



Executive Summary Statement:

Our mission is to engage alumni into the life of the university and its students through regional, affinity, reunion, career and student programming. Our goal is to inform alumni of the opportunities for them to engage with UNCW. In this effort, we inspire alumni 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 team continues to push forward with the division's strategic plan by implementing strategies that that will improve UNCW's alumni engagement.

Quarterly Activity (performance measures, etc):

- The team oversaw 21 regional, reunion, affinity, academic and student events with a total 1,624 attendees. These events included reunions, career programs, legacy programs, award recognitions, student/alumni programs, and athletic celebrations. In addition, the team participated in Seahawk Salute and distributed a graduation gift to graduating students and 750 students engaged with a program and educated them on the Alumni Association and how to stay connected after graduation. During this time, the alumni association supported Com Studies Day and Business Week
- The team hosted 34 targeted volunteer meetings engaging 151 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. 124 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.
 - Sammy Kinlaw '92, Lexmark vice president, was named to its 2018 list of Top 100 Executives.
 - Brian Kubovcik '06, has been nominated for an Emmy for his work as part of the Visual Effects team on the TV Show, Mr. Robot.
 - UNCW baseball coach Mark Scalf '80, has been named the American Baseball Coaches Association east region coach of the year for the fifth time in his career.
 - NC Governor Roy Cooper appointed Sam Romano '05, as a commercial fisherman to the Marine Fisheries Commission.
 - United Way of New York City named Gina Goodenow '99, '00M, as Senior Vice President and Chief Financial Officer-the organization's first female to take on this role in its 80-year history.
- 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.
 - Through April 11 (when report was submitted) the UNCW Alumni Association enjoyed 17k (+35) Facebook Fans, 2.1k (+191) Instagram Followers, 67K (+1,278) LinkedIn Followers.
 - Through social media engagements (reactions, comments, shares and likes) Facebook received 3.9k on 71 posts, Instagram received 4.9k on 55 posts and LinkedIn enjoyed 4.4k on 32 posts.
 - The UNCW Alumni Association Social Media statistics buzzed with news of Give More in 24. On April 9th alone, engagements on Facebook totaled 55 on 7 posts, Instagram 509 on 7 posts, LinkedIn 139 on 4 posts.
 - Social media stories help the alumni association elevate our message. On Instagram, there were 26 stories shared and the highest viewed story was 603. On Facebook, we shared 19 stories and the highest viewed was 208.

Special Accomplishments and Highlights:

- The Cameron School of Business Alumni Chapter recognized their 2019 CSB Outstanding Alumni awardees - Howell Graham '85, Judy Lynn '89, and David Wallace '77.
- Linda Mays has joined the alumni relations team on March 11 as the administrative & budget assistant, supporting the Alumni Relations and Leadership Annual Giving teams at the Wise Alumni House. Linda comes to us with an extensive and diverse background as an administrative professional, including the support of highly functioning teams, communicating with constituents and experience using Raiser's Edge – our internal database.

Challenges and items of special focus:

- On March 11, the alumni relations team was officially staffed at full capacity for the first time since August 2018. Onboarding has taken special focus for the team.



Executive Summary Statement:

Spring 2019 is winding down with UNCW's student-athletes working hard in the class rooms to finish strong, while many sports (baseball, softball, tennis (m), tennis (w), golf (w), golf (m) and outdoor track and field) competing for their championships. The Green Track has reopened and UNCW has hosted two intercollegiate meets along with two scholastic events. The shared use with the City of Wilmington and New Hanover County is progressing very well.

Quarterly Activity (performance measures, etc):

- UNCW's Give More in 24 was a great success. Of the \$250,957 contributed from 1,892 donors, the Seahawk Club (SHC) accounted for raising \$75,477 from 573 donors. The average gift contributed to the SHC was \$132. SHC members, former student-athletes, parents, faculty, staff, and a large number of student athletes helped this great showing to provide scholarship resources.
- The Student-Athlete Leadership Society had an evening of capstone presentations during which 25 student-athletes displayed their thoughts on leadership.
- Graduate Success Rate (GSR) data was submitted to the NCAA for UNCW student-athletes who entered in 2012-13. The rate of 90% will be publicly announced in September 2019.

Special Accomplishments and Highlights:

- Senior men's basketball player Devontae Cacok, Justin Wright-Foreman (Hofstra), Vascia Pusica (Northeastern) and Jarrell Brantley (Charleston) won the 3x3 Men's Basketball Tournament national championship at the men's Final Four in Minneapolis recently. Each member of the winning team earned a \$25,000 cash prize for his efforts.

Challenges and items of special focus:

- Raising more unrestricted scholarship funds.



Executive Summary Statement:

The beginning quarter of 2019 was packed with collaborations and special events. As we observe the construction of Veterans Hall, we continue to find ways to grow the military community from our existing space in Warwick Center. Students have enjoyed getting back to “normal” this semester, and the Office of Military Affairs has enjoyed hosting some high-profile guests while developing new partnerships.

Quarterly Activity (performance measures, etc.):

- Participated in Student Veterans of America National Convention in Orlando.
- Presented Green Zone training overview for South Carolina Association of Veterans Administrators.
- Designed new workshops for military-affiliated students with the Career Center, the University Learning Center, and Campus Recreation.
- Increased new student engagement by contacting all new military-affiliated students by phone
- Melanie Nelson was selected as a UNI 201 Transfer Student Seminar instructor to increase services provided to our military students.

Special Accomplishments and Highlights:

- We hosted the first military-affiliated alumni reception during Homecoming, which was attended by current students and graduates representing several decades of UNCW alumni.
- The Office hosted more than 200 guests for the annual Military Appreciation Basketball Game in January, including our guests of honor, Lt. General Walter Gaskin, U.S. Marine Corps, retired, Vice Admiral Dennis Jones, U.S. Navy, retired, and Hew Wolfe, Former Deputy Undersecretary of the Army. Collectively, all three guests of honor had a combined 122 years of military service.
- Another high-profile guest was Brigadier General Donald Bolduc, U.S. Army, retired, who presented on the subject of mental health awareness in the military. He also participated in the very first episode of the Military Seahawk Podcast, a collaboration between the Office and UNCW student media.
- Hosted military guests for the annual Military Appreciation Baseball Game in March. Lt. General Bill Mayville, U.S. Army, retired threw out the first pitch with the game ball delivered via drone. Event raised over \$4,000 for Step Up for Soldiers via the Baseball team jersey auction.
- Hosted Mrs. Steffanie Easter on campus as part of Navy Week in Wilmington. Mrs Easter is the Director, Navy Staff - Office of the Chief of Naval Operations.
- UNCW veteran student Jay Richardson, was awarded a Google Student Veterans of America Scholarship. One of only 8 awarded across the country.

Challenges and items of special focus:

- We are in the process of hiring a new Military Liaison and Program Manager to fill the position at New River Air Station vacated by Ashley Adamovage.
- Beginning coordination for the Camp Lejeune Retreat for Faculty, Staff and Board of Trustee members.
- Continuing to prepare for ROTC to potentially start in Spring, 2020.
- Re-open conversation with elected officials concerning proposed Comprehensive Transition Model for Student Veterans.



Executive Summary Statement:

In the first quarter of 2019, the Office of University Relations was extensively involved in supporting arts and humanities events and programs; highlighting research achievements; collaborating with Alumni Relations and University Advancement for the annual Homecoming festivities and “Give More in 24” challenge; and promoting the university’s latest rankings.

Quarterly Activity (performance measures, etc.):

- OUR processed 336 project requests in the first three months of 2019 that included a wide range of communications, media production, web communications and graphic design services. Significant projects included: Business Week; WITX; Center for Cyber Defense Education; Honors College; a variety of humanities, arts and sciences programs; promotional collateral for Athletics; and ads in the *Chronicle of Higher Education* and *Our State Magazine* for Admissions and other campus partners. Many of the projects included multiple components, such as photography, video production, editing/writing, digital content development and review, social media, media relations and designed collateral (programs, ads, postcards, graphic elements and other materials). The Communications and Creative Services units also reviewed/approved more than 30 designs produced by campus partners, ranging from single-page flyers to multi-page booklets.
- There were 1,034,417 total page views for the homepage of uncw.edu since January. Fifty-eight news items were published to the UNCW homepage in the first quarter of 2019. Notable headlines included [UNCW Senior to Cross the Pond for Fulbright Funded Graduate Studies](#); [UNCW Associate Professor Narcisa Pricope Receives Fulbright Research and Teaching Award](#); [UNCW Ranked 8th in Nation for Online Bachelor’s Programs](#); [UNCW Researchers Participate in International Marine Mammal Project](#); [UNCW Breaks Ground on New Student Housing Village](#); [UNCW Faculty, Staff Recognized for Achievement in Research Funding](#); [UNCW Professors Receive \\$446,000 National Institutes of Health Grant for Opioid Research](#); [UNCW Ranked Among Best Graduate Schools by U.S. News & World Report](#); [UNC Wilmington Student Veteran Awarded Google Student Veterans of America Scholarship](#).

Special Accomplishments and Highlights:

- OUR collaborated with Alumni Relations and Advancement to produce photos, videos, web and social media to support messaging for Homecoming in February and the “Give More in 24” challenge in April. The media production team produced three “Seahawk Stories” community engagement videos showcasing the Snipes Academy Chorus and Opera Symposium collaboration, the Center for Pediatric Behavioral Health and visiting international Fulbright scholars.
- All four units within OUR are collaborating to refresh the university’s Brand Identity Guide (BIG) as a web portal with plans to relaunch it in the summer of 2019.
- The web content team worked with the Office Institutional Research and Planning and Online Education to refresh their respective websites. Also, a “Spring Forward” landing page to promote online and other UNCW programs available for transfers and students in the Onslow area was launched.
- The spring/summer issue of *UNCW Magazine* is in production for printing/mailing in mid-June. OUR also wrote special WE ARE UNCW features of UNCW and Cameron School of Business distinguished alumni as part of the annual Homecoming and Business Week celebrations.

Challenges and items of special focus:

- OUR has interviewed finalists for the position of Art Director with the goal of appointing the selected candidate by the end of April.
- Deputy Director Andrea Weaver served as a presenter at the CASE III District Meeting in February, attended by higher education professionals from 24 states.

- A design refresh to modernize and improve the user experience of top-level, marketing-oriented pages within the university website is underway. Funding and support for continued research and web design services would make it possible to carry that effort forward and improve the quality, presence and effectiveness of the entire website.



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 the UNCW strategic plan. New strategies for fundraising and alumni engagement are being implemented to support these goals.

YTD Activity (YTD 07.01.18- 03.31.19)

- **TOTAL PRODUCTIVITY: \$20,404,465** (gifts, new commitments and planned gifts)
- **\$10,370,036** in Gifts
- **\$7,759,429** in New Pledge Commitments
- **\$2,275,000** in New Planned Gift Commitments
- Proposals Made: **\$34,801,570 (58)** – includes Major Gift and Planned Gift Proposals
- Proposals Funded: **\$11,648,098 (25)** in Major Gifts of \$25,000+
- **3,392** Contacts Made with Prospects
- **\$774,926** Generated by the Annual Giving Program

Special Accomplishments and Highlights:

- Planning for sixth annual Give More in 24 Challenge on Tuesday, April 9. Goal is 1,440 donors – one per minute for 24 hours.
- Annual scholarship donor appreciation dinner was held February 13 with over 410 in attendance
- 5 out of the 7 student-led crowdfunding projects that were launched in the Spring semester have successfully met their fundraising goal. Tealstarter has brought in 460 gifts totaling \$25K so far this year.
- Inactivated Hurricane Relief Funds and worked with award authorities to allocate remaining funds. 437 students and 76 employees received grants, made possible through private support.
- Dedication ceremony of the Elwood and Mary Walker Lecture Hall (Cameron Hall 105) was held on 1.31.19
- New hires: Administrative Associate, Linda Mays, was hired in Alumni Relations and Chelsea Nelson was hired as Events Coordinator

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 (offer has been made – tentative start date of 5.28.19), and Administrative Associate in the central office, plus two employees on medical leave - one in Advancement Services and one Executive Assistant
- Staff relocation to the new Administrative Annex Building
- 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
- In anticipation of the volume and level of stewardship activity that will be required to support the campaign, realigned and delineated responsibilities among key individuals in the division
- Conducted presentations to various UA boards, UNCW governing bodies and campus colleagues to seek buy-in and participation in 6th annual Give More in 24 Challenge
- Working with OUR to finalize the production of the Veterans Hall naming catalog.
- Submitted an RFP for a comprehensive campaign branding study.