Executive Summary Statement:
The alumni relations team and the UNCW Alumni Association’s mission 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 10 regional, reunion, virtual, career and student events with a total 269 attendees. These events included the alumni baseball picnics, luncheons, student involvement carnival, convocation, and a women’s virtual networking event. Attendee numbers do not reflect the Student Involvement Carnival in which we had exposure to close to 2,000 students.
- 23 targeted volunteer meetings hosted by the ALR staff engaging 58 alumni to personally tell UNCW’s story and to increase alumni engagement.
- 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.
  - Future Alumni magnets attached to personal letters from alumni welcoming our incoming class were distributed into the dorms to welcome. These postcards also inspired a jumbotron welcome message during convocation and table tents at convocation.
  - Hurricane communications were sent on behalf of the alumni association to all alumni including resources to help those alumni impacted along with ways that alumni can help.
  - The UNCW Magazine was repackaged with a letter from the executive director to our newest alumni to welcome them and educate them on ways get involved. Those alumni who had taken part in the Chancellors Challenge had a special thank you note associated.

Special Accomplishments and Highlights:
- The date for Homecoming 2019 has been set for the weekend of February 1-3, 2019. Preparation is currently underway for events including but not limited to the Alumni Association Awards, Alumni Champagne Brunch, TEALgate, and AAGA Luncheon.
- The outpouring of support of alumni to the Wilmington and surrounding areas has been staggering.

Challenges and items of special focus:
- Hurricane Florence and her impacts on our alumni base, events and our campus.
  - Family & Alumni Weekend originally scheduled for September 14-16 was canceled due to Hurricane Florence. The Legacy Pinning Ceremony (celebrating students who have a parent, grandparent or sibling who is an alumnus) will be rescheduled during Homecoming 2019.
  - J. Marshall Crews Distinguished Faculty award presentation has been delayed due to Hurricane Florence.
  - CSB Alumni Mixer at Live Oak Bank was canceled but will be rescheduled in the spring.
  - The alumni book club and communications for contracted affinity programs (i.e. insurance through USI) were suspended during Hurricane Florence. The book club resumed early October and upcoming communications for affinity programs will omit zip codes of affected areas.
  - The Wise Alumni House has sustained damage from the storm. The alumni team is working with Physical Plant for restoration plans.
- The Assistant Director, Alumni Relations - Programming & Engagement is currently vacant. A nationwide search for a replacement has commenced. Until a hire is made, we remain down a team member.
Executive Summary Statement:
UNCW’s Fall 2018 sports have been significantly impacted by Hurricane Florence. Yet, student athletes, coaches and staff showed tremendous resilience and resolve practicing and playing away from a storm damaged campus and Wilmington community. UNCW Athletics owes a huge debt of gratitude to Elon (AD Dave Blank), UNC (AD Bubba Cunningham), UNCG (AD Kim Record), Duke (AD Kevin White), NC State (men’s soccer head coach George Kiefer and NC State equipment room personnel) and adidas (Jordan Green). These institutions opened their campus facilities (practice, competition, dining, locker rooms, sports medicine areas, strength training, and equipment) to support five teams (men’s soccer, women’s soccer, volleyball, men’s basketball and women’s basketball) that relocated to the Triangle area in the aftermath of Hurricane Florence. UNCW’s Fall championship seasons teams (volleyball, men’s soccer and women’s soccer teams are off to a combined 26-10-1 record (as of October 8, 2018.)

Several Seahawk teams and staffs (volleyball, men’s and women’s soccer, baseball, women’s basketball, softball, men’s tennis) spent many hours performing community service in the wake of Hurricane Florence helping southeastern North Carolina recover from hurricane damage.

Quarterly Activity (performance measures, etc):

- UNCW is providing data and programmatic information to UNC General Administration for their presentations to the Commission on the Fair Treatment of Student Athletes. UNC Charlotte Chancellor Phil Dubois is chairing the UNC General Administration’s response.
- Seahawk Club donations to the unrestricted scholarship fund is up 14.62% (as of 8/31/2018).

Special Accomplishments and Highlights:

- The men’s and women’s soccer teams were recognized by United Soccer Coaches Association for their work in the classroom during the 2017-18 academic year. The women received the Team Academic Award for the 14th time in 15 years after compiling a 3.35 GPA while the men received their seventh citation in the past eight years with a 3.5 GPA.
- The UNCW men’s basketball team will play an exhibition event to benefit hurricane relief efforts in Wilmington. The Seahawks will host the Clemson Tigers (Head Coach Brad Brownell) on Saturday, October 27, 2018 in Trask Coliseum. Tickets are $20 and ALL proceeds will benefit Wilmington’s Good Shepherd Center and the UNCW Campus Emergency Fund for Student Hurricane Relief.
- The men’s soccer team in nationally ranked 12th in the United Soccer Coaches Association poll.

Challenges and items of special focus:

- Meeting student athlete needs in hurricane relief efforts.
Executive Summary Statement:

The third quarter for the Office of Military Affairs was quite busy despite Hurricane Florence. The majority of the quarter was spent preparing for the fall semester and reorganizing the office due to turnover in staff and modifications in the office’s operational goals. The Office held its annual Faculty/Staff Retreat aboard Camp Lejeune, held three separate transfer orientation sessions for military students and liaised with several military leaders to identify, assess and work towards implementing new areas of academic instruction and research.

Quarterly Activity (performance measures, etc.):

- Welcomed new and returning military-affiliated students to campus and with the tentative census data compiled, we have increased the number of military students from 1,904 in Fall of 2017 to 2,139 in Fall 2018 (+235).
- Held updated training and job duties (per VA guidelines) for the 6 VA work study students currently on staff.
- Continued outside engagements with state and national entities (NC STRIVE, SECOME, CCME and DOD).
- Draft proposal of a Comprehensive Transition Model for military students is almost complete. This model would serve as a template for the UNC System to use and address recruitment, retention and graduation rates.

Special Accomplishments and Highlights:

- Annual Faculty/Staff retreat aboard Camp Lejeune on August 16 (with several Trustees in attendance (Burgard, Kidd, Tillett) was a very engaging and collaborative event between UNCW, US Marine Corps and Cape Fear CC.
- UNCW (officially on November 7) will receive its designation as a National Center of Academic Excellence in Cyber Defense Education through the National Security Agency and Department of Homeland Security. This is a significant achievement with positive impacts for students and faculty including scholarship and grant opportunities.
- Student Veteran Organization (SVO) VP Jay Richardson attended the SVA National Leadership Institute (1 of 100 invited nationally) and met with top leadership for 3 days. While attending, Jay also learned that UNCW’s SVO was nominated for National Chapter of the year.

Challenges and items of special focus:

- Focus on recovery efforts for military affiliated students affected by the hurricane. Will work to ensure we retain as many students as we can and provide assistance for them and their families.
- Address continued lapses in payments of G.I. Bill benefits.
- Hiring for the Office of Military Affairs Liaison and Program Manager position (previously held by Siobhan Norris) by October 31.
Executive Summary Statement:
The Office of University Relations focused on a number of significant communication efforts during the first quarter of FY 2018, from promoting UNCW’s model partnership with D.C. Virgo Preparatory Academy and launching new branding efforts (campus banners; advertising in the Chronicle of Higher Education and at ILM Airport, etc.) to spearheading comprehensive communications on behalf of the university during Hurricane Florence. OUR activated its emergency communications plan to relay critical information before, during, and after the storm, working under intense conditions (a reduction in staff, no power, no WiFi, no access to the standard website, etc.) to provide notifications about changes in the university’s operational status/condition; managing local/regional/national media (proactively and responsively); responding as quickly as possible to questions and concerns expressed by students/parents on social media; and sharing the ways the university was working to support UNCW students and employees affected by the storm. OUR continues to focus on drawing attention to the university’s fundraising efforts for students and employees, as well as promoting volunteer opportunities (as curated by the Office of Community Engagement).

Special Accomplishments & Highlights – Hurricane Communications and Coverage:
- The staff updated resources in advance of the hurricane, including the UNCW Alert site (in collaboration with ITS); internal instructional materials for remote management of online communication tools; and hurricane-related safety and preparedness info for campus and the community.
- Prior to the storm, power to the university’s standard website as well as emergency telephone hotline was strategically turned off to preserve equipment. The university’s Facebook page, maintained by OUR, and the UNCW Alert site, hosted on external servers, served as critical resources of information for the campus and the community along with UNCW email, which was not disabled during the storm.
- OUR was in constant touch with media, both when there were updates and to share campus messaging. Media tours were conducted as soon as it was deemed safe to do so (a total of three). The aftermath of Hurricane Florence was covered by most major media outlets (WECT, News & Observer, StarNews, Port City Daily, encore, WWAY, Spectrum News, Greater Wilmington Business Journal, Rolling Stone, Boston Herald ESPN, and U.S. News & World Report), and included interviews with the administration as well as faculty and staff experts who provided insights on the emotional and mental toll of the storm, environmental concerns and efforts to rebuild. Stories also highlighted the “Seahawk spirit” illustrated as UNCW employees and students volunteered or collected donations of materials or funds for hurricane relief.
- OUR communicated with all web content managers regarding messaging during the emergency event and launched the emergency breaking news banner on the university’s homepage after the event to draw attention to critical information like the donor-supported relief funds.
- Webpages were created post-hurricane to host Florence FAQs, revised parking maps, and updated Academic Affairs information regarding lost instructional time. OUR collaborated with IT to establish a dedicated email inbox, florence@uncw.edu, for students/employees to ask critical questions about assistance.
- Post-storm, Jeff Janowski was permitted to carefully tour campus to capture images of the campus for historical and informational purposes. OUR shared the photos on social media to provide the Seahawk community with a glimpse of the recovery efforts underway on their beloved campus.
- OUR has initiated an effort to collect “Hurricane Heroes” stories about the Seahawks who stepped up to help others during and after the storm.
- OUR is also collaborating with Advancement to promote support of the Campus Emergency Fund (for student hurricane relief) and the Hurricane Florence Employee Assistance Fund on the UNCW website.
Quarterly Activity (performance measures, etc.):

- OUR assisted the Watson College of Education in promotion of UNCW’s partnership with D.C. Virgo Preparatory Academy, including production of videos; review of recruiting material and print ads; message amplification; and collaboration with a UNC System representative who attended the academy’s opening.

- Creative Services completed several significant projects, including new university-branded flags for campus; new university ads for ILM Airport; Admissions recruitment materials for first-year, transfer and military students; Academic promotional pieces for fall lectures, theatrical performances and programmatic outreach; Advancement materials, such as graphic elements for fundraising efforts, an endowment report and major giving proposals; Athletics fall sports items, the student-athlete handbook and men’s basketball ticket booklet; updates to the Brand Identity Guide; and design of the UNCW summer catalog, and the OLLI fall catalog.

- Web Development completed the redesign and launched the Title IX site in September.

- Media Production created a video and photo gallery for Move-In Day as well as a Welcome Week photo gallery, highlighting the numerous events welcoming students to the university. The team also produced a UNCW Seahawk Basketball season ticket commercial.

- The Communications team launched a full slate of WE ARE UNCW profiles in August to profile new campus leaders and highlight alumni and students. Nearly 20 new profiles were published in the first quarter prior to the storm. OUR produced a New Faculty website for the 2018-19 academic year, highlighting photos and brief bios of more than 75 newly hired faculty members. In addition, the team refreshed SWOOP, the faculty/staff newsletter, to incorporate requests submitted by readers during a summer survey.

- The team also provided content editing and design of the Cameron Insider magazine and created a giving brochure for the Cameron School of Business’ Center for Sales Excellence and Customer Delight. The Fall/Winter issue of UNCW Magazine is currently in production for a December delivery.

- During the third quarter, 44 news items were published to the UNCW homepage. Notable news items included: UNCW to Offer Degrees in Coastal Engineering, Interdisciplinary Studies, UNCW Featured in 2019 Fiske Guide to Colleges, Education Dean Van Dempsey Appointed to Public School Forum of N.C. Board of Directors, Randall Library Awarded Funds for Civil Rights Digitization Project, UNCW Opens First K-8 Lab School in the State at D.C. Virgo, Rising UNCW Senior Part of Immersive Learning Experience with UNC System, UNCW and Central Carolina Community College Partner on "Pathway to Excellence" Program, UNCW Honored by CASE for Overall Improvement in Fundraising, University Shares FAQs, Email Address, On-Campus Housing Hotline and Student Affairs Hotline for Pressing Student Concerns in Aftermath of Hurricane Florence.

Challenges and Items of Special Focus:

- OUR has a vacancy to fill following the August retirement of creative services director Marybeth Bianchi, who had been part of the university’s staff for 25 years. In addition, OUR is reviewing applications for a graphic designer to replace a team member who departed in June.
Executive Summary Statement:
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 UNCW’s strategic plan. Strategies for fundraising and alumni engagement are being implemented to support these goals.

YTD Activity (YTD 07/01/18- 09/30/18 - tentative as of October 5, 2018; updated figures will be shared at meeting)
- TOTAL PRODUCTIVITY: $2,484,319 (gifts, new commitments and planned gifts)
- $2,356,161 in Gifts
- $128,158 in New Pledge Commitments
- $0 in New Planned Gift Commitments
- Proposals Made: $17,375,069 (10) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $160,000 (5) in Major Gifts of $25,000+
- 918 Contacts Made with Prospects
- $129,671 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- University Advancement and the Parents Council Summer Send-off events in areas of high-concentration of incoming freshmen with 250+ attendees providing an opportunity to network with other Seahawk families and to learn about philanthropic involvement at UNCW
- UNCWWelcome Week initiatives to start building the student-alumni connection include: welcome messages from alumni in residence halls, signage and remarks during Convocation, Involvement Carnival, and social media posts
- Four student organizations have been approved to host crowdfunding projects on Advancement’s TealStarter platform during the fall semester
- Two Hurricane Relief Funds were established to provide assistance to students and employees personally affected by Hurricane Florence. A special webpage was created by University Advancement to receive donations and facilitate requests of these funds. [www.uncw.edu/hurricanerelief](http://www.uncw.edu/hurricanerelief)
- $60,000 gift to fund Travel Awards for Holocaust Studies

Challenges and items of special focus:
- Vacancies in key positions in the following areas: Development Director for Major Gifts (CHHS); Development Director for Major Gifts – general, Digital Communication Specialist, Director of Legacy Gift Planning, Assistant Director of Alumni Relations– all vacant as of 9/30/18; difficulties in filling the positions due to compensation competitiveness – using CapDev with two Major Gifts positions to recruit candidates
- Readjusting project timelines and priorities, due to Hurricane Florence, to include stewardship outreach, alumni events and communications and annual giving solicitations
- Approximately $40,000 lost in potential annual giving production due to suspension of Phonathon calling due to Hurricane Florence. Individuals in affected areas will be blocked from receiving solicitations in the immediate future
- Honoring members of the Wilmington Society, which recognizes significant lifetime giving to UNCW, at the Board of Trustees Reception on October 18
- Continuing to work with Campaign Counsel to formalize volunteer structures and begin discussions around communications and events associated with the public launch