Executive Summary Statement:
The Alumni Relations Team and the UNCW Alumni Association continues to work through the pandemic and the challenges the environment presents to connect alumni and engage the alumni base into the life of the university and its students through virtual programs.

Quarterly Activity (performance measures, etc.):
- The team actively managed 12 affinity, academic, and career virtual programs with 167 attendees. Views of these programs totaled close to 4,000 views. These events included webinars, texting campaigns, trivia nights, and Instagram takeovers.
- The team hosted 40 targeted volunteer meetings engaging 178 alumni to tell UNCW’s story personally and to increase alumni engagement.
- 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. A new student worker has been onboarded to handle this project.
- Social media strategy and communication pieces, including emails, electronic newsletters, and advertisements, were designed and created as part of the Association’s strategic communications plan to inform alumni. Highlights included a Volunteer Spotlight and the First Day of Classes Alumni/Student texting initiative.
- Preparations are currently underway for Homecoming 2021. Several scenarios are being looked at and planned to prepare a celebration that will look like no other.
- FY20 alumni engagement results have been reported to the leadership in all academic areas.
- FY21 Performance Plans for the alumni relations team have been developed and aligned with University Advancement’s strategic three-year plan.

Special Accomplishments and Highlights:
- The UNCW Alumni Association has launched a Twitter account. @UNCWalumni
- The UNCW Alumni Association had the first Instagram Takeover courtesy of Chris Montero, a two-time graduate and a member of the alumni relations team.
- J. Marshall Crews Distinguished Faculty Award was presented to Dr. Stephen Meinhold, Associate Dean of Research, and Professor in the Department of Public and International Affairs.
- Dr. Kama Cannon selected as the 2020 WCE Distinguished Alumni of the Year.
- One hundred cookies were delivered to students in quarantine from the Alumni Association to help lift spirits.
- Lindsay LeRoy worked with the Office of Military Affairs to record a podcast titled ‘Mildly Entertaining.’ Alumni owned businesses will be highlighted, as well.
- The UNCW Alumni Association has proposed and moved forward a Distinguished Diversity Award added to the slate of distinguished awards for 2021.
- AAGA produced two Teal Tuesday Takeover Webinars and the BSU present Gold Member Club webinar.

Challenges and items of special focus:
- COVID-19
- The Administrative and Budget position is currently vacant, leaving our team at three. A nationwide search has resumed.
- The team has/is actively taking part in five searches for vacant positions within the division and the university.
Executive Summary Statement:
UNCW Department of Athletics welcomed Director of Strength & Conditioning Bradley Moore and Head Women’s and Men’s Swimming & Diving Coach Bobby Guntoro’11 back to the Seahawk Family and the Wilmington community.

On September 1st, the UNCW Health Center in collaboration with the New Hanover Regional Medical Center conducted COVID testing for 377 student-athletes and coaches. We will continue to follow the testing recommendations and protocols mandated by the CDC and the NCAA as our athletes continue to practice and prepare to compete.

On September 16th, the NCAA Division I Council announced that Women’s and Men’s Basketball teams can begin official practice (20 hours per week) on October 14th and the first date of competition will be permissible on November 25th. This will be a forty-two day window to conduct practices only, no scrimmages or exhibition games.

Quarterly Activity (performance measures, etc):

- Partnership with Paciolan to streamline and improve the game day and season ticket purchasing experience for Seahawk fans everywhere. They are leaders in ticketing, fundraising, and marketing solutions, Paciolan will deploy mobile ticketing technology to help elevate the fan experience and enable safe, secure entry at venues.
- UNCW joined the Bojangles “Big Bo Box” team alongside ECU, Clemson, Alabama, Tennessee, East Tennessee State, Georgia, James Madison, South Carolina, Virginia, Western Carolina, and the Carolina Panthers.
- 259 UNCW student-athletes were named to the Colonial Athletic Association’s Commissioner’s Academic Honor Roll for Spring, 2020.
- 229 student-athletes participated in the Student-Athlete Advisory Committee Race Against Racism initiative to promote diversity and activism among the school’s student-athletes and athletic staff.
- Eight UNCW teams collected NCAA Public Recognition Awards for placing among the top 10 percent nationally in the classroom in the multi-year Academic Progress Rate (APR) report. Our single year (19-20) APR was 993 out of a possible 1000 – 13 of our 19 sport programs had a perfect 1000.
- UNCW matched its highest Graduation Success Rate (GSR) since the metric was introduced by the NCAA 15 years ago. Our teams achieved a GSR of 90 percent.

Special Accomplishments and Highlights:

- Baseball received the American Baseball Coaches Association honor for Academic Excellence
- Intercollegiate Tennis Association recognized Men’s Tennis as an All-Academic Team for the ninth consecutive season.
- Indoor and beach volleyball programs were recognized for their excellence in the classroom by the American Volleyball Coaches Association (AVCA).
- Men’s and Women’s Track & Field were honored by the United States Track & Field and Cross Country Association for their academic achievements. The Seahawk women’s team compiled a 3.599 grade point average and the men’s team posted a 3.305 GPA to earn All-Academic Team designation by the USTFCCCA.
- Men’s Soccer Alums Shining in the United Soccer League Championship regular season – Pittsburg Riverhounds SC Mark Lindstrom, Atlanta United 2 Phillip Goodrum, Charlotte Independence Brandon Miller & Seattle Sounders FC Danny Reynolds
- Ryan Jeffers makes Major League Baseball debut with the Minnesota Twins

Challenges and items of special focus:

- On-going facilities repairs and renovations
- Sustain the Seahawks Campaign
- COVID-19
Executive Summary Statement:

The first quarter of 2020 saw an increase to the military-affiliated student population; a total of 2,341 students, bringing the military-affiliated count to 13% of the total UNCW student population. Our biggest growth area was in Graduate Programs (65% increase since 2016). Since the Office of Military Affairs (OMA) was created in 2016, UNCW’s military-affiliated student population has grown by 47%.

Quarterly activity (performance measures, etc.):

- Melanie Nelson, (Military Student Services Specialist) is now teaching UNI 201 for transfer students and is working towards a military only section being offered in the future.
- OMA staff continue to partake in local, statewide and national hiring events for military-affiliated students in the form of panelists, presenters and connectors centering on best practices. Events include WholeVet, NC Works, NC4ME, Onward to Opportunity (O2O).
- The Chancellor appointed Military Affairs Advisory Board has been established for the 2020-21 academic year and includes representation from all areas of campus.

Special Accomplishments and Highlights:

- The Office of Military Affairs is currently facilitating four interns working this fall semester. One is currently deployed (and is the Graduate Conflict Management Program) to Chile; one is working on campus assisting with the military credit for prior learning group; one is working in/around Ft. Bragg and our AUSA Chapter Affiliation; and one is working at Camp Lejeune with the Wounded Warrior Battalion.
- OMA, on behalf of UNCW has successfully applied for and received approval to participate in the U. S. Army’s Concurrent Admissions Program (ConAP) https://recruiting.army.mil/g7-9-conap/.
- The Office helped coordinate the identification and attendance of local WWII Veterans attending the “First WWII Heritage City Designation” at the USS Battleship North Carolina, sponsored by The Greatest Generation Foundation https://www.tggf.org/ and was presided over by POTUS.

Challenges and items of special focus:

- Challenges include programming resources for military-affiliated students remotely. Veterans Hall is seeing lower occupation by students and off campus organizations due to increased online learning as a result of COVID 19.
- Special focus is on UNCW adding the Yellow Ribbon Program for military students, which will help with recruitment, retention and graduation of military students.
- OMA and University faculty will focus on the establishment of a Military Affairs, Government and Intelligence Council (MAGIC) to advance research, academic programming, student career development and work towards UNCW becoming a national leader in strategic areas involving military or intelligence-related R&D.
- Establishment of the Veterans Hall Legacy Brick Paver fundraiser to be implemented before the Grand Opening Ceremony in 2021.
Executive Summary Statement:
During the past quarter, the Office of University Relations continued to focus extensive creative and logistical resources on communicating the university’s expanding COVID-19 health and safety protocols. Working in collaboration with university leadership and subject matter experts across campus, OUR developed the Best for the Nest guidebook (PDF); Best for the Nest website; prepared and/or edited and issued more than 20 campus messages; designed and managed production of more than 200 signs related to health and safety protocols; produced public service announcements about hand hygiene, physical distancing standards and the usage of face coverings. The OUR team also managed more than 130 media requests concerning the pandemic and other topics.

Quarterly Activity (performance measures, etc.):
• More than 166 project requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were submitted from July 1 to Sept. 25. Completed projects of note include ads for The Chronicle of Higher Education, StarNews, Our State and Business NC; promotional materials for athletics, MED Week, the annual Economic Outlook Conference and the Campus Activities and Involvement Center “Fall into the Dub” welcome booklet.
• There were 820,006 total page views for the homepage of uncw.edu between July 1 and Sept. 25. Sixty-four news items were published to the UNC homepage during this time. Notable items included: Seahawks Return to Dobo Hall Following Two-Year Renovation Project; Watson College of Education Launches Faculty-in-Residence Initiative at D.C. Virgo; UNCW One of Three UNC System Schools Ranked Among the Top 100 Public National Universities by U.S. News & World Report; Five Seahawks Awarded the Benjamin A. Gilman International Scholarship; Founded on Solid Ground: UNCW Stays True to Roots with Newest Building; UNCW Welcomes a Record Number of Graduate Students, Total Enrollment Nears 18,000; UNCW Research Could Help Health Officials Identify Possible Coronavirus Outbreaks; UNCW Increases Its Wingspan with Installation of Second Seahawk Statue; Threatened Coral Species Spawns for the First Time in Captivity in UNCW Lab; Wave of Success: First Hire in UNCW’s Coastal Engineering Program Nets Major NSF Grant; Chancellor Sartarelli Creates Renewal and Change Accountability Committee to Advance Diversity and Inclusion; NSF Grant to Support UNCW’s Research Efforts in the Marine Sciences with First-Year Students; and UNCW Announces “Best for the Nest: A Guide for Returning to Campus.”
• OUR distributed the spring/summer 20202 edition of UNCW Magazine in August and launched a specialty website focused on the legacy of the late Pat Leonard, Vice Chancellor for Student Affairs.

Special Accomplishments and Highlights:
• Collaborating with campus partners, OUR found ways to promote and document significant campus events virtually including Convocation; presentation of the annual teaching awards at the fall faculty meeting; the completion and release of Veteran’s Hall time-lapse video (a 2.5 year project) and the announcement and unveiling of a second Seahawk statue on campus.
• In September, OUR, ITS and the Chancellor’s Office kicked off a project to redesign the university’s website from both a visual and functional standpoint. After careful review of proposals from 16 web design agencies, a contract was awarded to Stamats Marketing Inc. to partner with UNCW on this comprehensive project.

Challenges and items of special focus:
• With Chief Communications Officer Janine Iamunno on extended leave, the OUR team, guided by Interim CCO Andrea Weaver, has adapted well to challenging circumstances caused by the pandemic.
Executive Summary Statement:
The University Advancement team is 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 2021. Due to the COVID-19 pandemic, new strategies for fundraising and alumni engagement will be researched, planned and implemented to support these goals.

YTD Activity (YTD 07.01.20-09.30.2020)
- TOTAL PRODUCTIVITY: $1,749,530 (gifts, new commitments and planned gifts)
- $768,171 in Gifts
- $183,302 in New Pledge Commitments
- $798,056.58 (3) in New Planned Gift Commitments
- Proposals Made: $2,065,000 (23) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: $381,317 (10) in Major Gifts of $25,000+
- 420 Contacts Made with Prospects
- $114,236 Generated by the Annual Giving Program

Special Accompishments and Highlights:
- Notable Gifts: $150,000 faculty donor funded planned gift for Veteran’s Hall Problem Based Center; $93,000 faculty donor planned gift for an applied learning award in Environmental Sciences; first signed endowment agreement of FY21 for diversity-based award funded by UNCW volunteer leader
- Celebrated a new endowment from John Scholz ’84 and Dr. Anil Mohin to support and expand UNCW’s LGBTQIA Resource Office
- Hosted six virtual Parents Council Summer Socials to share how new parents can play an active role in their child’s UNCW experience
- New hires: Kristin Hanson, Director of Advancement Communications; Jordan Calfee, Director of Advancement Events and Boards

Challenges and items of special focus:
- Fielding inquiries sparked by Blackbaud’s data security incident
- Re-opening applications for students (adversely affected by COVID-19) to apply for philanthropic grants funded by gifts to the UNCW Student Emergency Fund
- Reorganized some division reporting lines to effectively align operations with the division’s strategic plan
- Developing the infrastructure to establish a new Student Alumni Association
- Evaluating virtual, hybrid and in-person models for our signature spring events to include Homecoming and Scholarship Donor Appreciation Dinner
- Ensuring BPIOC alumni voices are elevated to include recruiting members for The Renewal and Change Accountability Committee
- Informing key stakeholders about comprehensive campaign public launch plans and progress toward goal
- Supporting Athletics in the migration to a new ticketing platform, Paciolan, to integrate with the Raiser’s Edge database that houses all donor information for the university
- Providing counsel and support to the Seahawk Club as they launch the Sustain the Seahawks initiative
- Pausing solicitations to new parents due to ongoing transitions caused by COVID-19
- Vacancies in key positions in the following areas: Assistant Director of Advancement Events and Boards; Assistant Director of Corporate and Foundation Relations; Development Officer for Alumni Giving; position searches paused and unable to hire due to COVID-19 guidance from System Office: Data Processor, Administrative and Budget Specialist (Alumni Relations), Administrative Associate (Division Main Office)