Executive Summary Statement:
The Alumni Relations Team and the UNCW Alumni Association has worked tirelessly in collaboration with alumni leadership and campus partners to continue to bring meaningful programs that connect our alumni and engage them in the university’s life and its students in the current environment virtually. Through this work, the first ever fully virtual Homecoming came to life for our 90K+ alumni to enjoy at their leisure. It was truly like no other.

Quarterly Activity (performance measures, etc.):
• The team oversaw a virtual Homecoming, guest speakers as part of COM Studies and CSB alumni chapters and presented during collaborations with Transitions Programs including a Taking Flight presentation and serving as a panelist on the April Family Chat.
• The team participated in 37 targeted alumni meetings engaging 195 alumni to tell UNCWs 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.
• 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.
  o The Alumni Association Instagram account has surpassed 5,000 followers and we rank 3rd in engagements per post against our peers.

Unique Accomplishments and Highlights:
• UNCW’s very first virtual Homecoming included 33 events and features throughout a full seven days of programming. There were nine alumni specific gatherings and five events were video premieres to celebrate the Distinguished Alumni Award Recipients.
  o This year included a diverse offering of virtual events from globally recognized talent to a virtual photo booth. Homecoming earned a Net Promoter Score of 63 from participants (industry standards average an NPS of 44 and the top 25% of companies have an NPS of 72 or greater).
  o Facebook reach increased from 21,000 in 2020 to 38,154 in 2021.
• Lindsay LeRoy serves on the Community Engagement Advisory Board of the Office of Community Engagement and is actively working on the IEP designation for the university. She also served as a host during the Swain Center’s International Women’s Day Speaker Series that the Alumni Association sponsored.
• Arie Gee served as a small group facilitator for the ELEVATE conference hosted by Student Leadership and Engagement and a CASE Circle of Excellence Award Judge.
• Chris Montero presented on the Race and Social Justice Institute this February presented by the county’s Office of Diversity and Equity.
• Professional Development opportunities included CASE All Districts Conference, and Young Alumni: Establishing Lifelong Relationships Virtual Conference.
• The alumni association is working with VisionPoint out of Raleigh, NC to identify a new mark/logo for the association.
• A special emphasis has been placed on revamping the WCE Chapter with 19 new members and 3 new teams.
• The alumni team worked collaboratively in the promotion of Seahawks Give among our hundreds of volunteers to encourage making a gift, promotion through social media and spreading the word within their individual networks.
• The alumni team will work to recognize our tireless volunteers during National Volunteer Week, April 18-24, 2021.

Challenges and items of special focus:
• After a nationwide search for the Alumni Relations Administrative and Budget Assistant position we are thrilled to announce the Jonathan Moore joined our team on January 19 after the position was vacant for almost an entire year.
• The team has/is actively taking part in five searches for vacant positions within the division and the university.
• COVID-19 Pandemic
• Combatting the reality that alumni and students are feeling “Zoomed Out” and an increased lack of interest in virtual programming.
• Strategically planning for the upcoming year with the need/resources for hybrid events (both virtual and in person).
Executive Summary Statement:
We began this semester with all 19 Seahawk sports teams competing. The Athletic Training, Sports Performance, Academics, Athletic Communications, Ticketing, and Facility & Events Management teams have done an incredible job organizing our coaches and student-athletes for practice & competitions. Our campus partners have contributed to the successful execution of our unorthodox athletic season. We have worked lock-step with the Campus Health Center to organize testing and vaccinations for our staff and student-athletes. As we continue to compete, the health and safety of our student-athletes, coaches, staff, and fans will be the top priority.

Quarterly Activity (performance measures, etc):
- UNCW will host the 2021 NCAA Men’s and Women’s Soccer Championship First Round games – April 27th, 29th, 30th, and May 2nd
- Women’s Soccer is collaborating with Solent University in Southampton, London - Solent’s analytics team uses two forms of software to conduct its analysis - InStat and Nacsport. The software is widely used in soccer to analyze key performance indicators (KPI), ranging from dribbling and passing to ”danger zone entries.”

Special Accomplishments and Highlights:
- Seahawks Give Initiative – Total Amount Raised: $76,655 Total # of Donors: 519
- Women’s & Men’s Soccer finished 2nd overall in the regular season
  - Men’s Soccer Awards
    - First Team All-CAA – Jacob Evans, Colton Pleasants, & Jaden Strumeier
    - Second Team All-CAA – Gabriel Perrotta
  - Women’s Soccer Awards
    - First Team All-CAA – Blair Barefoot, Audrey Harding, Morgan Nanni & Talia Parrous
    - Goalkeeper of the Year & Rookie of the Year – Freshman Blair Barefoot
- CAA Swimming & Diving Championships
  - Men’s Swimming – Finished 2nd Overall
    - Freshman Will Goldey won two gold medals - 100 Backstroke & 200 Backstroke
    - Sophomore Henderson Louviere won two gold medals – 200 IM & 400 IM (Set UNCW school record)
    - Senior Josh Riggsbee won a gold medal – 100 Breaststroke
    - Junior Brent Hoshall won bronze – 100 Backstroke
    - Senior Gianmichel D’Alessandro won gold & bronze medals – 200 Backstroke & 100 Breaststroke
    - Goldley, D’Alessandro, Louviere & English won gold in the 200 Medley Relay (Set CAA Record)
    - Louviere, Riggsbee, Whipple & Cantrell won silver in the 800 Freestyle Relay
  - Women’s Swimming – Finished 5th Overall
    - Senior Evan Arsenault won two gold medals – 50 Freestyle & 100 Freestyle
  - Diving
    - Sophomore Courtney Klausen won a gold medal – 1M (Named CAA Women’s Most Outstanding Performer)
    - Sophomore Kolbein Bjugan won a gold medal – 3M (Named CAA Men’s Most Outstanding Performer – second year in a row)
- NCAA appoints Senior Associate AD/SWA Tiffany D. Tucker to the Women’s Basketball Rules Committee

Challenges and items of special focus:
- On-going facilities repairs and renovations
- Sustain the Seahawks Campaign
- COVID-19
Executive Summary Statement:
UNCW’s Office of Community Engagement and Applied Learning is committed to uplifting our faculty, staff, students and community partners to support a thriving future for our region, nation, and the world. OCEAL creates opportunities for faculty and students to engage in community-based learning and scholarship; and to support, leverage, and build applied learning activities aimed at achieving student success.

Quarterly Activity (performance measures, etc.):
- **Applied Learning**: Community College Undergraduate Research Experience (CCURE): collaborative experience between UNCW and 3 CCs to open pathways to undergraduate research for CC students prior to transferring.
- **Applied Learning**: District C partnership: new fellowship program that included Dean nominated faculty to participate in interdisciplinary collaboration to connect students and community partners to engage in real world problems within our communities.
- **Applied Learning**: Awarded $25,000+ in 2020-2021 to 30+ faculty and staff projects to adapt face-to-face applied learning experiences to virtual because of COVID-19. These mini-grants allowed for hundreds of students to continue to benefit from engaging in applied experiences like internships and undergraduate research.
- **QENO Graduate Assistance**: Received a multi-year commitment of a Graduate Assistant to coordinate SECU Public Fellows Internship program through new partnership with Office of Applied Learning.
- **Center for Social Impact**: CSI initiated or completed 8 interdisciplinary research initiatives in collaboration with community partners. All studies focus on our region and produce actionable recommendations for policy and management decision makers. Project partners: United Way, NHRMC, MedNorth, Coastal Carolina Health Alliance, Cape Fear Collective, NHC Resiliency Task Force. Example project details: Partnered with CCHA, NHRMC, and CFC to analyze health records on 2.2 million patients in our region and explore health impacts since onset of pandemic. Data usage agreement with Cape Fear Collective and MedNorth Health Center.
- **OA and Curbside Cinema**: To date there is over $64k in gross revenue with 32 screenings serving over 4000 people safely. The Curbside Cinema Series showcased the resilience of UNCW and its community partners to provide quality artistic experiences during the most challenging of times.
- **OA Diversity Initiatives**: Comissioned monument from Dare Coulter entitled Because It’s Time in hopes to bring awareness about race, identity, the Black experience – set to arrive on campus on June 11th; Commissioned Blackness: A Framework – Fisher University Union Time Square; Created fellowship program on healing trauma. Commissioned A World of Aging: Collaborative between OA, Gerentology, and CHC to facilitate intergenerational, international and interprofessional discussions about aging.
- **CPE**: Financial literacy education in partnership with LINC; served over 150 learners via online skills-based training for both academic and non-academic programs; Served over 150 learners in “Personal Finance” course, internationally.
- **OLLI Virtual Learning**: Conducted 71 Adult educational lifelong learning programs using Zoom Online delivery system. Total programming offerings for FY 21 = 130+ educational programs. Continued succession plan of recruitment and training of OLLI member serve as distance delivery hosts for Zoom educational sessions.

Special Accomplishments and Highlights:
- Office of the Arts awarded $75,000 from the National Foundation for the Arts
- QENO Awarded $100,000 from the SECU foundation to continue the SECU Public Fellows Program for the 7th year, placing 14 students in rural non-profit and government agencies
- QENO awarded $65,000 Cape Fear Memorial Foundation for FYE 2022 to support QENO programming.
- CSI awarded $35,000 grant from the Cape Fear Collective and the Kate B. Reynolds Foundation

Challenges and items of special focus: Covid-19
Forthcoming Equity Institute

Executive Summary Statement: An institute that serves as an independent platform where academia and both the private and public sectors can exchange knowledge, foster new ideas and gain access to a network of the most prominent researchers in Social Equity. The mission is to create positive social change by supporting an interdisciplinary network of scholars and community members focused on engaged research, scholarship, and learning that addresses community needs based on principles of equity and justice.

Quarterly Activity (performance measures, etc.):

- **1898 Legacies and Futures**: 18 curriculum development proposals awarded for participation in 4-week interdisciplinary faculty workshop to design curricula and place-based applied learning experiences for students to reconstruct the lives of Black people in Wilmington and the region during the long 20th century.
- **The 1898 Wilmington Massacre: Critical Explorations of Insurrection, Black Resilience, and Black Futures**: CFP circulated internationally for contributions to an edited collection, to be published on the 125th anniversary of the Wilmington massacre.
- **1898 Legacies and Futures and the Third Person Project**: “People’s History of Wilmington,” a highly anticipated virtual discussion series offering community events.
- **Third Person Project**: Complete Digitization (from microfilm) of the Pine Forest Cemetery Records, 1863-1971, and beginning of the transcription process (960 pages). This is part of the continuation of transference of digital and physical materials to Randall Library for the growing Third Person Collection there, to be used in conjunction with the 1898 Curriculum initiative; weekly research seminar in the UNCW Honors College that is already resulting in new, intervening research on the Black history of Wilmington; successful submission of a grant request to the National Parks Service for $500,000 on behalf of the Giblem Lodge, one of the most important Black historical buildings in Wilmington and in great need of repair; Foundational Research Support to the local chapter of the Equal Justice Initiative’s Community Remembrance Project to honor the victims of 1898. Our research has allowed community-scholar volunteers to identify and contact the descendants of victims, with the goal of conducting a ceremony in November, to honor them.
- **Restorative Justice Collaborative**: Co-hosted the Social Justice symposium discussing Wilmington 1898 truth and reconciliation; Contracted with a regional school for training and development of restorative justice practices.
- **Center for Healthy Communities (CHC)**: Healthful Living & Fitness Education program partners with Special Olympics to offer physical and health education
- **SON Students & Faculty** lend clinical hours to NHRMC to assist with mass vaccination roll-out
- **CHC** is partnering with the Center for Workforce Development to pilot the Healthy NC Fellowship Program, made possible through the Applied Learning Initiatives Grant. The program provides diverse, historically marginalized, or first-generation students with the opportunity to strengthen their leadership and engagement skills to support the Wilmington community. This semester, the program introduces the Healthy North Carolina 2030 indicators focusing on Wilmington’s food insecurity and implicit bias. The pilot’s community partners include NHRMC/Novant Health, Feast Down East, NourishNC, Cape Fear Collective, Cape Fear Community College, and NC Division of Public Health.
- **CHC** was awarded three grants, totaling over $900,000 from Kate B. Reynolds Charitable Trust and Blue Cross Blue Shield Foundation of North Carolina to work with Bladen, Columbus, and Robeson County Health Departments to provide supports to prepare for Medicaid Transformation and to slow the spread of COVID-19 among vulnerable populations in the tri-counties.
- **To document and address disparities in perinatal care among African American women in Southeastern NC, CHC and the School of Nursing are partnering with the local infant mortality task force, First Year Cape Fear, to facilitate focus groups with local black women to share their experiences before, during, and after pregnancy. The results will be shared with the community and used to inform policies, local health care providers, and leaders.
Executive Summary Statement:

In the first quarter of 2021, the Office of Military Affairs held “virtual” orientation sessions for our incoming transfer students, celebrated Homecoming 2021 in a unique way, participated/help plan a variety of virtual hiring fairs to assist our military students, spouses and family members and welcomed several high-profile guests as part of new and exciting programs and partnerships. Enrollment numbers continue to look good for the summer and fall semester.

Quarterly activity (performance measures, etc.):

- Melanie Nelson and Joanna DeMott participated in the Student Veterans of America National Convention (virtually).
- Green Zone training by Melanie and Joanna continues to be a popular request. Over 22 outside entities received training as well as entire departments here at UNCW.
- In collaboration with Transition programs, newly designed transfer student orientations have begun for summer and fall semester and will provide additional time and resources to assist military students in this process.

Special Accomplishments and Highlights:

- Secretary of the North Carolina Department of Military and Veterans Affairs LtGen Walter Gaskin, USMC (Ret.) visited UNCW on Thursday, April 15. Secretary Gaskin met with university members to discuss research and other opportunities that support our military and veteran communities.
- The Office participated in the Seahawks Give Like No Other: The Campaign for UNCW and raised $2,456 for scholarships.
- The Step Up for Soldiers non-profit provided $70,000 for military and veteran scholarships to the Office of Military Affairs during a ceremony at the Fallen Soldiers Memorial, North Carolina National Guard Armory in Wilmington.
- UNCW, through coordination with the Office of Scholarships and Financial Aid and the Provost’s Office has submitted the final application to the VA for the Yellow Ribbon Program.
- The newly formed Military Affairs, Government and Intelligence Council (MAGIC) held its first meeting on April 20.

Challenges and items of special focus:

- Spring graduation for our military-affiliated students will be a focus in the next few weeks as we recognize all our graduates. Military cords will be mailed out to all graduates along with a personal note of congratulations.
- The Office will begin planning for “normal” operations for the fall semester and special attention will center on in-person programming resources for military-affiliated students, actively engaging with community partners and meetings at various military installations.
Executive Summary Statement:
During the first quarter of 2021, the Office of University Relations collaborated with divisions across campus to continue conveying critical information about the university’s COVID-19 plans, including pending return plans, campus resources and vaccination updates. In addition, OUR actively supported University Advancement with the launch of the university's philanthropic campaign, virtual homecoming celebration and the annual 24-hour giving challenge. OUR produced the Chancellor’s annual report for 2020 and also announced to the campus and community the hire of Lowell K. Davis as Vice Chancellor for Student Affairs.

Quarterly Activity (performance measures, etc.):
• More than 221 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from the beginning of January to mid-April. Completed projects of note include the Chancellor’s Annual Report; various materials for President Hans’ campus visit; chancellor presentations to the Faculty Senate and Black Student Leadership; and collateral for the comprehensive campaign, homecoming and the annual 24-hour giving challenge. OUR also produced the Office of Military Affairs five-year report; the University College Advising Guide; COVID-19 signage for ongoing updates and UNCW’s nominee of Dr. Dan E. Johnson for the 2021 O. Max Gardner Award.
• There were 825,149 total page views for the homepage of uncw.edu from January 15 to April 15. Sixty-eight news items were published to the UNCW homepage during this time. Notable items included: UNCW College of Arts & Sciences Launches Diversity and Inclusion Cluster Hire Initiative; UNCW Receives Additional Funds to Support National Drug Court Resource Center; UNCW Center for Social Impact Aids Partners in Tackling Systemic Problems; UNCW Ranked in Top 20 Nationally Among Best Online Bachelor’s Programs by U.S. News & World Report; UNCW Athletics Celebrates Women’s Sports; UNCW Sole NC Institution to Receive Sea Grant Awards for Aquaculture Efforts; UNCW Part of $5 Million Contract with National Geospatial Intelligence Agency; UNCW Marine Mammal Stranding Team Played Role in Identifying Previously Undiscovered Whale Species; UNCW and City of Wilmington Launch Pilot Shadowing Program for Student Leaders; UNCW Names Lowell K. Davis Vice Chancellor for Student Affairs; NCAA Appoints Tiffany Tucker to Rules Committee; UNCW Receives Senator Paul Simon Spotlight Award for First-Year International Education Collaboration with Bangor University in Wales; UNCW Associate Professor Rachael Urbanek Selected as Wildlife Society Fellow.
• The Winter 2021 edition of UNCW Magazine was mailed to more than 95,000 alumni and friends in mid-February.

Special Accomplishments and Highlights:
• The media production team produced a kick-off video for the university's philanthropic campaign; seven videos in support of the annual 24-hour giving challenge and provided photography coverage of President Hans’ visit.
• In collaboration with campus partners, OUR is moving forward with the ongoing redesign of the university’s website. The information architecture (site structure) has been mapped out and the design is being finalized and shared for feedback. The next steps are to conduct usability testing with key audiences and begin the process of content review.

Challenges and items of special focus:
• OUR is currently conducting interviews for the media relations specialist role and a graphic designer position. In early April, Janine Iamunno announced her resignation from the position of chief communications officer. Andrea Weaver will continue to serve in the position on an interim basis while plans for a permanent replacement get underway.
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 07.01.20-03.31.2020)
• TOTAL PRODUCTIVITY: $10,006,794 (gifts, new commitments and planned gifts)
• $6,582,438 in Gifts
• $1,053,968 in New Pledge Commitments
• $2,370,388 (7) in New Planned Gift Commitments
• Proposals Made: $7,342,629 (73) – includes Major Gift and Planned Gift Proposals
• Proposals Funded: $3,161,563 (40) in Major Gifts of $25,000+
• 2,481 Contacts Made with Prospects
• $631,841 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
• Notable Gifts: $500,000 to support programs in CHHS; $330,000 grant to support slowing the spread of COVID-19 in southeastern NC; planned gift increase of $456,000; $137,000 to support Women’s Basketball program; gift to support military students
• Campaign Launch 2.2.2021 received coverage on 30+ outlets across the state and country and within the industry, thanks to partners in OUR
• Released scholarship donor appreciation video (in lieu of annual event) that highlighted three students who have benefitted from donor-funded scholarship awards
• UNCW Alumni Association hosted first ever virtual Homecoming in February with several programs designed to celebrate and engage BIPOC alumni; followed events with annual giving solicitations
• Completed work with OUR on the Winter issue of the UNCW Magazine that was focused on the comprehensive campaign: Like No Other
• New hires: Paris Roebuck, Development Officer for Annual Giving; Jonathan Moore, Administrative and Budget Assistant in Alumni Relations; Jonathan Bridges, Assistant Director of Annual Giving; Marielli Reyes, Data Processor in Advancement Services

Challenges and items of special focus:
• Working toward a successful 24 hour challenge, Seahawks Give on April 6-7
• Completing full-cycle performance evaluations
• Preparing FY22 budget requests with plans to execute several in-person campaign events
• Leading Commencement Box project for Spring 2021 graduates
• Working with Vision Point on new mark for the UNCW Alumni Association
• Working with Creative Visions to design a campaign gala scheduled for October 2021
• Advising the UNCW Student Ambassadors through organizational transitions
• Vacancies in key positions in the following areas: Development Officer for Diversity Initiatives, Assistant Director of Corporate and Foundation Engagement; Director of Advancement Communications; position searches paused and unable to hire due to COVID-19 guidance from System Office: Administrative Associate (Division Main Office)