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 its students through regional, affinity, reunion, employer development and student programming. We work to inform alumni of the opportunities for them to engage with UNCW and each other. We strive to inspire alumni to get involved with UNCW as volunteers, mentors, employers, event participants, investors and/or ambassadors. With the close of the fiscal year, our team has been laser focused on reaching our alumni participation donor goal which impacts UNCW’s ranking in the US News and World Report.

Quarterly Activity (performance measures, etc.):
- The alumni relations team oversaw 14 regional, reunion, career, virtual and student events with total of 1,289 attendees. These events included regional events (Triangle, Charlotte, Greensboro, Cape Fear, Washington, DC and New York City), virtual networking, a UNC System Alumni Career Fair, Commencement Celebrations, socials and alumni baseball picnics.
- 41 targeted volunteer committee meetings and one on one meetings/luncheons were hosted by the alumni relations team engaging 93 alumni to personally tell UNCW’s story and to increase alumni engagement.
- 75 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work in our “Alumni in the News” program. Listed below are a few individuals that were discovered.
  - Jim Morton ’88 as the new president of Cape Fear Community College
  - Daniel Hargrave ’08 as a stunt man in movies like Ant-Man, Captain America, Thor and The Avengers
  - Maggie Amsler ’83M who is in Antarctica on a 16 week expedition as a UAB research associate
- Our strategic communication plan to inform alumni has yielded many social media and communication pieces including emails, electronic newsletters and direct mail pieces were designed, created and sent.
  - Alumni update information mailer that was sent to 52,000 alumni (both domestic and international), resulting in more than 300 updates – and counting, within two weeks from delivery.
  - Deployed a simple form in coordination with multi-channel promotions for alumni to share their class notes, resulting in more news submissions and updated employment data.
  - Posted social media features highlighting alumni accomplishments including but not limited to Principal and Teacher of the Year for New Hanover County, running in the 400m World Championship, being named Dean of a college and starting a nonprofit for struggling families.
  - Coordinated a personalized letter from the Executive Director to be included with the UNCW’s magazine to all recent graduates acknowledging senior donors and the impact of the Chancellor’s Challenge campaign along with ways to stay involved as a new graduate.

Special Accomplishments and Highlights:
- Planning is underway for Family & Alumni Weekend scheduled for September 14 – 16, 2018. The weekend will feature alumni events including a 50 year reunion (1968)/Golden Wing Society celebration, Legacy Pinning Ceremony, Seahawk Sunset Celebration and Music Department Alumni Concert.
- The Association awarded 19 merit based scholarships to students for FY18-19 totaling just over $50,000.
- July 1 marks a new year for the Alumni Association as we welcome new leadership.
  - Executive Committee: Stephanie Lanier ’03, ’07M (Chair), Lynn Whitesell ’97M (Vice Chair), Brian Tracy ’86 (Secretary), Alison English ’04 (Treasurer), Brad Heath ’96; ’07M (Past Chair).
  - New Alumni Board of Directors members at-large: Darion Jeralds ’10, ’14M (Wilmington, NC), Dawn Lenns ’83 (Wrightsville Beach, NC), Rachael Beatty ’13 (Wilmington, NC), Neal Leeper ’95 (Greensboro, NC), Connor Bennett ’13 (Wrightsville Beach, NC), and Mike Crocker ’94 (Raleigh, NC).
- Partnered with the UNCW Career Center to host the virtual alumni career coaching & professional networking event with alumni participants receiving resume review and professional advice from the Career Center staff.

Challenges and items of special focus:
- The Assistant Director of Regional programs was vacant from the end of January – May 31, 2018.
- Ari Gee ’12, has accepted our offer to join the team as Assistant Director for Regional Programs. Arie has joined us from the University of Florida where she served as the Assistant Director, Family Programs & Engagement.
Executive Summary Statement:

The second quarter was a very busy period for UNCW athletics. The spring CAA championships produced three conference championships and several individual highlights. Men’s tennis, men’s golf and baseball all brought 2018 championship trophies to Wilmington. Men’s tennis played Tennessee in the NCAA Chapel Hill Regional, men’s golf played in the NCAA College Station Regional and baseball played in the NCAA Greenville Regional. Track & Field collected four gold medals at the CAA Track & Field Championships.

Quarterly Activity (performance measures, etc):

- FY 18 concluded with a balanced budget and growth of the fund balance.
- The Marvin Johnson Baseball Hitting Facility construction was completed and occupied by the Seahawk baseball program.
- Seahawk Club total revenue (5/31/18) was $1,933,236 with giving to unrestricted scholarship fund was $673,839 (up 4.86%).

Special Accomplishments and Highlights:

- UNCW’s teams compiled a 3.286 cumulative GPA and a record nine teams collected NCAA Public Recognition Awards for their work in the classroom.
- Lyberty Anderson (women’s golf) led wire-to-wire to become only the second golfer in CAA history to win back-to-back medalist honors at the CAA Championship at St. James.
- Junior forward Devontae Cacok (men’s basketball) became only the fourth player in NCAA Division I history to lead the nation in two different statistical categories in back-to-back season after collecting 13.5 rebounds per game.

Challenges and items of special focus:

- Athletic staff retreat 8/15/18
- Continued Title IX training for coaches, staff and student-athletes
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 07/01/17-06/30/18 - tentative as of July 2, 2018; updated figures TBA at the EA committee meeting)
TOTAL PRODUCTIVITY: $15,268,577 (gifts, new commitments and planned gifts)
- $10,354,303 in Gifts
- $1,534,274 in New Pledge Commitments
- $3,380,000 in New Planned Gift Commitments
- Proposals Made: $8,047,366 (54) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $1,692,393 (27) in Major Gifts of $25,000+
- 1,279 Contacts Made with Prospects
- $960,203 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- Annual Giving production goal for FY 18 has been surpassed despite being short-staffed all year
- **Give More in 24 Challenge** – on 4/24/18, 1,303 donors participated in the annual event unlocking the $55K challenge gift with $214,783.29 raised in 24 hours; 727 alumni donors (highest number of donors)
- Inaugural Chancellor’s Challenge led to historic participation in the senior class giving campaign with 845 donors (17% increase YTD) who contributed $23,348.49 (3% increase YTD)
- Alumni Association Instagram account launched in FY 18 with almost 1,300 followers YTD; Facebook account now has 16,509 followers; new Alumni Association website launched in April 2018
- Partnered with an outside vendor to send 5,600 texts to alumni and donors in support of annual giving initiatives, which yielded increases in alumni participation, phonathon pledge fulfillment and has been a well-received stewardship tool
- Significant annual increases in membership in the Clocktower Society (recognizing 3 years+ of consecutive giving), E.L. White Society (recognizing planned gift commitments) and Wilmington Society (lifetime giving of $100,000+)
- Hosted two Advancement workshops with about 60 colleagues in attendance from campus units not aligned with a development officer
- New hires during Q4: Adam Fearing, Development Director for Athletics/Executive Director of the Seahawk Club, Melaney Flowers, Front Desk Receptionist/Administrative Associate, Arie Gee, Assistant Director of Alumni Relations, Bryan Fegley, Assistant Director of Annual Giving (beginning in July)

Challenges and items of special focus:
- Vacancies in key positions and difficulties in filling the positions due to compensation competitiveness
- Vacancies in the following areas: Development Director for Major Gifts (CHHS); Development Director for Major Gifts – general, Digital Communication Specialist, Director of Legacy Gift Planning, Digital Communications Specialist – all vacant as of 6/30/18
- In response to student feedback, planning to rebrand the PHIL program to be more aligned with ways want students to engage as alumni. Additionally, planning to launch all student giving in spring 2019
- Working with OUR and the Chancellor’s Office to commission a university branding study in preparation for the public launch of the comprehensive campaign
- Identifying opportunities to provide more unique donor stewardship experiences; continued focus on growing monthly giving and stewardship outreach that will aid in donor retention
- Planning for quarterly workshops in FY 19 to better equip units to participate in comprehensive campaign
**Executive Summary Statement:**

The Office of University Relations wrapped up the 2017-18 fiscal year by concluding its extensive promotion of UNCW’s 70th anniversary and initiated a design refresh of the top-level websites, beginning with “About UNCW,” “Academics” and “Admissions.” The Media Production Team earned its first-ever Silver Telly Award for “70 Years of Seahawk Success” and a bronze award for “UNCW Alumni Look Back on 70 Years,” produced in partnership with the Division for University Advancement. UNCW Photographer Jeff Janowski also took first place in the photo essay category in the Annual Print Competition sponsored by the University Photographers’ Association of America.

**Quarterly Activity (performance measures, etc.):**

- OUR provided media outreach, graphic and multimedia support, and content for various programs, initiatives and events, including: Health and Human Services Week; the annual “Give More in 24” challenge; spring commencement ceremonies; orientation; a comprehensive marketing piece for the College of Arts and Sciences; and advertisements in the Chronicle of Higher Education and the Wilmington Journal. During the fiscal year, OUR received more than 1,500 requests for the unit’s services and support.

- There were 898,713 total page views for the homepage of uncw.edu since April 2018. Notable news items included: Four UNCW Honors Students Named Hollings Scholars; Watson College of Education Celebrates 25th Anniversary of PDS School-University Partnerships; UNCW Communication Studies Production Wins Broadcast Education Association Award of Excellence; UNCW Honors Student to Teach in Spain with Aid of Fulbright; UNCW’s Third Annual Chancellor’s High School Innovation and Entrepreneurship Competition Names Winners; UNCW Dean Aswani Volety Selected for Millennium Leadership Initiative Institute; UNCW Named One of the Best Online Colleges in North Carolina; UNCW and Wayne Community College Announce Pathway to Excellence Program. The homepage was viewed 4,496,682 times from June 20, 2017-June 20, 2018.

- Six redesigned or new websites were published during the quarter, including Seahawk Rise and UNCW STEAMTeam. A new specialty website was created to display marketing content on the Admissions touchscreen kiosk in James Hall. A new interactive campus map is slated to launch this month.

**Special Accomplishments and Highlights:**

- OUR collaborated with the Office of Institutional Research and Planning and colleagues in several academic areas to prepare UNCW’s information for the UNC System Dashboard, an initiative that showcases the university’s goals and metrics as related to the UNC System’s five-year Strategic Plan.

- OUR continues to “tell our story, one Seahawk at a time” through the WE ARE UNCW features shared via the homepage, social media, SWOOP and other digital newsletters. OUR produced 55+ WE ARE UNCW profiles of students, faculty, staff and alumni in fiscal year 2017-18. The Spring/Summer 2018 issue of UNCW Magazine, featuring a special section devoted to research, was distributed to 80,000+ alumni and friends in mid-June.

**Challenges and Items of Special Focus:**

- The Creative Services team has a vacancy to fill following the June departure of graphic designer Jessica Balacy for a new opportunity outside the university.

- OUR is in the process of revamping admissions marketing materials; rolling out the Design Conductor online publication template service; updating the Brand Identity Guide and preparing for the fall semester.