Executive Summary Statement:
The objective of the 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 proudful and inspired to connect with one another and 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 month and we have focused on collaborating with campus partners to provide alumni many reasons to come back and reconnect with their alma mater.

Quarterly Activity (performance measures, etc.):
- The team oversaw 10 regional, reunion, affinity, academic and student events with a total 680 attendees. These events included commencement celebrations, regional socials, pregame celebrations, luncheons and reunions.
- The team hosted 18 targeted volunteer meetings engaging 32 alumni to personally tell UNCW's story and to increase alumni engagement.
- The Alumni in the News program, recognizes the notable achievements of our alumni. 38 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work. The following individuals were identified along with many others. Stories were incorporated throughout university marketing communications.
  - Carl Willis ’90, is now the pitching coach of the Cleveland Indians (previously with the Boston Red Sox).
  - Kennard McDowell ’17, signed a minor league free agent contract with the Colorado Rockies.
  - Cecilia Holden ’85 was appointed to the Education Commission of the States by Governor Roy Cooper.
  - Caitlin Northcutt Pope ’12, ’14M, completed her PhD and is now a Postdoctoral Research Scientist at the Center for Injury Research and Policy at The Research Institute at Nationwide Children’s Hospital.
- Social media strategy and communication pieces including emails, electronic newsletters, advertisement and direct mail pieces were designed and created as part of the Association’s strategic communications plan to inform alumni.
  - The Homecoming website and cross-channel marketing campaign were launched integrating the 70th anniversary.
  - A redesigned alumni newsletter with new layout and bi-monthly distribution schedule was launched.
  - Social media features were posted highlighting alumni who were included in the NBA G League draft, inducted into the UNCW Athletic Hall of Fame, published authors, named top professors in US by Forbes, being cast in movies and TV series, just to name a few.

Special Accomplishments and Highlights:
- Homecoming is set for February 9-11, 2018. 30 events will be hosted across campus including but not limited to reunion programs and the alumni TEALgate. Brandon Beane ‘98 (Alumnus of the Year) Rachael Beatty ‘13 (Young Alumna of the Year) and Amy & Ben Wright ‘98 (Citizens of the Year) will be recognized at the Alumni Awards Reception and throughout Homecoming weekend. Amy was recently recognized as the CNN Hero of the Year for her work and Brandon serves as the General Manager of the Buffalo Bills.
- “Seasoned” alumni attended and interacted with our newest graduates at Senior Sankofa and at the Commencement Celebration. Chair, Brad Heath spoke to all graduates offering words of encouragement during commencement exercises. The AR team worked to redesign the alumni ad in the commencement program.
- An online book club was launched and is enjoying tremendous alumni engagement with nearly 500 alumni and friends discussing the book Power of Habit.

Challenges and items of special focus:
- Assistant director of regional programs, Megan Purser has accepted a position with the Office of Annual Giving and her last day is January 23. A nationwide search for her replacement has commenced.
Executive Summary Statement:
Fall semester 2017 has been a successful and productive period academically, competitively, and in the community. Twelve (12) student-athletes earned degrees during December commencement (11 undergraduate and 1 Master's). Men's soccer earned an at-large bid into postseason and was selected to host an NCAA First Round soccer game (for the second time in four years). The team advanced to the second round losing at UNC (final four team). Completed several facilities projects. Chancellor Sartarelli and Jimmy Bass attended the CAA Presidents/Chancellors meeting in Charleston, SC January 8-9, 2018.

Quarterly Activity (performance measures, etc):
- UNCW's 329 student-athletes finished the Fall semester with a term GPA of 3.211 and a cumulative GPA of 3.244.
- Seahawk Club scholarship fundraising up 15.66% (11/30/2017).
- Basketball season ticket sales (12/31/2017) 2,812 tickets/$315,000 total revenue
- Softball expansion/renovation will be completed January 2018.
- Baseball/softball indoor practice facility construction is underway with expected Spring 2018 completion.

Special Accomplishments and Highlights:
- Seahawk Club membership exceeded the 2500-member mark (2,513) for the first time ever; 670 are student Seahawk Club members.

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership Total</th>
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<tbody>
<tr>
<td>2017</td>
<td>2,513</td>
</tr>
<tr>
<td>2016</td>
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<td>2014</td>
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<tr>
<td>2013</td>
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- UNCW Athletics Staff giving reached 100%.
- Men's Golf won the Duck Commander Championships at Mystic Creek Golf Club (El Dorado, AR).
- Completed purchase and installation of video board in the Seahawk Natatorium ($56k for project from donor contributions).
- Completed resurfacing of UNCW Tennis Courts.
- Completed renovation of men's swimming/diving locker room.
- Several Athletics Staff members volunteered at Habitat for Humanity and the Salvation Army Christmas Center.
- 10 student-athletes earned All-CAA honors (first, second, or third team or all-rookie team) for the Fall 2017 semester (men's soccer-7, women's soccer-2, and volleyball-1).

Challenges and items of special focus:
- Donor pledges of $700k not secured for baseball/softball indoor practice facility.
- Finalization and release of Athletics Strategic Plan (late January/early February).
- Finalization and presentation of Gender Equity Report to UNCW Title IX Advisory Board.
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- 12/31/17; as of 1/5/18 – more gifts dated 12/31/17 to be entered)
- TOTAL PRODUCTIVITY: $8,181,075 (gifts, new commitments and planned gifts)
- $5,163,283 in Gifts
- $282,792 in New Pledge Commitments
- $2,735,000 in New Planned Gift Commitments
- Proposals Made: $3,210,500 (22) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $453,164 (9) in Major Gifts of $25,000+
- 700 Contacts Made with Prospects
- $580,741 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- UNCW’s 70th Anniversary was celebrated on 11.8.17, with 150+ guests including alumni, board members, former senior administrators, retired faculty, current faculty, staff and students
- Chancellor and Mrs. Sartarelli and the UNCW Foundation Board hosted a cultivation dinner at Kenan House for 61 guests to engage new prospective donors
- Notable gift commitments: $250,000 to Cameron School of Business; $1.4M planned gift commitment to establish a diversity scholarship award; $200K planned gift commitment to establish a scholarship
- Successful #Giving Tuesday campaign was held on 11.28.17 with 215 gifts totaling $25,449 – 18% increase in alumni who donated compared to FY17
- Chancellor’s Challenge - personal commitment from Chancellor Sartarelli to match contributions from graduating seniors dollar for dollar to increase alumni participation (December and May graduates); 264 seniors participated (33% increase over FY17), contributing $6,847 (8% increase over FY17)
- Five student groups launched crowdfunding projects using Tealstarter with three meeting their goal
- 22% increase in the number of Clocktower Society members and 10% increase in the number of UNCW Society members over same period in FY17
- Positions filled Q2: Megan Purser, former Assistant Director of Alumni Relations accepted the assistant director of annual giving position and will begin her new duties in late January; Wendy Coe ’10, stewardship manager will begin her duties in mid-January; Chelsea Powell, tech support analyst, Judd Lawrence, data processor and Darlene Parker, gift processing manager in Advancement Services; Caitlin McElrath is serving as a temporary employee in the receptionist position

Challenges and items of special focus:
- Vacancies for assistant director of corporate and foundation relations and development director for athletics are underway; assistant director of alumni relations will be underway soon
- Continued progress developing a case for support with campus leaders to provide a platform for UNCW’s next comprehensive campaign; continued quiet phase planning and lead gift work
- Planning the annual Scholarship Appreciation Dinner, March 20, 2018
- Planning the fifth annual ‘Give More in 24’ challenge, tentatively scheduled for April 2018
- Discussions and planning for FY19 and 3 year strategic plan objectives
Janine Iamunno, Chief Communications Officer
Board of Trustees External Affairs Committee Report, January 2018

Executive Summary Statement:
The Office of University Relations highlighted the university’s 70th anniversary by continuing to tout this historic occasion. OUR provided media, graphic and multimedia support and content for other programs, initiatives and events, including the Chancellor’s Challenge; the first-ever UNCW Global Marine Science Summit; Veterans Week; December commencement; a campus holiday video; and new rankings.

Quarterly Activity (performance measures, etc.):
• Seventy years after UNCW’s founding as a school for World War II veterans, OUR continues to showcase the university’s strong support of Americans who serve in the armed forces. Significant internal and external coverage was given to UNCW’s latest national ranking as a top four-year college for military-affiliated students. In addition, the media production team produced the “Flags of Significance” video series and provided photography for Veterans Week events.
• There were 1,035,880 total page views for the homepage of uncw.edu between October and December. Notable news items included NHCS and UNCW Announce Future Teachers Career Academy at Isaac Bear Early College High School; UNCW Launches International Faculty and Staff Association; UNCW Professor Pamela Evers Admitted to U.S. Supreme Court Bar; Chancellor Sartarelli Launches the “Chancellor’s Challenge”; UNCW Hosts International Researchers to Discuss Global Marine Science Issues; UNCW Ranks 6th Among Peer Institutions in Students Studying Abroad; UNCW Students Receive U.S. State Department Gilman Scholarships to Study Abroad and UNCW Student Wins North Carolina Campus Compact Community Impact Award.
• The Fall/Winter 2017 issue of UNCW Magazine was distributed to 85,000+ alumni and friends in December.

Special Accomplishments and Highlights:
• OUR was involved with the design and production of several 70th anniversary promotional pieces, including Giving Flight to Imagination: 70 Years of Excellence, commissioned by the chancellor. The book is available for purchase at the university bookstore and online. In addition, 70th anniversary banners are lining campus and the streets of downtown Wilmington.
• The Seahawk spirit is soaring at Wilmington International Airport. OUR worked with airport staff to increase promotion of the university to travelers with strategically placed column wraps, a wall banner, video and printed materials.
• A feature story on UNCW Diversity and Inclusion Specialist Kimberly McLaughlin-Smith was included on NorthCarolina.edu’s list of “10 Most-Read Features of the Year.”

Challenges and items of special focus:
• Heading into 2018, OUR will be involved in communicating information about the university’s growth, including significant construction projects, as well as promoting strategic priorities, such as new academic programs; university partnerships; research achievements; and recognition at the regional, national and international levels.
• OUR is happy to welcome new team member Tatum Rimmer ‘11 as the department’s first executive assistant to the chief communications officer.