Executive Summary Statement:
The alumni relations team and the UNCW Alumni Association’s mission is to connect alumni and engage our alumni base into the life of the university and its students through regional, affinity, reunion, career and student programs.

Quarterly Activity (performance measures, etc.):
- The team oversaw twenty-five events with a total of 1,102* attendees. These alumni events included regional, cultural, board, reunion, career, award and student components from Boston, MA to Los Angeles, CA.
  *Numbers do not reflect the Student Involvement Carnival or Convocation with exposure to 2,000+ students.
- The alumni team of three engaged in thirty-four targeted chapter and board leadership meetings engaging 150 alumni to tell UNCWs story and to increase alumni engagement.
- The ‘Alumni in the News’ program, recognizes the notable achievements of our alumni. Alumni were identified as having received promotions, honors, or awards. Personally-signed cards are sent to alumni to express our pride in their accomplishments.
  - Tony Rivenbark ’70, was recently presented with the StarNews Media Lifetime Achievement Award.
  - Chase Hodges ’98, a tennis coach at Georgia Gwinnett College, has won 109 tennis matches in a row, which is the longest winning streak in all of collegiate athletics. He’s regarded as one of the top coaches in the USA.
  - Richard E. Myers ’89, ’94M, has been nominated by President Donald Trump to serve as a judge on the United States District Court for the Eastern District of North Carolina.
  - Logan Aldridge ’14, won an international fitness title and is The Strongest One-Armed Man on Earth.
- Social media strategy and communication pieces, including emails, electronic newsletters, and direct mail pieces, were designed, created, and sent as part of the UNCWAA’s strategic communications plan to inform alumni.
  - The UNCWAA’s Instagram account enjoyed a 20% growth resulting in 556 new followers by integrating a CTA (prize wheel) at alumni and student events and classes. Compared to our peer institutions, ranking 4th in Facebook followers, 8th in LinkedIn alumni group members, and 8th in Instagram followers.
  - A new social media ambassador program has been launched.
  - Marketing during convocation included a jumbotron welcome message in Trask and table tents at the picnic.
  - A special edition of the UNCWAA e-newsletter was delivered with a letter from the board chair to our newest alumni to welcome them and educate them on ways to get involved. Those alumni who had taken part in the Chancellors Challenge had a special thank you note associated.

Special Accomplishments and Highlights:
- A ‘future alumni page’ was added to our website to engage students. The UNCWAA provided Move-In gifts for all incoming students as they moved into their dorms with a link to the website.
- This year’s newly branded Family Weekend featured the Legacy Pinning Ceremony, celebrated 300 participants, including incoming students who have a parent, grandparent, or sibling who is an alumnus.
- J. Marshall Crews Distinguished Faculty Award was presented to Stephanie Turrise, Ph.D., RN, BC, APRN, CNE, Assistant Professor, School of Nursing.
- Alumni Relations and Annual Giving create an integrated, interactive experience for students at the Involvement Carnival. More than 450 students stopped by to tell us which areas of campus are most important to them for a chance to win a UNCWAA funded award centered around philanthropy.
- The date for Homecoming 2020 is the weekend of February 7-9, 2020. Preparations are currently underway for events including but not limited to the Alumni Association Distinguished Awards, Alumni Champagne Brunch, TEALgate, and AAGA Luncheon.
- An Image Study with VIsionPoint has commenced, and we have been gathering feedback from our alumni using surveys and focus groups.
- Lindsay LeRoy participated in a three-day immersive program at the Center for Creative Leadership in Greensboro.

Challenges and items of special focus:
- The Wise Alumni House has sustained damage from recent hurricanes. All events are canceled until restoration is complete.
- Alumni presence on campus and removing the distance between the alumni team and campus partners.
Executive Summary Statement:

Fall 2019 is off to a great start for UNCW’s 340 student athletes academically and competitively. Men’s soccer is tied for first place and women’s soccer is in second place in CAA standings (10/10/19). Both basketball teams started practice and anxiously anticipate their season openers. We are pleased to announce the hiring of Mark Wagner as Senior Associate Director of Athletics for Internal Operations. Mark will join our team on November 1 from Louisiana Tech where he served as Associate Director of Athletics/Chief Financial Officer for the past two years.

Quarterly Activity (performance measures, etc):

- Academic Proficiency: UNCW’s student athletes compiled a cumulative GPA of 3.35 last year, with a 3.34 during Spring 2019. Two hundred forty-two student athletes (76%) earned a 3.0 or higher GPA during the spring. Five women’s golfers were named All-American Scholars by the Women’s Golf Coaches Association. Thirteen (13) of UNCW’s 18 teams achieved a perfect APR score of 1,000 in the NCAA’s APR report (2017-18 academic year report).

- League Competitive: Teams won three 2018-19 CAA Championships (baseball, women’s golf and men’s golf) and 4 teams participated in NCAA Post Season (CAA championship teams and at-large participant men’s soccer).

  Men’s golf coach Daniel Bowden and women’s golf coach Cindy Ho were named CAA Coach of the Year for their championship seasons. Freshman Segundo Oliva Pinto won the CAA men’s individual golf title leading his team to the NCAA Athens Regional and Phu Khine won individual medalist honors leading her team to the Norman NCAA women’s golf regional. Four baseball players were drafted in the spring MLB draft with shortstop Greg Jones (Cary, NC) taken as the 22nd pick in the first round by the Tampa Bay Rays (highest UNCW selection ever).

Special Accomplishments and Highlights:

- The Seahawk Club men’s basketball tip-off banquet raised more than $82,000-an all-time high-for the school’s hoops program. More than 400 attended, including 30 former players, as University of Kentucky and Hall of Fame Coach John Calipari addressed the group.

- Sixteen (16) softball student-athletes were recognized by the National Fastpitch Coaches Association as Division I Scholar-Athletes for the 2018-19 academic year. Student-athletes must achieve a minimum 3.5 GPA on a 4.0 scale.

- The women’s and men’s soccer teams were recognized by the United Soccer Coaches for their work in the classroom during the 2018-19 school year. Coach Chris Neal’s team received the Team Academic award for the 15th time in 16 years after compiling a 3.38 GPA while Coach Aidan Heaney’s men’s soccer squad receive its 8th Team Academic Award citation in the last 9 years.

- Roman Tubner joined the UNCW women’s basketball as a full-time assistant coach. Roman spent last season as an assistant at Indiana State, where he was named to the Women’s Basketball Coaches Association’s 30 Under 30 list.

Challenges and items of special focus:

- Trying to identify financial resources to hire a full-time equipment manager as well as hiring a mental health specialist to serve our student-athletes.

- Do not forget to purchase your basketball season tickets for the men’s and women’s seasons.
Executive Summary Statement:

The first quarter of 2020 saw a 6.8% increase to the military-affiliated student population; 146 additional students this fall gives a total of 2,285 students, bringing the military-affiliated count to 13% of the total UNCW student population.

Quarterly activity (performance measures, etc.):

- The annual Faculty and Staff Military Retreat was attended by 13 representatives of both UNCW and Cape Fear Community College, including the student body president. Changes to this year’s itinerary meant that participants engaged in active training scenarios and explorations of equipment and simulators (firing of weapon systems and V-22 Osprey Helicopter tours).
- New student programming includes weekly breakfasts in Dubs Café with military-affiliated students, staff from offices all over campus, and guests from local community veterans’ service organizations.
- New outreach efforts include presentations to 2nd Marine Division Deployment Readiness Coordinators and support of the National Education Expo, the Education Forum on Camp Lejeune, and four Hiring our Heroes Military Spouse Employment Partnership networking events.

Special Accomplishments and Highlights:

- The Office of Military Affairs staff volunteered in support of the annual Military Order of the Purple Heart Dinner, recognizing a veteran who is now 101 years old.
- Joanna DeMott gave Green Zone training to staff at Carteret Community College.
- The Military Seahawk Podcast has returned with episodes featuring interviews with student veterans (uncwtealtv.org/the-military-seahawk-podcast).

Challenges and items of special focus:

- Beginning to assess future needs for effective use of space in Veterans Hall.
- Approaching community-based organizations (with assistance from University Advancement) for naming opportunities for Veterans Hall.
- Extending outreach efforts to Onslow Extension Site students and commuter students in the Jacksonville area.
- Delayed return of Army ROTC to campus.
Executive Summary Statement:
As the 2019-20 academic year began, the Office of University Relations produced comprehensive coverage of the annual UNCWelcome Week activities, including homepage stories and multimedia galleries of Move-In, Convocation and Beach Blast, and websites showcasing new faculty members and leadership. In addition, OUR promoted campus safety awareness, notably active attacker training; new rankings; a record fall enrollment; and two special days of Seahawk service sponsored by the Center for Faculty Excellence and the Student Government Association.

Quarterly Activity (performance measures, etc.):
• OUR processed more than 284 requests for project support. Projects of significance that were completed include: materials for the annual UNCWelcome events, MED Week, Global Marine Science Summit and Economic Outlook Conference; the fall 2019 OLLI Catalog, five Admissions recruitment booklets; and “Wings Up For Wilmington” collateral.
• There were 952,696 total page views for uncw.edu since July. Sixty-seven news items were published to the UNCW homepage from July to September. Notable headlines included UNCW Alumna Awarded Presidential Early Career Award for Scientists and Engineers for Pioneering Research; University-Community Partnership Will Address Medicaid Transformation Plan; UNCW Ranked 32nd Best Public College Value by Kiplinger’s; UNCW Students Awarded $110,000 by U.S. Coastal Research Program; UNCW Donors Set New Giving Record for Fiscal Year 2018-19: $23.2 Million; UNCW Assistant Professor Michael Tift Lead Investigator in $950K National Science Foundation Grant Project; UNCW Among Top 100 Public National Universities in Latest U.S. News & World Report Rankings; UNCW’s Fall Enrollment Sets University Record with Nearly 17,500 Students; UNCW Faculty Members Launch Interdisciplinary Series on Coastal Community Resiliency. Five UNCW news items were featured on the UNC System website.

Special Accomplishments and Highlights:
• OUR launched the online Active Attacker Awareness Training and organized in-person training sessions in collaboration with University Police, Information Technology Services and Human Resources. The office also collaborated with the Center for Faculty Leadership to promote participation in and community awareness of “Wings Up for Wilmington,” a day of service to the community to commemorate the one-year anniversary of Hurricane Florence. OUR also helped SGA promote its Day of Service on Oct. 4, an effort that focused on cleaning up the Bluethenthal Wildflower Preserve, which was heavily damaged during Florence.
• OUR is celebrating five years of We Are UNCW with more than 300 profiles of UNCW’s outstanding faculty, staff, students, alumni and friends published to date. OUR collaborated with the Division of Student Affairs staff to stage a month-long exhibition in the Ann Flack Boseman Gallery in the Fisher University Union. The OUR leadership team selected 30 photos to include in the gallery showcase and developed a digital slideshow to highlight the other 200+ portraits, most of which were shot by campus photography manager Jeff Janowski. The campus community enjoyed this look back, and OUR is looking forward to telling all the stories that lie ahead!
• The fall/winter issue of UNCW Magazine is currently in production, slated to be completed and mailed by December. OUR also produced Re:Search, highlighting key UNCW research endeavors in 2018, as well as the print issue of the 2019 Cameron Insider for the Cameron School of Business.

Challenges and Items of Special Focus:
• Not quite a year after Hurricane Florence, OUR provided extensive messaging to the university community regarding campus safety, closing and reopening during Hurricane Dorian.
• In partnership with ITS, OUR is investigating the prospect of undertaking a full-scale redesign of the university website to improve the user experience; better highlight the university’s brand and points of pride; as well as modernize the look and feel to reflect current trends.
Executive Summary Statement:
The University Advancement team focused on realizing an 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 2020. New strategies for fundraising and alumni engagement are being implemented to support these goals.

YTD Activity (YTD 07.01.19- 09.30.19)
- **TOTAL PRODUCTIVITY:** $2,430,488 (gifts, new commitments and planned gifts)
- $2,015,463 in Gifts
- $415,025 in New Pledge Commitments
- $0 in New Planned Gift Commitments
- Proposals Made: $1,173,714 (15) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $666,966 (15) in Major Gifts of $25,000+
- 1,625 Contacts Made with Prospects
- $126,296 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- $66 million in private support secured since Chancellor Sartarelli arrived in July 2015
- Endowment surpassed $100 million as of June 2019
- Hosted four Parents Council Summer Socials in the Cape Fear, Charlotte, Triangle and Triad to cultivate new parents and invite them to join the Parents Council
- Chancellor allocated $115,000 in unrestricted funds to Academic Affairs and Student Affairs from gifts received to UNCW Fund and Parent Opportunity Fund in FY19
- Actively engaged students during the Involvement Carnival, resulting in 282 new followers on the Alumni Association Instagram account and captured the philanthropic interest of 450 students
- Facilitated an image study to gain a better understanding of UNCW’s strengths, challenges and public perceptions. Study included an on-campus listening tour, brand messaging workshop and quantitative surveys with over 5,800 constituents participating
- New hires: Nancy Dunworth, Assistant Director of Gift Processing for Advancement Services, Amanda Jones, Gift Processor, Katherine McWane, Assistant Director of Annual Giving, Anastasia Meenach, Social Media Communication Specialist have all joined the UA staff this quarter

Challenges and items of special focus:
- Focusing on continuity of operations due to new staff and vacancies in key positions in the following areas: Development Director for Major Gifts (CSB), Director of Advancement Services, Donor Agreement Associate, Prospect Development Manager, Administrative Associate in the central office, plus two employees on medical leave - one in Advancement Services and one Executive Assistant
- Preparing to send FY19 endowment reports in late October
- Launching a regional alumni chapter challenge in November to help increase the number of alumni donors
- On-campus presentation of image study findings slated for mid-November. Findings will be used to develop communications and marketing collateral for comprehensive campaign
- Engaged with a consultant to examine UNCW’s approach to awarding privately-funded scholarships
- Planning to launch a university-sponsored donor advised fund in December
- Creating a path toward the public launch of the comprehensive campaign