Executive Summary Statement:
In light of COVID19, our landscape of programming looks different, but the mission remains the same. The alumni relations team and the UNCW Alumni Association strives 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 work to inspire alumni to get involved with UNCW as volunteers, mentors, employers, event participants, investors, and/or ambassadors.

Quarterly Activity (performance measures, etc.):
• Lindsay LeRoy served on the campus-wide Fall 2020 Planning Operational Group, which focused on Campus Life, Services, Events, Athletics, and Community Engagement. Stephanie Lanier, chair of the alumni board of directors, served as a special advisor to the overarching Task Force. A recommendation was submitted by May 30.
• The Alumni Board of Directors commenced during their first-ever virtual board meeting to conduct Q4 business.
• The Alumni Relations team is working collaboratively across campus in the exploration of shifting our student engagement model to a Student Alumni Association.
• As commencement was less than normal this year, alumni from near and far sent well wishes in this video to graduating seniors.
• The Alumni Association supports and presents two student awards (William A. Bryan Senior Leader Award and the Rachael Freeman Service Leadership Award) for graduating seniors. The Association usually presents these awards at the Cornerstone Award Luncheon in May. In place of an event, a video was produced to celebrate.
• CSB Alumni Chapter hosted a webinar with Dr. Simpson titled “COVID-19 Economic Implications and Opportunities” premiered on May 1, and over 1,200 people watched it.
• WCE Alumni Chapter hosted a webinar with Dr. Kathy Fox’s titled Nurturing Home to School Literacy premiered on May 15, and over 400 people watched it.
• Senior Sankofa was hosted virtually this year, and the African American Graduate Association presented each graduating student with a medallion (mailed).
• The Alumni in the News program recognizes the notable achievements of our alumni. Stories were incorporated throughout university marketing communications and are highlighted in the UNCW magazine class notes.
• 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.

Special Accomplishments and Highlights:
• The Association awarded 19 merit-based scholarships to students for FY21 totaling just over $50,000.
• New Alumni Board of Directors members at- large are Shelley Blake ’96 (Raleigh, NC), and Samantha Cleary ’15 (Wilmington, NC). The FY21 Executive Committee of the Alumni Board of Directors is as follows Chair - Lynn Whitesell, (Wilmington, NC) Vice-Chair - Brian Tracy (Wrightsville Beach, NC); Secretary - Alison English (Wilmington, NC); Treasurer - Stephania Bloodworth (Wilmington, NC); Immediate Past Chair - Stephanie Lanier (Wilmington, NC).

Challenges and items of special focus:
• The Administrative and Budget position is currently vacant, bringing our team of four down to three. A nationwide search has commenced but has been placed on hold due to COVID-19 and will resume once the university resumes normal operations.
• Starting in late May, the UNCW Alumni Association began fielding concerns and feedback from alumni regarding comments made by a professor in light of the Black Lives Matter movement. The team participated with alumni volunteers during student town halls and released a statement by Chair, Stephanie Lanier. A sequence of meetings have been (and continue to be) facilitated with the African American Graduate Association and university leadership on the next steps. A virtual listening tour was conducted with all alumni chapters and the alumni board with Vice Chancellor, Eddie Stuart.
Executive Summary Statement:
UNCW Department of Athletics welcomed Head Indoor and Beach Volleyball Coach Dottie Hampton to the Seahawk Family and the Wilmington community.
In light of COVID-19, the Colonial Athletic Conference and the Department of Athletics has made some strategic changes; however, the health and well-being of our student-athletes have been our top priority.
The conference athletic administrators and conference staff adopted the Extreme Flexibility Model (EFM), an Olympic sport regular-season scheduling model (UNCW - baseball, men’s and women’s soccer, softball, and volleyball). The EFM will allow institutions to maximize cost savings associated with regular-season travel, while also providing student-athletes and coaches with the safest possible options when traveling to away contests. (e.g., promotes regionalized scheduling, essentially eliminates air travel, in many cases, eliminates hotel stays, limits per diem expenses). Also, the conference’s athletic administrators felt it was important to give all student-athletes the experience of competing for a CAA championship with the chance to earn an automatic bid to the NCAA Tournament; therefore, all teams will be allowed a seed in the conference tournament.

Quarterly Activity (performance measures, etc):
• UNCW's student-athletes compiled a cumulative grade point average of 3.10.
  - The volleyball (3.845), beach volleyball (3.813), men's soccer (3.761), women's cross country (3.751) and women’s tennis (3.736) teams led the way academically - 60 obtained a perfect 4.00 this semester - 19 teams with better than a 3.0 GPA
• The Seahawks recorded an APR of 993 for the single year score, 10 points over the national average of 983.
• Men's track and field sprinter Josh Cooper, Men's tennis standout Daniel Groom and All-CAA women's golfer Thao My Nguyen have been named recipients of the Colonial Athletic Association's 2019-20 Leadership and Sport Excellence Award
• UNCW women's golf student-athletes, juniors Caroline Cahill and Keri Kenkel and senior Thao My Nguyen, have been recognized as All-American Scholars by the Women’s Golf Coaches Association for the 2019-20 academic year
• Blake McShea, Austin Bonfiglio and Chris Rahm were named Srixon/Cleveland Golf All-America Scholars by the Golf Coaches Association of America

Special Accomplishments and Highlights:
• Seahawk alum Devontae Cacock and two-way forward for the NBA’s Los Angeles Lakers was named to the All-NBA G League First-Team and the G League's All-Rookie Team.
• Seahawks in Healthcare Series - UNCW student-athletes are de facto teammates today on the front lines as health care professionals in the battle against global nemesis COVID-19.

Challenges and items of special focus:
• On-going facilities repairs and renovations
• COVID-19
Executive Summary Statement:

The fourth quarter of 2020 continued with organizing for the opening of Veterans Hall in July as well as revising our operations to monitor, and coordinate COVID-19 planning to provide resources for our military students.

Quarterly activity (performance measures, etc.):

- Getting students connected to COVID financial relief (MOAA and other Veteran organizations).
- OMA staff has worked hard to hone skills in the virtual environment and provide almost all activities in the virtual realm.
- Recorded a webinar for Military Admissions that is now officially on the website.
- Continued the launch of multiple podcasts to support University College and Transition Programs that interact with our military-affiliated students.

Special Accomplishments and Highlights:

- Revised online Orientation so our Transfer students are able to register ahead of incoming freshmen and non-military students.
- Provided Green Zone training for UNC Pembroke staff (18 members) and increased training for UNCW staff to 44 members over the last reporting cycle.
- Collaborating with Advancement on a potential large military endowment for Veterans Hall.
- Military Officers Association of America (MOAA) Scholarships for fall semester have increased (in funds) and will be awarded earlier in semester.

Challenges and items of special focus:

- Preparing for opening of Veterans Hall (Grand Opening Ceremony).
- Focusing on recruitment and admissions for military-affiliated students for summer and fall semester (remotely).
- Managing current VA work study students (remotely) and planning for additional VA staff for fall semester.
- Marketing/recruitment for graduate programs at military installations across North Carolina and globally and attending virtual education/career fairs.
- Seeking naming rights for sections of Veterans Hall, specifically the Military Resource Center.
Executive Summary Statement:
The Office of University Relations continues to support the university as it navigates the coronavirus pandemic's effects on campus operations, events, activities and services by creating and disseminating related communications. OUR collaborated with divisions across campus to create a coronavirus web portal and “Best for the Nest: A Guide for Returning to Campus” (PDF); produce specialized coverage to honor the Class of 2020; and welcomed new Provost James J. Winebrake. OUR also joined Seahawk Nation in mourning the loss of the beloved Vice Chancellor for Student Affairs Pat Leonard, who passed away on June 2, 2020.

Quarterly Activity (performance measures, etc.):
• More than 120 project requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were submitted from April 1 to June 30. Completed projects of note include various Class of 2020 graphics and collateral (the spring commencement digital program was sent to graduates); ads for *The Chronicle of Higher Education* and *StarNews*; and COVID-19 signage, posters, floor decals, as well as the Return to Campus guide.
• There were 794,684 total page views for the homepage of uncw.edu between April and June. Sixty news items were published to the UNCW homepage during this time. Notable items included: UNCW Appoints Dr. James J. Winebrake as New Provost and Vice Chancellor for Academic Affairs; UNCW Ranked Among the Best Graduate Schools by U.S. News & World Report; UNCW Hawk’s Harvest Student Food Pantry Continues Efforts During COVID-19 Pandemic; CHHS Faculty Lead Research Related to COVID-19 and Social Distancing; UNCW’s English Language Center Receives Ten-Year CEA Accreditation; We Are the Class of 2020: Stories and Life Lessons from Soon-to-be-Alumni; UNCW Ranked 2nd Nationally Among Best Online R.N. to B.S.N. Programs; Watson College Dean Van Dempsey Appointed to Governor’s DRIVE Task Force; Seahawks Continue Strong APR Numbers; UNCW Announces New eSports Certificate Programs; Ecotone Again a Finalist for Literary “Firecracker Award” and UNCW Documentary ‘Keepers of the Bees’ Accepted into Pittsburgh Independent Film Festival.
• The production of the spring/summer 2020 UNCW Magazine was delayed due to COVID-19, but is currently in design and scheduled to mail mid-August. This issue will feature extensive coverage of how Seahawks have risen to the challenge of facing the pandemic, as well as a look at Vice Chancellor Pat Leonard’s legacy.

Special Accomplishments and Highlights:
• Since members of the Class of 2020 were not able to walk across the stage in Trask Coliseum in May, OUR found ways to highlight the graduating class virtually in the form of a special "We Are the Class of 2020" feature; online board filled with messages to students from friends, family, faculty and community; a Hawk-themed mosaic made up of a collection of images of graduates; and a “Grad Sammy” (take on “Flat Sammy”) campaign inviting grads to color Sammy’s image and take pictures with him during their graduation celebrations to post on social media.
• The media production team won a Gold Telly Award for “A Year with Sarah Bischoff, Scholarship Recipient” in the Non-Broadcast: Fund Raising category (Official Listing). This is their ninth award in six years. In addition, “Keepers of the Bees,” a documentary released by the team last fall, was accepted into the Pittsburgh Independent Film Festival, the city’s premiere event for micro-budget and no-budget films from around the world.

Challenges and items of special focus:
• Chief Communications Officer Janine Iamunno is on family medical leave through the end of September. Deputy Director Andrea Weaver has stepped into the interim role.
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 were implemented to support these goals, however, the COVID-19 pandemic and campus climate affected totals.

YTD Activity (YTD 07.01.19- 06.30.2020 tentative totals as of 07.02.2020)
• TOTAL PRODUCTIVITY: $15,954,911 (gifts, new commitments and planned gifts)
• $11,006,108 in Gifts
• $2,083,158 in New Pledge Commitments
• $2,865,645 in New Planned Gift Commitments
• Proposals Made: $14,928,510 (98) – includes Major Gift and Planned Gift Proposals
• Proposals Funded: $5,567,449 (65) in Major Gifts of $25,000+
• 4,670 Contacts Made with Prospects
• $841,631 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
• Notable Gifts: $300K for LGBTQIA Resource Center, $200K for the Psychology Clinic, $100K for Women’s Golf Scholarships, and two $1,000,000 commitments TBA
• Recruited, hired and on-boarded 13 new staff during FY20
• Thanks to the generosity of donors, $123,000 in emergency grants have been distributed to 267 students facing adversity caused by COVID-19
• The 2019 Scholarship Dinner Video “A Year with Sarah Bischoff” (produced by our colleagues in OUR) won a Gold Telly Winner in Non-Broadcast: Fund Raising
• Established 31 new scholarships (14 endowed and 17 annual) in FY20
• Helped facilitate a successful crowdfunding project to provide every student at DC Virgo with a yearbook
• New hires: Sarah Lawlor, Senior Director of Advancement Services; Seth Ellis, Assistant Director of Advancement Services for Data; Emily Morris, Prospect Development Analyst; Mary Gill, Gifts Processor

Challenges and items of special focus:
• Tracking, coding and responding to alumni and donors who have concerns over recent matters
• Launching a customized giving portal to make giving to diversity initiatives more intuitive
• Engaging in conversations with alumni volunteer leaders to help restore confidence in their alma mater
• Pivoting plans to publicly launch UNCW’s comprehensive campaign in January 2021
• Exploring alternative ways to safely execute our student phonathon operation in FY21
• Identifying programmatic and philanthropic opportunities to strengthen UNCW’s commitment to diversity, inclusion and equity
• Launching a new planned giving website
• Rolling out Advancement’s three-year strategic plan
• Identifying ways to honor the Class of 2020 and steward those who participated in the Chancellor’s Challenge to ensure their lifelong connection with UNCW is strong, despite the challenges they faced
• Vacancies in key positions in the following areas: Director of Advancement Communications A new leadership position to develop an integrated marketing and communications plan for a successful campaign and beyond, Director of Advancement Events and Boards (vacated by Michelle Cummings); position searches paused and unable to hire due to COVID-19 guidance from System Office: Prospect Development Associate, Data Processor, Administrative and Budget Specialist (Alumni Relations)