Executive Summary Statement:
We work to engage alumni in the life of the university and its students through regional, affinity, reunion, career and student programs. The goal is to inform alumni of the opportunities for them to engage with UNCW so they are 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 front and center over the past months. Collaboration with campus partners and alumni volunteers has yielded a plan to provide alumni many reasons to come back to their beloved alma mater.

Quarterly Activity (performance measures, etc.):
- The team oversaw 12 regional, reunion, affinity, academic and student events with a total 796 attendees. These events included commencement celebrations, regional socials, pregame celebrations, luncheons and reunions. In addition to this, at Seahawk Salute we congratulated all graduating students. * homecoming numbers are not included – events took place after this report was submitted
- The team hosted 39 targeted volunteer meetings engaging 159 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. 120 personally signed letters were sent to alumni who have received promotions, honors or were featured for their good work. Stories were incorporated throughout university marketing communications. Highlights include:
  - Dr. John Berry ’89 is the president of Central Ohio Technical College
  - Carter Cheves ’08, was named the third head coach in the history of Ohio University’s men’s golf
  - Dr. Jerry Oates ’95, is the new superintendent of Brunswick County Schools
  - Danielle Griffiths ’97, Brown University’s women’s golf head coach was named the 2018 Ivy League Coach of the Year
- 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 was launched.
  - A new alumni brochure was produced.
  - In concert with the Admissions team, a garden flag and congratulatory letter were mailed to all legacy family admits.

Special Accomplishments and Highlights:
- Homecoming is set for February 1-3, 2019. This report was submitted on January 24, before registration closes and the events take place. 34 events will be hosted across campus including but not limited to the Alumni Champagne Brunch, Legacy Pinning Ceremony, Student Affairs Reunion, AAGA Luncheon and the TEALgate. Donald E. Godwin ’69 (Alumnus of the Year), Lindsay S. Harkey ’09 (Young Alumna of the Year) Janine Powell ’88 (Citizen of the Year) will be recognized at the Alumni Awards Reception and throughout the weekend.
- Alumni volunteers attended and interacted with our newest graduates at Senior Sankofa and at the Commencement Toast. Vice Chair, Lynn Whitesell ’97M address graduates with the alumni greetings during commencement exercises.
- A new alumni association brochure has been designed and produced.
- The J. Marshall Crews Distinguished Faculty award was presented to Dr. Jeanne M. Persuit, Ph.D. who serves as an Associate Professor of Communication Studies.
- UNCW is currently 5th overall in response rate to the UNC GA Alumni Satisfaction Survey with only 3 emails bouncing during the process.

Challenges and items of special focus:
- Chris Montero ’12 ’16M has accepted our offer to join the team as Assistant Director for Programming & Engagement. Chris joins us from UNCW’s Centro Hispano where he has served as a Program Coordinator. This position has been vacant from late August 2018 – January 28, 2019 due to delays from Hurricane Florence.
- Administrative Specialist, Dianne Connor has announced her retirement effective January 31 after close to six years of supporting the team in the Wise Alumni House. A nationwide search has commenced.
Executive Summary Statement:

UNCW student athletes persevered Hurricane Florence and performed exceedingly well academically and athletically during Fall semester 2018. Men’s basketball hosted Clemson in an exhibition game that raised more than $50,000 for two local hurricane relief funds (Good Shepherd Center and the UNCW Student Hurricane Relief Fund). Many Seahawk teams spent countless hours performing community service in the wake of Hurricane Florence helping southeastern North Carolina recover from storm damage.

Quarterly Activity (performance measures, etc):

- Contributions to the Seahawk Club unrestricted scholarship fund are up 17.38% YTD (December 31, 2018.)
- Athletics welcomed new Senior Associate Director of Athletics and Senior Woman Administrator Tiffany Tucker to the staff. Tiffany is working hard to meet all campus departments, agencies and individuals who support the educational mission of the Department of Intercollegiate Athletics.

Special Accomplishments and Highlights:

- UNCW student athletes achieved their highest semester grade point average on record for a semester, compiling a cumulative 3.36 GPA during the recently completed Fall 20178 term. The 315 student athletes weathered Hurricane Florence and other challenges to feature 246 individuals with a GPA of 3.00 or higher. Forty-five (45) student athletes earned a perfect 4.0 GPA and 15 teams recorded GPA’s of at least 3.0.
- Women’s basketball senior guard Shrita Parker was named the United States Basketball Writers Association (USBWA) National Player-of-the-Week ending January 20. She helped hand James Madison and Towson their first CAA losses of the season.
- Men’s basketball senior forward Devontae Cacok became the men’s basketball program’s all-time leading rebounder and broke the career mark for double-doubles.

Challenges and items of special focus:

- Raising more unrestricted scholarship funds.
- Continuing to renovate and upgrade practice and competition facilities.
Executive Summary Statement:

The fourth quarter for the Office of Military Affairs was quite busy prepping for graduation, training a new employee and reorganizing for spring, 2019. The majority of the quarter was spent with our new hire, Melanie Nelson and incorporating new orientation materials for military students. The Office held its annual Veterans Week events, held transfer orientation sessions for military students, created a new student handbook and continued to liaise with several military leaders to identify, assess and work towards implementing new areas of academic instruction and research.

Quarterly Activity (performance measures, etc.):
- Continued outside engagements with state and national entities (NC STRIVE, SECOME, CCME and DOL/DOD/VA).
- Created a new Student Handbook, which was sent to all new Transfer students before they arrived on campus for spring, 2019. The new student handbook is already being modified due to new items acquired from attending military conferences and meetings.
- Welcomed 140 new military-affiliated students to campus for spring, 2019.
- Continued with Green Zone Training for Faculty and Staff and this training is booked solid for the spring semester.

Special Accomplishments and Highlights:
- The local chapter of the Military Officers Association of America (MOAA) provided $6,500 in scholarships for military students in the College of Arts and Sciences, College of Health and Human Services and the Watson College of Education. Additionally, the Baker Automotive Group provided $25,000 in scholarships to veteran students in the Cameron School of Business.
- UNCW was represented at the U. S. Chamber of Commerce signature event in November and now has representation on their Community Partnerships Working Group with various senior Fortune 500 leaders.

Challenges and items of special focus:
- Focus on re-tooling the Office workloads and incorporating Melanie’s background strengths to increase services provided to our military students.
- With ROTC getting closer to a possible return to UNCW, will require some administration and faculty input to ensure the program will begin in spring, 2020.
- Work with the UNCW and military community to increase DE/Online options for active duty and military family members.
- When appropriate, re-schedule meetings with elected officials concerning the proposed Comprehensive Transition Model for military students.
- Coordinate the annual Camp Lejeune Retreat for Faculty, Staff and Board of Trustee members. Retreat will take place in August, 2019.
Executive Summary Statement:
During the final quarter of 2018, the Office of University Relations (OUR) produced comprehensive coverage celebrating the university’s “Hurricane Heroes” with a specialty website, several video productions and a complementary section in UNCW Magazine. Other major projects completed during the fourth quarter included: the launch of the new interactive campus map; a holiday video that received 5,000 views; December commencement coverage; and promotion of a historic satellite launch from Professor John Morrison. OUR was instrumental in promoting the university’s new doctoral institution recognition and collaborated closely with University Advancement and the Cameron School of Business to announce a historic $10 million gift from David Congdon ’78 and his wife, Helen, to CSB support students, faculty and programs.

Quarterly Activity (performance measures, etc.):

- As part of the university’s hurricane coverage, the media production team created four videos highlighting “Bilingual Volunteers”; “Campus Recovery”; “Recovering Together”; and “Students Give Back.” The videos were viewed more than 19,000 times. In addition, a special section and the cover of the Fall/Winter 2018 issue of UNCW Magazine were devoted to the storm’s impacts on our campus and community.
- There were 1,204,920 total page views for the homepage of uncw.edu between October and December, about 169,000 views higher than the same timeframe the previous year. Fifty-one news items were published to the UNC homepage during this time (nine of which were chosen to be featured on the UNC System website). Notable items included: UNCW Named 5th Most Innovative Public University in the South, Sets All-Time Enrollment Records; UNCW Named 5th Best Online College in North Carolina; UNCW Receives Federal Recognition as a National Center of Excellence in Cyber Defense Education; UNCW Rises to 5th Among Peer Institutions in Number of Students Studying Abroad; UNCW Assistant Professor Darin Penneys Shares in a $1.3M National Science Foundation Grant; UNCW Cameron School of Business Earns Top Spots in Rankings; UNCW Elevated to “Doctoral Universities: High Research Activity” by Carnegie.
- Creative Services collaborated with Admissions and Athletics to design and produce prospective student and donor recruitment materials; with Student Affairs on commencement materials; and with Academic Affairs/academic departments on collateral to promote the humanities, coastal engineering, OLLI catalog; arts events and many other programs. The team completed significant work on hurricane-related items (including a T-shirt, graphic elements, web design and review of materials developed by campus partners).

Special Accomplishments and Highlights:

- On Dec. 6, OUR teamed up with University Advancement and the CSB to announce that the university received $10 million from David Congdon ’78 and his wife, Helen, to establish the “David S. Congdon School of Supply Chain, Business Analytics and Information Systems” within the Cameron School of Business, the largest outright gift commitment to date. OUR distributed a message of recognition to the campus on behalf of Chancellor Sartarelli; posted the news on various platforms (website, social media, e-newsletters); produced a WE ARE UNCW profile of the donor; and secured extensive media coverage of the gift in outlets such as Global Trade Magazine; WRAL; Greater Wilmington Business Journal; WECT and StarNews, among others.
- Another historic moment for UNCW happened in early December when SeaHawk-1, a nanosatellite developed by a team led by Professor John M. Morrison, was launched. OUR was integral to promotion of the takeoff, utilizing the university website, social media, media outreach and marketing opportunities to share the news of this achievement.
- In addition, OUR heavily promoted the university’s recognition by the Carnegie Classification of Institutions of Higher Education with the elevated designation of a “Doctoral Universities: High Research Activity” institution, utilizing the website, social media, media outreach, e-newsletters and national advertising to share the news.
- OUR promoted an initiative that will allow UNCW to welcome the first visiting faculty in the newly established Visiting Artist and Scholar Program for spring 2019. The program, established by the College of Arts and Sciences, is supported in part by the Beane Wright Foundation through UNCW Board of Trustees member Agnes R. Beane.

Challenges and items of special focus:

- The Creative Services team has been operating with two vacancies following the departure of a graphic designer and the retirement of longtime Creative Services Director Marybeth Bianchi. In the next few weeks, April Lepak, who has nearly 20 years of experience in printing and graphic design, will join the OUR team after a 10-year stint with Marbles Kids Museum in Raleigh. The creative services position was reclassified as an art director position, based on business needs. The revised position has been posted and the team will evaluate candidates this spring.
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 Chancellor Sartarelli’s strategic plan. New strategies for fundraising and alumni engagement are being implemented to support these goals.

YTD Activity (YTD 07/01/18- 12/31/18)
• TOTAL PRODUCTIVITY: $18,561,437 (gifts, new commitments and planned gifts)
• $9,083,212 in Gifts
• $7,478,225 in New Pledge Commitments
• $2,000,000 in New Planned Gift Commitments
• Proposals Made: $31,974,001 (36) – includes Major Gift and Planned Gift Proposals
• Proposals Funded: $11,288,672 (16) in Major Gifts of $25,000+
• 1,943 Contacts Made with Prospects
• $595,139 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
• Celebrated UNCW’s largest outright gift commitment of $10M to establish a new school within the Cameron School of Business
• 61% toward annual giving goal of $973K; 51% toward alumni donor goal of 4,263
• New gifts of note: $484,000 to establish support funds for Economics and Biology and Marine Biology; $100,000 for Psychology graduate fellowships; $2,000,000 planned gift to endow a DP in Marine Biology
• All four giving societies are pacing ahead of FY18 Q2 results
• 192 donors collectively contributed $36,206 to UNCW on Giving Tuesday (global day of giving on the Tuesday after Thanksgiving)
• Three student-led crowdfunding projects met their crowdfunding campaign goals during the fall semester, collectively raising $10,995.56
• Dedication ceremony of the Elwood and Mary Walker Lecture Hall (Cameron Hall 105) was held on 1.31.19
• Reassignment: Beau Cummings, Development Director for university wide interests; New hires: Tim McClain, Development Director for Gift Planning, Kathleen Durkin ’06, Social Media Communication Specialist, Cris Montero, Assistant Director for Alumni Relations Programming and Engagement, and Ariel Bennett, Business Officer

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 (CSB), Development Officer for Alumni Giving, Events Coordinator, and Administrative and Budget Assistant in Alumni Relations
• Decrease in participation in the Senior Class Giving Campaign/Chancellor’s Challenge attributed to Hurricane Florence with enhanced marketing and solicitation plans doe spring semester
• Give More in 24 Challenge scheduled for April 9
• Comprehensive Campaign progress includes finalizing case statements for academic areas in consultation with deans and campaign counsel; recruiting campaign executive cabinet and volunteer leadership; assessing initial campaign communication collateral needs; internal discussions about campaign launch event and timeframe