Executive Summary Statement:
The charge of the alumni relations team and the UNCW Alumni Association is to engage alumni in the life of the university and its students through regional, affinity, reunion, employer development, and student programming. Our work centers around informing alumni of opportunities available 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 centered 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 and participated in 20 regional, reunion, academic, affinity, employer, and student events with a total of 1,700 attendees. These events included regional events (Triangle, Charlotte, Boston, Cape Fear, and New York City), employer visits, commencement celebrations, award ceremonies, socials and alumni baseball picnics.
- 44 targeted volunteer committee meetings and one on one meetings/luncheons were hosted by the alumni relations team engaging 208 alumni to personally tell UNCW’s story and to increase alumni engagement.
- 5,734 individuals were reached during our tabling initiatives during commencement and orientation.
- Our “Alumni in the News” program had identified a few alumni of note listed below. Personalized, signed congratulatory notes were completed.
  o Aaron Pinkston ’05 won an Emmy during the 46th annual Daytime Emmy Awards ceremony held May 5 in Pasadena, CA. It was Pinkston’s fourth Emmy.
  o Brooke Bloomquist ’10 is president of Blue Shark Vodka, the first distillery in New Hanover County.
  o Col. Francis DeLuca USMC ’81 ran for Congress.
  o Cameron Baker ’13 accepted membership to The National Black Lawyers Top 40 Under 40.
- Our strategic communication plan to inform alumni has yielded many social media and communication pieces (design/creation/delivery) including emails, electronic newsletters, and direct mail pieces.
  o Social media features highlighting alumni accomplishments including Devontae Cacok’s NBA contract, Alejandra Sotelo being named Police Deputy, and Daniel Hargrave as the Captain America stuntman earned high engagement.
  o Coordinated a specialized welcome newsletter 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:
- The Association awarded 17 merit-based scholarships to students for FY19-20 totaling just under $50,000.
- New Alumni Board of Directors members at- large: Robert Abbotts ‘85 (Matthews, NC), Stephania Bloodworth ‘00 (Wilmington, NC), Emely De La Cruz ’06 (Wilmington, NC), and Erica Jones ’96 (Wake Forest NC).
- Stephanie Lanier ’03, ‘07M(chair) and Brad Heath ’96, 07M (past chair) were chosen to deliver the commencement keynote for their respective colleges. Lynn Whitesell ’97M delivered alumni greetings at all ceremonies.
- Lindsay LeRoy participated in the UNC Symposium as a moderator for session Best Practices In Alumni Engagement: How Alumni Participation In All Ways Can Be Influenced and a panelist in the Successful Alumni Engagement Events Panel.
- This year, Family & Alumni Weekend will be rebranded as Family Weekend and is scheduled for September 20 - 22, 2019. Alumni programming will feature a 50-year reunion (1969)/Golden Wing Society celebration and Legacy Pinning Ceremony.
- The Alumni Relations team identified individuals to take part in interviews influencing UA’s image study.
- The Alumni Board of Directors unanimously approved updated bylaws to manage the UNCW Alumni Association.

Challenges and items of special focus:
- Training and onboarding have been a special focus for the very new team
- Turnover within the division has created extra attention and time dedicated to extra workload and serving on each committees
Executive Summary Statement:

The 2018-19 academic year has been productive for UNCW’s 300 plus student athletes. Weathering Hurricane Florence by winning three Colonial Athletic Association championships (women’s golf, men’s golf and baseball) and turning in a tremendously solid academic year showed the sheer determination of our Seahawk student-athletes. Fifty-nine student athletes earned their undergraduate degrees during spring 2019 commencement. The UNCW Student Aid Association (Seahawk Club) met its 2019 financial commitment of $765,000 for scholarship aid and continued to build a very strong Student Seahawk Club organization.

Quarterly Activity (performance measures, etc):

- Thirteen (13) of UNCW’s 19 teams achieved a perfect APR score of 1,000 in the NCAA’s 15th report of Academic Progress Rates (APR).
- Seven (7) teams earned NCAA Public Recognition Awards for placing among the top 10% nationally in the classroom in the multi-year calculation for their sports. The honored teams included men’s cross country, women’s cross country, women’s beach volleyball, women’s swimming and diving, women’s tennis, women’s golf and volleyball.
- UNCW’s 315 student athletes closed out the school year by compiling a 3.347 GPA during the spring 2019 semester. Overall, Seahawk student athletes finished the year with a cumulative GPA of 3.35.

Special Accomplishments and Highlights:

- The baseball team won the school’s sixth CAA Championship and appeared in the NCAA Regionals (Chapel Hill) for the 10th time. Mark Scalf closed out his career as the winningest coach (941-686) in CAA history.
- Junior Sydney Schneider (Dayton, NJ) represented UNCW internationally as the goalkeeper for the Jamaican National team that competed in the 2019 FIFA World Cup in France.
- Sophomore shortstop Greg Jones (Cary, NC) became the highest Seahawk to be drafted when he was selected 22nd overall in the recent Major League Baseball Draft by the Tampa Bay Rays. Overall, four UNCW players were chosen in the MLB draft. Jones was also named the 2019 CAA Player of the Year.
- Senior women’s soccer player, Kirsten Bootes, was named recipient of the Carolina Panthers Foundation for the Carolinas Scholarship ($10,000). Kirsten will attend graduate school at the University of Utah.

Challenges and items of special focus:

- Hiring a new athletics chief financial officer.
- Continuing facility upgrades and renovations.
Executive Summary Statement:

The fourth quarter of 2019 has seen a staffing change (Joanna DeMott has joined OMA’s staff and will work out of the New River Air Station Office). Also, significant updates to our student orientation process has been implemented with great success.

Quarterly activity (performance measures, etc.):

- Redesigned transfer student orientation procedures, increasing military breakout session from 20 minutes to 1 hour
- Participated in a roundtable discussion of veteran entrepreneurship programs with community nonprofits
- Attended NC STRIVE conference in New Bern
- Supported Whole Vet transition event at Cape Fear Community College

Special Accomplishments and Highlights:

- Our Military Appreciation Baseball Game was well-attended, in spite of the weather; Lieut. Gen. William Mayville, U.S. Army, retired, threw out the first pitch.
- A student veteran was selected as one of eight Student Veterans of America Google Scholars.
- Several faculty members met with SES Stephanie Easter during Navy Week to discuss potential collaborations for naval research.
- We raised $4,191 for the Office of Military Affairs through 44 donors during Give More in 24.
- The Student Veterans Organization won the student organization challenge during Give More in 24, allowing them to add more than $5,000 to their trust fund to support scholarships to attend the national conference of Student Veterans of America.
- We were awarded a grant from Friends of UNCW to purchase books to support Green Zone training.
- One of our Spring 2019 military-affiliated graduates was commissioned as an officer in the United States Marine Corps.

Challenges and items of special focus:

- Completed hiring process for new Military Liaison/Program Manager.
- Looking forward to the Camp Lejeune Retreat for faculty and staff.
- Continuing to prepare for ROTC to start in Spring 2020.
- Continue pursuit of large Government (DoD, NSA, IC) grants and contracts.
- Cultivating new Scholarship opportunities with community organizations.
Executive Summary Statement:
As the academic year concluded, the Office of University Relations produced comprehensive coverage of commencement; promoted a CAS faculty-led scientific research expedition to the Arctic; and collaborated with Academic Affairs to announce new leadership in key positions. OUR completed a national ad campaign with The Chronicle of Higher Education and initiated a new one, scheduled to begin in July. OUR also worked closely with student leadership organizations and campus administrators to share the university's support for UNC Charlotte following the shooting on that campus. OUR collaborated with campus partners to issue regularly scheduled awareness messages to the university community regarding safety and security procedures in the event of an active attacker, a tropical storm/hurricane, etc.

Quarterly Activity (performance measures, etc.):
• Creative Services processed more than 102 requests during the quarter. Projects of significance included the Chancellor's Annual Report; a digital billboard promoting the “8th Best Online Bachelor's Degree in the Country” ranking; the annual ticket brochure for 2019-20 basketball season; the updated Student-Athlete Handbook; an ad for Admissions in Our State Magazine; the redesign of international recruitment materials and a MarineQuest van wrap.

• There were 924,110 total page views for uncw.edu since April. Eighty news items were published to the UNCW homepage from April to June. Notable headlines included UNCW Polar Physicist Till Wagner Leads Arctic Expedition to Study Sea Ice Melt; UNCW Named One of the Best Colleges with Great First-Year Experiences; Three UNCW Alumni Win Daytime Emmy; UNCW Researchers Will Use Virtual Reality Technology to Encourage Students to Consider STEM Careers; UNC System Names Three NC Graduates as its 2019-20 Presidential Scholars; UNCW Signs 25th Community College Partnership Agreement; UNCW to Graduate Inaugural Class of Nursing Doctoral Students; “Give More in 24” Surpasses Donor Goal and Raises More Than $250,000 to Support UNCW’s Mission; UNCW Ranked 14th in Nation for Best Online Master’s in Liberal Arts Programs.

Special Accomplishments and Highlights:
• Significant projects underway include a collaboration with the UNCW Police Department and Environmental Health and Safety (Business Affairs) to review all aspects of the university’s emergency and safety notification systems as part of best-practice efforts and to evaluate the potential launch of new tools and training resources in 2019-20.
• OUR is involved with an informational signage campaign in partnership with the sustainability office; and an advertising campaign to increase UNCW's brand awareness as a doctoral university with high research activity.
• “The Nile Project at UNCW,” a documentary by OUR’s media production team, screened at the 2019 Cape Fear Independent Film Festival. The team also produced a “Great Faculty” video series featuring Theodore Burgh (Department of Philosophy and Religion); L.J. Randolph (Department of World Languages and Cultures); Drew Rosen (Cameron School of Business); Susan Sinclair (College of Health and Human Services); and Amy Taylor (Watson College of Education).
• The spring/summer issue of UNCW Magazine was distributed to 80,000+ alumni and friends in late June.

Challenges and Items of Special Focus:
• Shirl New, one of OUR’s former graphic designers, was named OUR’s first-ever Art Director in May. She now oversees the creative services team and coordinates the production of collateral across multiple platforms. Applications for a new graphic designer are currently being reviewed.
Executive Summary Statement:
The University Advancement team has successfully focused on realizing an unprecedented increase 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 during fiscal year 2019. New strategies for fundraising and alumni engagement were implemented to support these goals.

YTD Activity (YTD 07.01.18-06.30.19 – tentative as of 7.2.19; updated figures TBA at the EA Committee Meeting)

- TOTAL PRODUCTIVITY: $23,214,713 (gifts, new commitments and planned gifts)
- $11,974,779 in Gifts
- $8,954,933 in New Pledge Commitments
- $2,285,000 in New Planned Gift Commitments
- Proposals Made: $38,078,716 (83) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $12,879,164 (36) in Major Gifts of $25,000+
- 4,314 Contacts Made with Prospects
- $1,065,390 Generated by the Annual Giving Program

Special Accomplishments and Highlights:

- Annual Giving program production resulted in more than $1M in revenue, exceeding the target by $65K
- Sixth annual Give More in 24 Challenge exceeded its goal of 1,440 donors. 1,894 donors contributed $250,962 (to include challenge gifts) in 24 hours; Highlights of this year’s challenge included:
  - 766 first time donors (38% of first time donors were students)
  - Altogether, 431 students participated in the challenge (a 112% increase from the previous year)
- Tealstarter (UNCW’s crowdfunding platform) raised $27,272 from 459 donors in FY19. 75% of those donors were first time donors. In three years, 20 student-led initiatives have raised over $50K.
- Chancellor matched gifts from graduates totaling $28,962, as part of the Chancellor’s Challenge. A successful Commencement Toast event was held on May 9 to welcome graduates into the Alumni Association and honor donors
- Comprehensive campaign update: $64M raised as of 6.30.19. Six confirmed participants to serve on the Campaign Executive Cabinet; Image study work has begun to include a marketing audit and listening tour; Quantitative surveys and brand messaging workshop to be completed before final presentation in September; Anticipated public launch is November 2020
- New hires: Development Director for CHHS, Melissa Sinclair, Development Officer for Alumni Giving, Kristin Consorti, and Tech Support Analyst, James Ramon have all joined the UA staff this quarter

Challenges and items of special focus:

- Vacancies in key positions in the following areas: Development Director for Major Gifts (CSB), Development Director of Advancement Services, Assistant Director of Annual Giving, Assistant Director for Gift Processing (new position), Social Media Specialist, Gifts Processor, 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
- Areas of focus for FY 20 include:
  - Development and implementation of a strategic, master plan
  - Creating a path toward the public launch of the comprehensive campaign
  - Enhanced internal, professional development
- Exploring strategies to successfully retain first-time donors who supported UNCW’s Hurricane Florence relief efforts in FY19