Executive Summary Statement:
The Alumni Relations Team and the UNCW Alumni Association 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 to engage with UNCW and each other. As programming shifts from a fully digital format to more in-person offerings, we will keep the efficiencies that digital programming provides to ensure a more robust engagement opportunity offering.

Quarterly Activity (performance measures, etc.):

- The spring 2021 commencement exercises were like no other and were celebrated as such.
  - Senior Sankofa was virtual this year, and the African American Graduate Association President provided remarks to over 100 African American students who graduated this spring.
  - The Alumni Association supports and presents two student awards each year, the William A. Bryan Senior Leader Award and the Rachael Freeman Service Leadership Award to graduating students. These awards were presented to deserving students at the Senior Leadership Luncheon.
  - Commencement celebratory boxes were prepared and mailed to graduates. These boxes included a welcome message and celebratory items from the Association and the boxes were provided courtesy of Packrite LLC and Mary ’86 and Michael ’86 Drummond.
  - A graduate texting campaign was handled by alumni volunteers to graduating students with a personalized congratulatory message and an invitation to the Luminary Walk.
  - The Alumni Association hosted the Luminary Walk to celebrate our graduating students in a socially distant fashion. At this successful event, over 120 t-shirts were distributed, and alumni volunteers helped set up and welcome.

- The Alumni Relations and Annual Giving Teams continue to work on the shifting our student engagement model to a Student Alumni Association.

- 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, and advertisements, were designed, and created as part of the Association’s strategic communications plan to inform alumni.

- The Cape Fear Alumni Chapter partnered with the Seahawk Club on a series of summer socials to highlight UNCW’s many athletic coaches. These are the first in-person events since February 2020.

- The Alumni Relations team is working with the Cameron School of Business to explore an online alumni engagement and mentoring platform.

- Latinx Seahawk Alumni in healthcare participated in a panel for students and MI CASA mentees to learn about careers in healthcare.

- The Watson College of Education Alumni Chapter hosted a series of interest meetings, gaining 20 new members focused on revamping the chapter.

- The Alumni Association is working with VisionPoint out of Raleigh, NC, to identify a new mark/logo.

Special Accomplishments and Highlights:

- The Association awarded 21 merit-based scholarships to students for FY22 totaling just over $60,000.

- The Alumni Board of Directors new members at-large: Kim Falcone Sousa ’94 (Andover, MA), Riley Stephenson ’15 (Wilmington, NC), and Nick Pianovich ’20 (Chapel Hill, NC).

- The FY22 Executive Committee of the Alumni Board of Directors: Chair - Alison English ’04 (Wilmington, NC); Vice-Chair - Stephania Bloodworth ’00 (Wilmington, NC); Secretary – Mike Crocker ’94 (Raleigh, NC); Treasurer – Chris Frederick ’03 (Raleigh, NC); Immediate Past Chair - Lynn Whitesell ’97M (Wilmington, NC).

Challenges and items of special focus:

- The Assistant Director of Alumni Relations position will be vacant effective mid-July, bringing a team of four to three. Planning to fill the vacancy has started.

- The team has/is actively taking part in many searches for vacant positions within the division and the university.

- The Alumni Relations team will be returning to the Wise Alumni House in July after being remote from the pandemic. The HVAC system has been replaced and side porch repaired.
Executive Summary Statement:
UNCW Department of Athletics welcomed Jaime Mangold’17 as the new Academic Coordinator in the Student-Athlete Support Services office and Laura Pearson as the new Compliance Coordinator to the Seahawk Family and the Wilmington community.

The UNCW Seahawk Club is currently partnering with the UNCW Alumni Association to host the Summer Social Coaches Tour. The first two stops were in Wilmington on Tuesday, June 8, 2021, at Flytrap Brewing and Outer Dunes Brewing Company, (June 24). The next two stops will be held at Locals Tavern, (July 14) and Wrightsville Beach Brewery, Wilmington, N.C. (July 26). The socials are a great opportunity for some of our coaches to visit with loyal supporters and UNCW alumni.

Amidst navigating the effects of COVID-19, leadership at UNCW recognized the need to innovate and centralize its methods of communication for all department stakeholders. Therefore, on June 25th, we partnered with Teamworks, the leading athlete engagement platform for collegiate and professional organizations, to leverage its flexible messaging and scheduling solutions.

Quarterly Activity (performance measures, etc):
- Seventy-two Seahawk student-athletes were among the graduates this spring.
- Men’s Tennis won its seventh CAA Championship and advanced to the NCAA Tournament
- Junior Bruno Caula was named the Most Outstanding Performer of the 2021 Colonial Athletic Association Men’s Tennis Championships
- UNCW junior Phu Khine won the PGA Works Collegiate Championship. Khine, from Yangon, Myanmar, completed the tournament at two-over-par (75-67-76=218) and won the tournament by six strokes.
- UNCW’s Brooks Baldwin and Landen Roupp were named second-team All-Atlantic Region by the American Baseball Coaches Association. In addition, Baldwin and Roupp were first-team All-Colonial Athletic Association selections, and Roupp was the league’s Pitcher of the Year.

Special Accomplishments and Highlights:
- Four UNCW student-athletes – Phu Khine (women’s golf), Josh Rigsbee (men’s swimming & diving), Dominique Travers (softball), and Dylan Wood (men’s track & field) – have been named recipients of the Colonial Athletic Association’s 2020-21 Leadership and Sport Excellence Award.
- Mark Wagner, UNCW’s Senior Associate Athletic Director for Internal Operations, has been selected to attend TopConnect AD 2021, a leadership symposium for aspiring NCAA Division I Athletic Directors sponsored by TEAMWORKS/#INFLCR.
- UNCW graduate guard Mike Okauru is one of 49 players in California trying out for the Nigerian Basketball National Team in advance of the upcoming Tokyo Olympic Games.

Challenges and items of special focus:
- On-going facilities repairs and renovations
- Sustain the Seahawks Campaign
- COVID-19
- NCAA Name, Image & Likeness
Executive Summary Statement:
UNCW’s Office of Community Engagement and Applied Learning (OCEAL) 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. OCEAL is comprised of Quality Enhancement of Nonprofit Organizations; Osher Foundation for Life Long Learning; Continuing and Professional Education; Center for Social Impact; Restorative Justice Collaborative; Equity Institute; Office of the Arts and the Office of Applied Learning.

Quarterly Activity (performance measures, etc.):
- **Office of Applied Learning Pedagogy Initiatives (OAL):** Over 430 students involved in 28 projects, including 5 virtual exchange programs that provided international experiences during the pandemic.
- **OAL: Community College Undergraduate Research Experience (CCURE):** Participation of 22 students from Cape Fear, Craven, and Lenor Community Colleges earning dual credit in Honors College at UNCW via faculty-mentored undergraduate research experiences.
- **OAL:** Hired Dr. James DeVita as the full-time Director of AL, High Impact Pathways.
- **Office of the Arts (OA):** The reveal of Dare Colture’s Public Artwork *Because It’s Time* was held at the campus amphitheater on June 18th in front of over 150 attendees from the campus and the community.
- **OA:** Planning underway for a new season of Kenan Presents and the Lumina Festival of the Arts.
- **OA:** Participation in the Southarts Southern Circuit Tour of Independent Filmmakers series.
- **Equity Institute’s (EI) 1898 Legacies and Futures:** Curriculum development workshops for 20 faculty from across campus to design courses on the legacies of Wilmington’s history emphasizing place-based learning.
- **EI’s Third Person Project:** continued digitization and transfer of materials to Randall Library, to include the 860-page registry from Pine Forest Cemetery dating back to 1863.
- **EI’s Third Person Project:** John Sullivan’s discovery of the grave of a documented victim of 1898 and initiation of a project to create a memorial for John Halsey in partnership with the Equal Justice Initiative’s Community Remembrance Project.
- **Center for Social Impact (CSI):** Completed 2 interdisciplinary research initiatives in collaboration with 8 community partners focusing on economics, public health, and nonprofit management.
- **Restorative Justice Collaborative (RJC):** 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.
- **Continuing and Professional Education (CPE):** Continued partnership with NC Works affiliates, providing clients with career programming while assisting the unemployed through Workforce Initiative Act funding.
- **CPE Offerings:** Military Training is active both ending and starting the fiscal year. Offerings are centered on “training military trainers of tomorrow” and a way to serve those who serve and protect us every day.
- **428 learners served by CPE to upskill and reskill through programs like “Certified Medical Billing & Coding.”**
- **Osher Lifelong Learning Insititute:** developed the Fall 2021 catalog offering 66 unique programs and events.
- **Quality Enhancement of Nonprofit Organizations:** Hired new Director, Sarah Daniels, formally of the New Hanover Disaster Coalition.

Special Accomplishments and Highlights:
- **Office of the Arts awarded $95,000 from the National Foundation for the Arts**
- **Applied Learning awarded 8 interdisciplinary, multi-year Strategic Initiative projects involving faculty, staff, and students from 27 UNCW departments and 4 community partner organizations.**

Challenges and items of special focus:
- **Reviving Wings Up for Wilmington on September 18, 2021, and will serve over 20 community organizations. We welcome BOT participation.**
- **Academic Affairs is undergoing a reorganization. OLLI and CPE will be moving to the Graduate School and Lifelong Learning. OCEAL will gain the Equity Institute and undergo a strategic planning process AY 21/22.**
Executive Summary Statement:

The second quarter of 2021 centered on closing out the spring ‘21 semester and preparing for both summer/fall ’21 academic programming. The Office of Military Affairs continues to hold “virtual” orientation sessions for our incoming transfer students, while finalizing our fall in-person orientation session scheduled for August 12. Enrollment numbers look very positive for fall ‘21 with 1,134 military-affiliated students admitted and 497 depositing for fall semester. Transfer student deposits continue at a high rate (71%) for the fall semester.

Quarterly activity (performance measures, etc.):

- Joanna DeMott and Bill Kawczynski participated in the Council of Colleges and Military Educator’s (CCME) National Convention (virtually). Joanna presented on UNCW’s Green Zone training and received requests from over 20 institutions for assistance with their programs.
- 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.
- In partnership with OUR Media, OMA continues to seek out and highlight WWII veterans in the area via video interviews that document the veteran’s service. As the videos are completed, they are posted for review and copies provided to the veteran and their family members.

Special Accomplishments and Highlights:

- The Office coordinated with several departments to submit a grant proposal to become the lead institution to manage the CAE Community response to Requests for Information from the DoD University Consortium for Cybersecurity (DoD UC2) Government Advisory Group.
- UNCW, through coordination with the Office of Scholarships and Financial Aid and the Provost’s Office has received final approval for UNCW to host the VA Yellow Ribbon Program. This Program will match funds (50/50) between UNCW and the Veterans Administration for students who qualify. This is the first time that UNCW has submitted for and has been granted approval for the Yellow Ribbon Program
- The newly formed Military Affairs, Government, and Intelligence Council (MAGIC) held its first in-person meeting on June 23. Presentations by faculty focused on AI, Cybersecurity and Geoscience.

Challenges and items of special focus:

- The Office will continue to stay active locally both in the Wilmington and Jacksonville areas to promote our programs and assist military-affiliated members with their educational goals. This will include meetings with the Military Affairs Committee in Jacksonville, Military Officers Association of America, American Legion, Forty & Eight, Hannah Block USO and many others.
- Grand opening of Veterans Hall slated for fall ’21 will be an exciting event. Collaborating with the Chancellor’s Office and University Advancement to plan this event.
Andrea Weaver, *Interim Chief Communications Officer*
Board of Trustees External Affairs Committee Report, July 2021

**Executive Summary Statement:**
As the 2020-21 academic year came to a close, the Office of University Relations actively supported [UNCW’s 100th Commencement Exercises](#), the launch of the new, inclusive strategic planning process, a commemorative public artwork installation on campus honoring Black lives, a renewed focus on the SeaHawk-1 satellite’s next phase, and [the hire of Kenneth M. Halanych](#) as executive director of the UNCW Center for Marine Science.

**Quarterly Activity (performance measures, etc.):**
- More than 158 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from mid-April to the end of June. Projects of note include updates to the Best for the Nest Guide; the Admissions self-guided tour book; ads for *The Chronicle of Higher Education*, *StarNews*, *Our State* and *Business NC*, and promotional materials for the 2021-22 men’s and women’s basketball season.
- There were 595,059 total page views for the homepage of [uncw.edu](http://uncw.edu) from April 15 to June 30. Approximately 80 news items were published to the UNCW homepage during this time. Notable items included: [Big Things Come in Very Small Packages: A New Way of Looking at the Ocean;](#) [UNCW Public Health Student to Receive Outstanding Undergraduate Major of the Year Award;](#) [UNCW Associate Vice Chancellor for International Programs Michael Wilhelm Receives Fulbright Award;](#) [UNC System President Says UNCW Has Shown "Enormous Resilience";](#) [Inaugural Class of Integrated Marketing Communications Master’s Students to Graduate;](#) [UNCW’s Eman Ghoneim Recognized by UNC Board of Governors for Excellence in Teaching;](#) [A Healthy Start: Newly Launched MHA Program to Graduate First Students;](#) [WCE Faculty to Participate in National Autism Research Study; Luck of the Seahawk: UNCW a Winner in Tourism Ireland’s Global Greening Initiative;](#) [UNCW Assistant Professor Jacob Warner Receives $413,836 National Institutes of Health Grant;](#) [UNCW History Professor Larry Usilton Retires after 50 Years of Service;](#) [UNCW Social Work Lecturer Appointed to NC Mental Health Commission;](#) [Provost Winebrake Appointed to Board of Association of Chief Academic Officers;](#) [UNCW Business Students Part of Consulting Project with International Logistics Provider;](#) [UNCW Partners with College Advising Corps to Support Underrepresented Students in Rural NC Communities.](#)
- The Summer 2021 edition of *UNCW Magazine* is in production and scheduled to print mid-September.

**Special Accomplishments and Highlights:**
- The film, “Keepers of the Bees” by UNCW’s media production team, premiered on PBS NC on July 1. It was also selected to screen at the Pittsburgh Independent film festival Aug. 5-9. The production was inspired by a group of UNCW students who turned their passion for bee preservation into an active, thriving campus community of honeybee advocates. Six current and former members of the UNCW Beekeepers Club are featured in the film.
- Website redesign content components have taken a front-and-center role for many members of the OUR team. Staff members are involved with nearly all aspects of the project from site structure to trainings to improving the quality of content. A key component of the redesign is the creation of a Program Finder to help potential students identify specific programs of interest and the requirements for each.

**Challenges and items of special focus:**
- OUR welcomed Krissy Vick as media relations specialist in June. She served in a similar role for the Charlottesville, VA, City Schools prior to joining UNCW, and is the mother of a UNCW student-athlete. Content and communications specialist Tricia Vance will retire in August, and we’ll miss her skill at making complex subjects easy to understand. Andrea Weaver continues to serve as interim chief communications officer while a search for a permanent replacement gets 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- 06.30.2021)
- TOTAL PRODUCTIVITY: $14,261,713 (gifts, new commitments and planned gifts)
  - $9,714,498 in Gifts
  - $2,114,327 in New Pledge Commitments
  - $2,432,888 in New Planned Gift Commitments
  - Proposals Made: $8,510,129 (89) – includes Major Gift and Planned Gift Proposals
  - Proposals Funded: $4,493,722 (61) in Major Gifts of $25,000+
  - 2,862 Contacts Made with Prospects
  - $924,184 Generated by the Annual Giving Program

Special Accomplishments and Highlights:
- Notable Gifts: The Kelbley Fellows Program will supplement traditional scholarships with applied learning experiences for students in the Cameron School of Business; several individual gifts to support the Equity Institute totaling $200,000; and a $50,000 Diversity Scholarship.
- Lauren King ’04 elevated to Senior Director of Annual Giving which will help advancement provide more counsel and support to campus partners and coordinate campus-wide annual giving initiatives in a more robust and consistent manner thus strengthening our donor pipeline.
- Honored May 2021 graduates by coordinating the stuffing and mailing of commencement boxes shipped to over 1,900 graduates; hosted the Luminary Walk which connected over 150 graduates to the UNCW Alumni Association; and published a special webpage and newsletter offering specific resources to new graduates.
- Presented campaign updates to Cameron Advisory Board and CHHS Dean’s Advisory Counsel
- Several staff participated in UNC System Advancement Symposium – two-days of virtual professional development to learn from peers at sister institutions.
- Seahawk Club hosted their most successful golf tournament – netting $16,500 from 42 teams.
- Seahawk Club will transfer $865,000 (the largest in recorded history) to meet its scholarship obligation
- New hires: Hope Bobbit, Prospect Development Analyst; Lauren Cromie ’17, Events Coordinator

Challenges and items of special focus:
- Planning a series of communications (in conjunction with campus partners) that will highlight the campaign priority – facilities – which will run from July through September
- Finalizing FY 22 calendar of activity with a focus on quality initiatives that will yield a strong return on investment toward campaign goals.
- Preparing campaign update webpage that will go live in early August to steward FY21 donors and inspire participation from others
- Planning campaign gala to include interactive experiences, entertainment, and storytelling that will be featured at a VIP event in October 2021 and subsequent alumni events.
Vacancies in key positions in the following areas: Final interviews for Development Officer for Diversity Initiatives and Director of Advancement Communications; Assistant Director of Corporate and Foundation Engagement; Administrative Associate (Division Main Office)