Executive Summary Statement:
Every day, the mission of the alumni relations team and the UNCW Alumni Association is to connect alumni with one another and engage our alumni base into 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 to connect and to engage with UNCW so that all alumni 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.

Quarterly Activity (performance measures, etc):
- The team oversaw 14 regional, reunion, affinity, academic, award, virtual, career and student events with a total 1,581 attendees. These events included the alumni baseball picnics, oyster roasts, golf event, socials, student involvement carnival, virtual networking events and Family & Alumni Weekend. *attendee numbers do not reflect the Student Involvement Carnival
- 44 targeted volunteer meetings hosted by the ALR staff engaging 162 alumni to personally tell UNCWs story and to increase alumni engagement.
- Our Alumni in the News program, recognizes the notable achievements of our alumni. 153 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work. The following individuals were identified during this timeframe.
  o Brandon Beane ’98 was named General Manager of the Buffalo Bills
  o Dr. Rolanda Burney ’99M was named Chief of Staff at the University of Massachusetts Amherst
  o Dr. Jimmy Tate ’99, ’01M was named Chief of Staff at NC Central University
- 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 communications plan to inform alumni.
  o The Alumni Association Instagram account was launched (@uncw.alumni) and currently has 331 followers.
  o As part of the 70th Anniversary social media strategy, we posted on move-in day about on-campus dorms, and earned 621 reactions, 811 comments, 36 shares and a reach of 69,445.
  o The 70th Anniversary Facebook profile frame was created for the Association and used by more than 300 people.
  o 21 alumni were highlighted via Facebook posts whose accomplishments include: competitive freediving, participation in the NBA’s G League draft, signing with the Colorado Rockies, serving as a co-author to James Patterson, receiving the UNCW Staff Excellence Award and opening a new restaurant.

Special Accomplishments and Highlights:
- Family & Alumni Weekend featured events for alumni to return back to campus during Sept 15-17. Included was the Class of 1967/Golden Wing Reunion (celebrating all graduates 50+ years); Alumni & Family Day at the Beach; and Legacy Pinning Ceremony (celebrating students who have a parent, grandparent or sibling who is an alumnus).
- J. Marshall Crews Distinguished Faculty award was given to Dr. Tom Janicki, professor of information systems and operations management.
- The date for Homecoming 2018 has been set for February 9-11, 2018 with special emphasis on the 70 Year Anniversary. Preparation is currently underway for events including but not limited to the Alumni Association Awards, Alumni Champagne Brunch, TEALgate, and AAGA Luncheon.
- The alumni newsletter has undergone a refresh and will be moving to a bi-monthly format.
- Two 70th Anniversary alumni videos have been created and will be shown at alumni events during this upcoming year. https://vimeo.com/230992256 and https://vimeo.com/233378462 - password: UNCW

Challenges and items of special focus:
- Redesign of the UNCW Alumni Website
- Refurbishment of the exterior of the Wise Alumni House
- Engaging alumni and creating excitement around the 70 year anniversary of UNCW
Executive Summary Statement:

Fall 2017 sports are winding down to their respective conference championships. Men’s soccer has played in the top 20 of all four major soccer polls and as of this writing sits in first place in the CAA. Both basketball programs continue to move new coaching transitions toward the official starts of the 2017-seasons. Season tickets are still available.

Quarterly Activity (performance measures, etc):
- Through the cooperative efforts of many campus divisions, the 2017 Intercollegiate Athletics Report was submitted to General Administration (deadline is October 27, 2017).
- The NCAA has accepted the Academic Progress Rate data for 2016-17 (will be publicly released next spring) and all 19 UNCW teams exceeded the multi-year standard.
- Developing a multi-year scholarship plan for all sports.
- Finalizing new strategic plan.

Special Accomplishments and Highlights:
- Basketball season ticket sales are moving toward an all-time high
- Working on staff leadership initiatives with UNCW Human Resources
- Developing a gender equity plan through the Intercollegiate Athletics Title IX Review Board

Challenges and items of special focus:
- Basketball seasons for both programs.
- Fundraising for baseball/softball hitting facility.
Executive Summary Statement:
The Office of University Relations has been heavily involved with promoting the university’s 70th anniversary celebration year with a **specialty website**, banners, billboards, advertising, media placements and other related content. The OUR team also assisted with the promotion of the annual UNCWWelcome events; an upcoming statewide hurricane preparedness drill; Freshman Midway Giveaway; the latest university **rankings** and various faculty and staff achievements.

Quarterly Activity (performance measures, etc.):
- At the start of the semester, OUR showcased new faculty hires with a **specialty website**; and produced a Move-In Day **slideshow**, **video** and related messaging. In addition, the team provided media, graphic and multimedia support and content for various programs, initiatives and events including campus safety; **the Outlook conference** and **Entrepreneurship Week**; **Department of Theatre** and **UNCW Presents** 2017-18 performance seasons; **Chancellor’s Distinguished Lecture Series**; **Sherman Lecture Series**; the **Leadership Lecture Series**; the Office of Admissions’ **Seahawk Saturday**; and the **National Forum for Offshore Drilling**.

- There were 1,016,665 total page views for the homepage of **uncw.edu** between July and September. Notable news items included **UNCW Donors Set New Giving Record for Fiscal Year 2016-17: $17.2 Million in Gifts and Commitments**; **UNCW Moves Up in U.S. News Rankings as Enrollment Nears 16,500**; **UNCW Professor Awarded $1.5 Million NSF Grant to Research the Future of Coastal Communities** and **UNCW’s recognition for its diversity and inclusion efforts**. An article about **UNCW Center for Marine Science Professor John Morrison’s grant for a nanosatellite** appeared on the **UNC system website**.

- The Fall/Winter 2017 issue of **UNCW Magazine** is currently in production and scheduled for publication and distribution to 80,000+ alumni and friends in December.

Special Accomplishments and Highlights:
- OUR collaborated with departments across campus to roll out the 70th anniversary logo; and developed banners and billboards; event invitations; signage; T-shirts and a commemorative desk calendar to promote this historic occasion. OUR also contributed to the production of a 70th anniversary book, written by history faculty member Thomas R. Hart.

- The Media Production team produced a 70th anniversary **Seahawks Success video**; 70th anniversary **alumni video** and a men’s/women’s basketball season ticket **commercial**. Creative Services produced fall sports **schedule items** (magnets, posters and pocket cards); basketball ticket booklets; elevator and bus wraps; as well as Coaches Caravan, Seahawk Club and tip-off dinner invitations.

- A specialty promotional insert in the **StarNews** highlighting UNCW’s 70th anniversary celebration is in development and is slated to run Thanksgiving weekend.

Challenges and items of special focus:
- In order to enhance the university’s marketing initiatives, which support the priorities outlined in the **Strategic Plan**, OUR needs resources and additional personnel with specific skill sets, such as media ad buys and audience response tracking.
Executive Summary Statement:
After another record-breaking year in fundraising for fiscal year 2016-17, the University Advancement team is focusing on realizing increases in major gift commitments, planned gift commitments, gifts generated by the annual giving program and number of alumni donors to support Chancellor Sartarelli’s strategic plan. New strategies for fundraising and alumni engagement are being implemented to support these goals.

YTD Activity (YTD 07/01/17- 09/30/17)
- **TOTAL PRODUCTIVITY:** $3,166,948 (gifts, new commitments and planned gifts)
- $1,949,072 in Gifts
- $82,876 in New Pledge Commitments
- $1,135,000 in New Planned Gift Commitments
- Proposals Made: $2,187,500 (13) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $25,000 (1) in Major Gifts of $25,000+
- 688 Contacts Made with Prospects
- $134,963 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- A $1M planned gift commitment was received to fund a Distinguished Professorship in Psychological Testing, Measurement and Assessment
- The Senior Class Giving Campaign has realized 39% more donors as compared to the same time last year
- UNCW employee donors, showing their support for students, faculty and programs are up 20% over the same time last year
- Ashanti Smith, Call Center Manager, joined the team in August; the center is fully staffed with 24 student callers and pledges are up $10,000 and fulfillment is up 16% over the same time last year
- New performance metrics to support the university’s strategic plan are being implemented
- Positions filled Q1: Lauren King ’04, was named director of annual giving. She has served as assistant director of annual giving since 2010; Lindsay Crighton joined UNCW as director of development for major gifts in September and is aligned with the College of Arts and Sciences; Dawn Carter, who has been director of development for parent giving is now director of development for major gifts, aligned with the Watson College of Education; Elizabeth Overton has assumed responsibility for the Parents Council; Allison Kiglics was hired as the new prospect development analyst

Challenges and items of special focus:
- Vacancies for assistant director of corporate and foundation relations, assistant director of annual giving, stewardship manager (all underway)
- Review of donor prospect portfolios of the major gifts team and development of solicitation plans
- Review of privately funded scholarship awards and donor gift agreement templates
- Planning 3rd annual PHIL’S Fall Festival to engage and educate students about the importance of philanthropy in the student experience
- Continuing to participate in planning for the relocation of half of the advancement division to the new Administrative Annex Building in July of 2018