, Teal Toast Receptions, Installation materials, 60+ Twitter messages and prepared more than 30 notes, letters and email messages for the Chancellor
- Academics: Spring 2012 Pathways, 2011 December Commencement including remarks for several speakers, Sherman Lecture Series, MLK event, Cameron School of Business insert in Greater Wilmington Business Journal
- Business Affairs: 2011 Financial Report
- Student Affairs: UNCW Presents booklet
- *Seahawk Spotlight* sent monthly to 20,000+ emails with average open rate of 16.26 percent

### **Current Projects**

- Chancellor's installation
- Support of major spring events on campus: MLK Celebration, Black History Month in February, the Vagina Monologues, Women's History Month in March, Intercultural Week, spring Theatre productions and art, Stompin at the Savoy, iWeek 2012
- Social Media: developing a strategic social media plan; implementing a variety of "like-gate" templates for the campus community to choose from for their Facebook pages.
- Branding and messaging for: College of Health and Human Services, Watson School of Education, Dept. of Theatre
- Athletics update and refresh athletic marks
- Magazines: Talons online magazine – in final phases of production, printed versions of *UNCW Magazine*, *re:search* and *CAS Magazines*
- Admissions: Freshman Profile Sheet, Connect Card
- PSCS: Marine Quest collaterals
- Video about coastal plant research for *re:search* magazine
- *Cameron Insider* – online newsletter
- *Connections* magazine for Watson School of Education
- Monthly social media Brown Bag lunches instituted

### **Personnel Updates**

- Dana Fischetti, Manager Media Relations, will be leaving UNCW sometime this year to join her husband whose has taken a position with a university in Louisiana



**UNIVERSITY OF NORTH CAROLINA WILMINGTON**

**Board of Trustees**

**Report**

**Title: Report on University Advancement Achievements and Activities**

**Summary:** Advancement achievements during the 2<sup>nd</sup> quarter of FY 12 were significant in moving toward the completion of “The Campaign for UNCW: Soaring to Greatness”. A detailed report on strategic goal and quarterly accomplishments, as well as current projects involving development, event and donor relations, and advancement services is attached.

Attachments: Committee Report





**Strategic Goal Achievements**

- Total gifts and pledges of \$64,861,862 in support of ‘The Campaign for UNCW: Soaring to Greatness’ have been made since July 1, 2005, of which \$54,093,546 has been received thru January 15, 2012.
- Revocable planned gifts, established since July 1, 2005, have a total fulfilled value of \$5,020,000; these gifts are not reflected in the total of gifts and pledges received to date, although irrevocable planned gifts (totaling \$7,028,853) are included.
- As one of the campaign’s highest priorities, a total of 238 new scholarships have been established since July 1, 2005; please see the table below which provides a breakdown of the new scholarships by various categories. Additionally, approximately 150 existing scholarships had additional funds added during the campaign, thereby increasing the award benefit to the students.

	<b>Endowed</b>	<b>Annually Funded</b>	<b>TOTAL</b>
Merit Based	127	101	228
Need Based	6	4	10
Diversity	7	6	13
Distinguished Merit Scholarships	3	2	5
Athletics	17	2	19
Total New Scholarships	133	105	238
Endowment Book Value of Scholarships	\$7,650,888	n/a	\$7,650,888
Annual Value of New Scholarships	\$344,290	\$409,209	\$753,499

**Quarterly Achievements**

- Gifts received thru December 31, 2011, total \$4,482,971, of which \$2,337,638 was received in the month of December; gifts received in support of Athletics during the first half of FY 12 totaled \$1,249,702, which represents a 157% increase over the same period in FY 2011.
- 14 new scholarships were established during the second quarter, of which 13 were merit-based and 6 are endowed, with a fulfillment value of \$374,688.
- 3 gifts of \$100,000 and above were received during the second quarter of FY 12, with an average value of \$319,200.
- Planned gift activity included 3 new planned gifts established during the second quarter of FY 12, with a total value of \$1,075,000; and lead trust planned gift was realized with \$63,505 received.
- 38 new gift proposals, with a value of \$4,339,548, were submitted to donors during the second quarter, with commitments totaling \$2,836,048 received.
- A total of \$342,941 was raised from Annual Giving solicitations (32% YTD increase over same period last year) from 5,256 gifts (16% YTD increase).
- Phonathon gift fulfillment is up YTD, with 52% of the gifts and 52% of the pledged dollars fulfilled, as compared to 44% gift and 40% dollars in the previous YTD.
- Approximately \$8,400 less spent on direct mail solicitations than previous year with a ROI of 69% (compared to 12% ROI the previous year), which can be attributed to the statistical analysis provided by Target Analytics.
- As of December 31, 672 gifts (123% YTD increase) totaling \$89,122 (58% YTD increase) were secured online.
- The Kenan Challenge was successfully completed with alumni gifts totaling \$132,863 since September 29<sup>th</sup>, of which \$50,000 will be matched by the Kenan Grant; 13% of the gifts came from first-time alumni donors.
- Alumni giving participation is at 4.73% or 2,148 donors, compared to 4.17%, or 1,960 donors, for same period last year.
- Senior Class Gift campaign has achieved a 19% increase in donors YTD.
- The Foundation Board, Board of Visitors, Alumni Association Board, and Friends of UNCW all held quarterly meetings.
- The Board of Visitors has launched an initiative in response to Chancellor Miller’s challenge to the board to raise \$50,000 in support of undergraduate research; the Board’s goal is \$100,000 and gifts and commitments totaling \$60,500 have already been received.
- Thru 12/31/11, the Events and Donor Relations staff produced or managed 157 events.
- Thru 12/31/11, Advancement Services completed 32,386 data updates, identified 32 new donor prospects and provided research on 392 donors and prospects, and processed 7,125 gifts and 4,083 pledges.



**Current Projects**

- Successfully completing ‘The Campaign for UNCW: Soaring to Greatness’ and planning the post-campaign reports and communication.
- Preparing marketing and solicitation materials for the 2012 Leap Year Challenge, which has a goal of securing more than 29 gifts a day daily during February.
- Participating in the planning for the Chancellor’s installation and securing donor gifts in support of it.
- Distributing the annual endowment report.
- Preparing for the annual scholarship dinner with donors and recipients on February 29<sup>th</sup>.