Executive Summary Statement:
The UNCW Alumni Association and Alumni Relations Team focuses on engaging alumni 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 for them to engage with UNCW so they are inspired to connect and to get involved as event participants, volunteers, mentors, employers, ambassadors, and to invest by giving back philanthropically to support UNCW and its 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 22 regional, reunion, affinity, academic, and student events with a total of 1,184 attendees. These events included commencement celebrations, regional socials, pregame celebrations, luncheons and reunions. Several were pilot programs. In addition to this, at Seahawk Salute, we congratulated and engaged all graduating students.
- The team hosted 24 targeted volunteer meetings engaging 97 alumni to tell UNCWs story personally and to increase alumni engagement.
- The Alumni in the News program recognizes the notable achievements of our alumni. The program identified 40 alumni who have received promotions, honors, or were featured for their good work. Highlights include:
  - Leita Pearl McCormick '19, graduated from UNCW at 80-years old to finish what she started more than 50 years ago. She was an exemplary student who earned one of the highest awards in the department of communication studies.
  - Alison English '04, and Stephanie Lanier '03, '07M, have both been named to the 'WilmingtonBiz 100', an initiative of the Greater Wilmington Business Journal to recognize the top power players, influencers, innovators, connectors and rising stars in southeastern North Carolina. Both serve on the executive committee of the Alumni Board of Directors.
  - Veronica Weibel '11, opened Leland, NC’s first Chick-fil-A, adding over 100 jobs to the area.
- Social media strategy and communication pieces, including emails, electronic newsletters, advertisements, 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 launched. The plan includes a #SeahawkStories contest, which encourages alumni to share their memories of UNCW with us using an insert from the invitation. Forty-one entries have been received and will run through the last week of January with prizes distributed each week of the month.
  - The #ShopSeahawk initiative was launched to encouraged alumni to shop alumni-owned businesses on Small Business Saturday. Social posts and emails requested alumni-owned business submissions. We received 27 submissions and featured them on Instagram and Facebook leading up to Small Business Saturday. “Alumni-Owned Business #ShopSeahawk” window clings were distributed to participating alumni. A showcase of Wilmington alumni-owned businesses will be featured during Homecoming.
  - Instagram and Snapchat GIPHY stickers have been created for the Alumni Association.

Special Accomplishments and Highlights:
- Daniel Richardson ’03, ’10M, ’16 Ed.D., and Amy Blessing ’98, ’10M, were honored as the Watson College of Education Distinguished Alumni.
- Homecoming is set for February 7-9, 2020. Twenty-four events will be hosted across campus, including but not limited to the Alumni Champagne Brunch, Student Affairs Reunion, AAGA Luncheon, and TEALgate. Mark Scalf ’80 (Alumnus of the Year), Julie Andrews ’13 (Young Alumna of the Year) and Dr. Ashlee Balena ’95 (Citizen of the Year) will be recognized at the Alumni Awards Reception and throughout the weekend.
- Alumni leadership attended and interacted with our newest graduates at Senior Sankofa, Commencement Toast and commencement ceremony

Challenges and items of special focus:
- Due to damage at the Wise Alumni House, all events are canceled until restoration is complete.
- Alumni presence on campus. Plans to remove the distance between the alumni team and campus partners.
- Lack of congruency in growth of staff and growth of alumni base.
Executive Summary Statement:

UNCW Athletics is pleased to introduce Dr. Michael Gordon as the new Faculty Athletic Representative. Michael replaces long-time FAR Dr. Sue Combs. The Faculty Athletic Council is comprised of the following faculty members:

Dr. Francisco Brignole  Dr. Clay Moffitt
Ms. Emily Digiuseppe  Dr. Kerry Robinson
Dr. James DeVita  Dr. Ginger Rhodes
Dr. Mark Imperial  Ms. Sara Miller

Students:
Sadie Gladden  Ryan Walsh

Ex-Officio:
Jimmy Bass  Dr. Michael Gordon (FAR)
Sandy King  Laura LaBree
Drew Scales  Tiffany Tucker

Quarterly Activity (performance measures, etc):
- Seahawk Club total revenues (November 30, 2019) up 23.20%
- Donations to unrestricted Seahawk Club scholarship fund up 6.34%
- All donations (cash and gift-in-kind) to Seahawk Club up 19.03%

Special Accomplishments and Highlights:
- Overall GPA for 19 sports 3.368 (Fall 2019 for 329 student athletes)
- 48 earned a perfect 4.0
- 261 student athletes earned a 3.0 or higher (79%)
- 17 teams earned a collective GPA of 3.0 or higher
- Volleyball (3.765) posted the highest team GPA

Challenges and items of special focus:
- Replacing key positions that support UNCW’s student athletes
- On-going facilities repair and renovation
Executive Summary Statement:

The second quarter of 2020 featured our largest Veterans Week celebration to date, including a Military Appreciation Basketball Game where we honored faculty, staff, students and community members. Of significance were three World War II veterans honored on center court.

Quarterly activity (performance measures, etc.):

- OMA co-sponsored a guest lecture on the topic of Post-traumatic stress that was well-attended by students and veterans from the local community.
- The UNCW Men’s Soccer Team hosted their first Military Appreciation Night, which was attended by students and local military families.
- OMA staff attended the Strategic Approaches to Military Student Success Conference in Raleigh.

Special Accomplishments and Highlights:

- Melanie Nelson presented a session at the Seahawk Student Leadership Conference.
- Joanna DeMott provided Green Zone training at Cape Fear Community College to representatives from 8 different North Carolina Community Colleges.
- Four UNCW military students received scholarships from the Military Officers Association of America.
- NY Times Bestselling authors in the military thriller genre met with military-affiliated students to discuss their careers.
- Joanna DeMott is a regular presenter for Onward2Opportunity, which helps military-connected spouses access specialized training and certificate programs.
- We have increased the rate of students accepted to UNCW who have deposited their enrollment fees from 60% to 84%, with 100 deposits out of 119 newly admitted students for the spring 2020 semester.
- Hannah Schield, a military-affiliated student, was awarded the Cameron School of Business Outstanding Graduate award for December 2019.

Challenges and items of special focus:

- Planning for CHHS Health Week guest speaker event.
- Preparing for capital campaign.
- Re-engage Marine Corps Installation-East command.
- Marketing for graduate programs at Camp Lejeune and New River Air Station.
Executive Summary Statement:
The Office of University Relations concluded 2019 with fall commencement coverage, including a special degree bestowed upon alumnus and donor David Congdon ’78; a series of We Are UNCW profiles featuring standout December graduates and the annual university holiday video.

Quarterly Activity (performance measures, etc.):
• More than 300 project requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were submitted from Oct. 1-Dec. 16. Completed projects of note include ads for the Chronicle of Higher Education; Greater Wilmington Business Journal; Wilmington Journal and Our State Magazine; season ticket books for Athletics; an Admissions overview booklet update; and collateral for the annual Cape Fear MED Week, Global Marine Science Summit and Economic Outlook Conference, among others.

• There were 814,001 total page views for the homepage of uncw.edu between October and December. Fifty-one news items were published to the UNCW homepage during this time, five of which were featured on the UNC System website. Notable items included: Alumnus David Congdon to Receive Honorary Degree, First Cohort to Graduate from Congdon School; UNCW Faculty Members Promote Research By and About Diverse Communities; Graduating Senior Selected for Prestigious Foreign Affairs Fellowship; Watson College of Education Launches Community College Collaborative; UNCW’s School of Health and Applied Human Sciences Collaborates with ECU for Community Health Initiative; UNCW Receives $1.6M DOJ Grant to House National Drug Court Resource Center; Professor’s Research Charts Climate Change Coast to Coast; Randall Library Receives Grant to Digitize Local News Footage; CHHS Dean Charles Hardy Wins “Health Care Heroes” Lifetime Achievement Award; Seahawks Equal Highest Graduation Success Rate; UNCW Doctoral Clinic Offers Affordable Mental Health Services to the Community; UNCW Creative Writing Professor Philip Gerard Wins Highest Civilian Honor in North Carolina; Lookout Books Author Clare Beams Wins Bard Fiction Prize.

• The fall/winter 2019 issue of UNCW Magazine was distributed to 80,000+ alumni and friends in December.

Special Accomplishments and Highlights:
• Highlights of the fall 2019 commencement ceremonies were showcased on a specialty webpage developed by OUR team members, which has nearly 2,000 unique page views. David Congdon ’78 was presented an Honorary Doctor of Business alongside the first cohort of students to graduate from the Congdon School within the Cameron School of Business.
• The film “Keepers of the Bees” by UNCW’s media production team screened on campus in October. The documentary was inspired by a group of UNCW students who turned their passion for bee preservation into an active, thriving campus community of honey bee advocates. Ten students worked on the project for professional applied learning experience.
• OUR helped launch a new global map and is involved in the process of developing a request for proposals to partner with an agency on a full-scale redesign of the university website.

Challenges and items of special focus:
• Tyler Keith-Pedersen joined the Creative Services team as a full-time graphic designer in October.
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 07.01.19-12.31.19)
- **TOTAL PRODUCTIVITY:** $8,306,497 (gifts, new commitments and planned gifts)
- $7,061,175 in Gifts
- $975,322 in New Pledge Commitments
- $270,000 (2) in New Planned Gift Commitments
- Proposals Made: $9,164,939 (45) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $2,570,509 (36) in Major Gifts of $25,000+
- 2,728 Contacts Made with Prospects
- $488,786 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- Completed Phase I – an image study, with partners from VisionPoint Marketing
- Received two real estate gifts totaling $1,675,000, an additional $300,000 gift to a named Distinguished Merit Scholarship and a renewed commitment to a Public Fellows Internship Program, among other commitments
- Executed an Alumni Chapter Challenge – encouraging participation among NC regional chapter members to give to UNCW for one month. 338 donors participated, contributing over $67K
- Promoted alumni-owned businesses through a social media campaign designed around Small Business Saturday, celebrated after Black Friday
- Over 150 donors contributed nearly $30,000 during #GivingTuesday – a global day of giving
- Hosted over 500 graduates at the December Commencement Toast. Attendance at the annual event doubled compared to the prior year’s event; also honored graduates who participated in the Chancellor’s Challenge
- Over 250 scholarship recipients participated in note writing sessions, providing them an opportunity to send a note of thanks to donors and learn more about the impact of philanthropy at UNCW
- StarNews’ 40 Under 40 recognition list included over 20 UNCW alumni

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) - will begin in mid-March, Senior Director of Advancement Services, Donor Agreement Associate, Prospect Development Manager, plus two employees on medical leave - one in Advancement Services and one Executive Assistant
- Working with VisionPoint Marketing on Phase II - the creative foundations plan, which includes campaign theme, branding, messaging, etc.
- Planning to host the 2020 UNC System Advancement Symposium. Over 400 advancement colleagues will be on UNCW’s campus May 11-13 for professional development and networking opportunities
- Developing a three-year plan to ensure a successful campaign
- Engaged with a consultant to examine UNCW’s approach to awarding privately-funded scholarships; report to be delivered on 1.30.20