Executive Summary Statement:
The UNCW Alumni Association and the alumni relations team’s objective is to engage alumni in the life of the university and it’s students through regional, affinity, reunion, career and student programming. Our goal is to inform alumni of the opportunities for them to engage with UNCW so they are prideful 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. Our cornerstone program - Homecoming 2018 was measured as a success by all perspectives. Collaboration between alumni volunteers, campus partners and the community provided alumni many reasons to come back and reconnect with their alma mater. Our team continues to push forward with the division’s strategic plan and implementing tactics that that will improve UNCW’s alumni giving participation.

Quarterly Activity (performance measures, etc):

- The team oversaw 16 regional, reunion, affinity, academic and student events with a total 1,837 attendees. These events included homecoming programs, reunions, legacy programs, award recognitions, student/alumni programs, and athletic celebrations. In addition, the team participated in Seahawk Salute and distributed 2,500 gifts for graduating students and educated them on the Alumni Association.
- The team hosted 54 targeted volunteer meetings engaging 116 alumni to personally tell UNCWs story and to increase alumni engagement.
- The Alumni in the News program, recognizes the notable achievements of our alumni. 50 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.
  - Susanna Grey Purdy Davis ’02, will serve as legislative affairs director for the NC Department of Safety.
  - Haylet Lovitt ’09, was cast in the role of Sage in the Fox TV series, The Gifted
  - Rebecca Knudson ’00, was selected as a 2018 North Carolina Super Lawyer
- 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.
  - Homecoming 2018 marketing/communications highlights:
    - Hand painted watercolor rendition of campus commissioned and used across all collateral
    - 69,000 brochures mailed to all alumni
    - Full page ad in StarNews “Seahawk Stories” insert
    - Facebook - reach of 58,763, 59 new page likes and profile frame earning 123 uses
    - Instagram – reach of 1,390, 107 new followers
    - Snapchat – geofilter earned 671 uses with 50,788 views

Special Accomplishments and Highlights:

- Homecoming was held February 9-12, 2018 and was a success! Thousands of alumni, friends and community members had an opportunity to engage in 31 events (11 alumni specific programs) across campus. The alumni relations team led the cross campus, alumni and volunteer collaboration and coordination of events.
- The Cameron School of Business Alumni Chapter recognized their 2018 CSB Outstanding Alumni awardees Brad Heath ’96, ’07M; Lauren Henderson ’12M; and Roy Page ’84.
- The alumni association website transitioned to new platform on April 2. 60+ webpages were consolidated to provide a more engaged and informative user experience while improving efficiency in website maintenance. View the new website at uncw.edu/alumni.

Challenges and items of special focus:
- The assistant director of regional programs position is currently vacant. A nationwide search for a replacement has reached it’s final stages. Until a hire is made, the team remains down a team member.
Executive Summary Statement:

Spring semester 2017 has been very busy. Both basketball programs won quarterfinal CAA tournament games before losing in respective semi-finals. Men’s junior forward Devontae Cacok led all NCAA Division I players in rebounding with 13.5 per game. Women’s senior forward Rebekah Banks was selected as the CAA Women’s Basketball Scholar Athlete-of-the-Year. Both programs are already preparing for next season with off-season skills work and conditioning while both coaching staffs are busy with recruiting.

Quarterly Activity (performance measures, etc):
- Athletic department strategic plan is completed and will be shared with the External Affairs Committee.
- Seahawk Club total revenue is $1,515,531 as of February 28, 2018.
- Seahawk Club unrestricted scholarship funds are $493,597 as of February 28, 2018.

Special Accomplishments and Highlights:
- A massive construction project, featuring a new press box and permanent chair back seating, was recently completed at Boseman Softball Field.
- Men’s soccer hosted its second ever NCAA First Round game on the UNCW campus (beating Presbyterian 2-1) and eventually lost to North Carolina in the second, 2-1.
- UNCW’s student-athletes combined for an exemplary 3.228 GPA in the Fall 2017 semester. The 311 student-athletes included 24 Seahawks who posted a perfect 4.0 GPA and 210 (67%) achieved at least a 3.00 or higher.
- Six teams (Men’s tennis, women’s golf, women’s swimming and diving, women’s tennis, softball and volleyball) achieved a perfect score in the latest NCAA Graduation Success Rate (GSR) Report.
- Men’s golfer Thomas Eldridge (Senior-Raleigh) was invited to participate in the Patriot All-America Golf Tournament to honor fallen military warriors (for the second straight year) in Litchfield Park, Arizona.

Challenges and items of special focus:
- Athletic facilities renovation projects continue to be at the top of athletics fund raising projects.
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 - 3/31/18)
- **TOTAL PRODUCTIVITY: $9,960,646** (gifts, new commitments and planned gifts)
- **$6,266,223** in Gifts
- **$534,423** in New Pledge Commitments
- **$3,160,000** in New Planned Gift Commitments
- Proposals Made: **$4,382,500 (40)** – includes Major Gift and Planned Gift Proposals
- Proposals Funded: **$803,268 (13)** in Major Gifts of $25,000+
- **959** Contacts Made with Prospects
- **$793,147** Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- The UNCW Foundation hosted a luncheon on 2.23.18 for members of the E.L. White Society, recognizing 15 new members; UNCW stewards 102 deferred gifts with a value of approximately $31M
- $350,000 will bequest gift to fund a scholarship in art; $103,000 gift to fund scholarship programs in Nursing and Business, and to create a support endowment for the Osher Lifelong Learning Institute were received
- The first Women for Watson event, hosted by Provost Marilyn Sheerer, was held to raise support for the Watson College of Education
- University Advancement hosted the first Lunch and Learn Workshop to facilitate a discussion with campus partners not aligned with a school/college to foster collaboration
- The Scholarship Donor Appreciation Dinner on 3.20.18 hosted over 400 donors and students; over 600 privately funded scholarship awards were made in FY18 with 17 new privately funded scholarships established in FY18
- Three student organizations participated in UA’s crowdfunding application to raise money for their projects and to help strengthen the culture of philanthropy on campus
- Megan Purser was hired as Assistant Director of Annual Giving, leaving a vacancy in Alumni Relations; Wendy Coe ’10 was hired as the Stewardship Manager, coming to us from NBCC Foundation in Greensboro; Darlene Parker was hired as the Manager of Gift Processing - all three hired in January 2018; Keith Fraser ’13 was hired as the Assistant Director of Corporate and Foundation Relations in February 2018, leaving a vacancy in Annual Giving

Challenges and items of special focus:
- Special events and strategies are being planned for UNCW’s fifth annual ‘Give More in 24” challenge scheduled for 4.24.18; the goal of 1,000 donors unlocks $50,000 in challenge funds to increase alumni participation
- Comprehensive Campaign: Review of all naming inventory opportunities and creating appropriate supporting collateral materials; planning sessions with each of the College Deans and Development Officers to review their funding priorities for the comprehensive campaign and to discuss the major gift donor prospects in their portfolios; fine-tuning case statements and priorities for each school/college
- FY19 planning including budget proposals, calendar of events and performance plans
- Vacancies in the following areas: Director of Development for Athletics/Executive Director of the Seahawks Club (announcement to be made soon); Development Director for Major Gifts (CHHS focus), Assistant Director of Alumni Relations, Assistant Director of Annual Giving, Front Desk Receptionist/Administrative Assistant - all of which are in various interview stages; vacancy in the fundraising area for Athletics
The Office of University Relations welcomed 2018 by focusing on several strategic communication opportunities, including promotion of national rankings, significant research grant awards and the ongoing achievements of students, faculty and staff. OUR highlighted the university’s annual Homecoming celebration in February and continued to emphasize UNCW’s 70th anniversary. Internal communications centered on winter weather updates in January; safety awareness and training; campus construction updates; a new “opt-out” emergency notification process for students; and a significant faculty/staff survey administered by the UNC system.

Quarterly Activity (performance measures, etc.):
• OUR provided media outreach, graphic and multimedia support, and content for various programs, initiatives and events, including spring sports schedules; the Seahawk Club membership booklet; an opera symposium; Business Week; WITX; the College of Arts and Sciences fundraising and marketing brochures; the annual endowment report; and summer camps, among others.
• At the time of this report, there were 1,071,624 total page views for the homepage of uncw.edu since January 2018. Notable news items included UNCW Ranked 7th in Nation for Online Bachelor’s Programs, 62nd Best College Value; UNCW Breaks Ground on "Veterans Hall"; UNCW to Host 3rd Annual Chancellor’s High School Innovation & Entrepreneurship Competition; UNCW Awarded $80,000 in CAA "Innovate/Collaborate” Grants; UNCW Establishes Honors College Agreement with Five North Carolina Community Colleges; UNCW Named a Top Producer of Fulbright U.S. Scholars; UNCW Student Media Shines at Media Conference; Surveying the Waters: UNCW Researchers Continue Efforts to Assess Effects of GenX; UNCW on Track to Open Wilmington’s First Year-Round K-8 Public School in July and UNCW Ranked Among Best in Nation for Graduate School Programs. The homepage has been viewed 4,674,261 times over the course of the past year.
• The Spring/Summer 2018 issue of UNCW Magazine is in production and will be distributed to 80,000+ alumni and friends in mid-June.

Special Accomplishments and Highlights:
• On March 24, the commemorative 70th Anniversary book won a Special Judges Award from the Printing Industry of the Carolinas, the regional trade association for print manufacturing in North and South Carolina. The PICA Awards are the most prestigious symbol of printing excellence in the Carolinas.
• OUR produced “70 Years: Reflections from UNCW’s Board of Trustees” in honor of UNCW’s anniversary.
• Extensive coverage was provided for the groundbreaking at Veterans Hall and the regional Science Olympiad with nearly 1,200 middle and high school students competing in one of the state’s largest events. In addition, OUR worked closely with the Watson College of Education to promote the lab school partnership at D.C. Virgo Preparatory Academy (including media relations, advertising and marketing).
• OUR is collaborating with University Advancement to promote the “Give More in 24” challenge on April 24.
• From January to mid-March, 18 new WE ARE UNCW profiles were produced, highlighting Seahawk faculty, staff, students, alumni and friends who are “telling our story, one Seahawk at a time.” Tiffany Campbell ’13, ’15 M.Ed. was featured on the UNC System website: UNCW’S Upperman Center Broadens Students’ Cultural Understanding.

Challenges and items of special focus:
• The UNCW web team is working with a local web design firm to produce fresh design elements to modernize the look and feel of the university website and enhance the presentation of our stories.
• Business Affairs recently acquired a new campus map platform and OUR is producing content to make the map engaging, accurate and informative.