Executive Summary Statement:
The Alumni Relations Team and the UNCW Alumni Association continues to connect alumni to one another and into the life of the university and its students through programs designed to align with the university and divisional strategic plans.

Quarterly Activity (performance measures, etc.):
• The team actively managed six student, regional, and board programs with 7500 participants. These events included texting campaigns, socials, and trainings.
• The team hosted 43 targeted volunteer meetings engaging 551 alumni and students to tell UNCW’s story personally and to increase alumni and student 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.
  o Social media engagement numbers were highest for posts about Professor Roger Shew ’76, the Bluethenthal Wildflower Preserve and legacy students.
• Social media strategy and communication pieces including emails, electronic newsletters and direct mail pieces were designed, created and sent as part of the Alumni Association’s strategic communication plan to inform alumni.
  o On social media, posts asking about where alumni lived when on campus (28.8% engagement on Facebook), what the best dorm on campus is (28.7% engagement on Facebook).
• Preparations are currently underway for Homecoming 2022 scheduled for February 7-13. The team is moving forward with in person plans, will be prepared to pivot based on impacts of the COVID.
  o Homecoming information has been distributed and included an appeal for alumni memories, which we have been collecting and will use in a variety of future promotions.
• FY21 alumni engagement results have been reported to the leadership in all academic areas and key strategic planning initiatives have been agreed upon moving forward.

Special Accomplishments and Highlights:
• J. Marshall Crews Distinguished Faculty Award was presented to Dr. Bill Bolduc, Communications Studies.
• The Student Ambassadors have officially voted to become an Affiliated Entity under the Division for University Advancement. Their recruitment and selection process is currently wrapping up.
• The Alumni Association is currently accepting applications through October 15 for the distinguished alumni awards that are presented during Homecoming.
• The newest UNCW Magazine included information on alumni engagement and our staff members.
• Overall engagement rate on social media platforms enjoyed a 72.1% increase since August 1.

Challenges and items of special focus:
• COVID-19 and the inability for large groups to meet in person. The student involvement carnival was canceled due to the impacts of COVID.
• The Assistant Director of Alumni Relations position has been vacant since mid-July, bringing a team of four to three. A national search has commenced.
• The team has/is actively taking part in searches for vacant positions and onboarding new team members within the division and the university.
• The Alumni Relation’s team has been displaced from the Wise Alumni House due to a moisture problem. Repairs and cleaning have commenced. The side porch continues to be repaired.
Executive Summary Statement:
UNCW Department of Athletics is excited to welcome Assistant Softball Coaches Erin Dixon and Diego Ibarra to the Wilmington community. Kelly Secrest was promoted to pitching coach of the Diamond Hawks Baseball. Men’s Basketball and Women’s Basketball has officially kicked off another year. Former Head Men’s Basketball and two-time CAA Champion Coach Kevin Keatts returned to Wilmington as the keynote speak for the basketball tip-off dinner. Official practice has started for both programs and we are looking forward to seeing them in action a few short weeks.

We recently launched a redesign of UNCWsports.com, the new site offers a sleek, modern design that is more user-friendly than ever before. Seahawk fans can now find the information they are looking for faster and easier than ever, with plenty of opportunities for online interaction.

Although COVID-19 still plagues us all, our student-athletes are staying healthy and continuing to follow protocols.

Quarterly Activity (performance measures, etc):
- Men’s Soccer defeating ACC foe UNC in Wilmington
- Women’s Soccer won its first CAA match versus defending champions Elon

Special Accomplishments and Highlights:
- Former Seahawk Men’s Basketball player Davontae Cacok joined the National Basketball Association’s Brooklyn Nets as a free agent after spending two seasons with the Lost Angeles Lakers
- Men’s Cross Country athlete Ezekiel “Zeke” Shore has been selected to represent the CAA at the 2021 Division I Student-Athlete Leadership Forum. This year’s Leadership Forum will take place November 18-21, in Houston, TX.

Challenges and items of special focus:
- On-going facilities repairs and renovations
- COVID-19
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; Center for Social Impact; Restorative Justice Collaborative; Equity Institute; Office of the Arts and the Office of High Impact Pathways and Applied Learning.

Quarterly Activity (performance measures, etc):
- Dr. Chris Prentice of The Center for Social Impact, Dr. Adam Jones, and Dr. Sabrina Cherry contributed to the Cape Fear Collective’s Inclusive Economy Report.
- Rachel Carroll, Stephanie Smith, and Chris Prentice published two COVID-19 articles and the 3rd one under review that explores the impacts of COVID on cancer screenings/diagnoses using local health data.
- The Office of the Arts is piloting a Dance Minor program that will reside in Kenan Auditorium and collaborating with Music and Theatre Department to host a Musical Theatre Minor in Kenan Auditorium.
- UNCW Presents performing arts series begins in November and includes Black Violin and John Brown and Nnenna Freelon. The full schedule is available: https://uncw.edu/arts/presents/
- Lumina Festival Grassroots and Arts Festival - Scheduling is underway for March 16-March 26th. Focus will be on Grassroots/Caribbean/Reggae music and culture. Trampled by Turtles and Katie Pruitt are confirmed. Waiting to confirm Steel Pulse and Queen Ifrica.
- The Office of High Impact Pathways expanded CCURE from 3 to 15 institutions in 2021-2022 academic year;
- The Office of High Impact Pathways funded 8 strategic initiative projects in Fall 2021 academic year that support interdisciplinary high impact applied learning projects;
- The Office of High Impact Pathways hosted the 10th annual Summer Institute in July 2021 with over 100 faculty, staff, and community partners.
- QENO launched the Fall 2021 cohort of coaching recipients - a group of ten local nonprofits being supported directly by consultants, made possible by grant funding. The majority of these organizations will be going through facilitated strategic planning processes.

Special Accomplishments and Highlights:
- Office of the Arts was funded through SBA Shuttered Venue Award for $528,000 is confirmed plus we are eligible to apply for an additional $264,000.
- Office of the Arts awarded the NEA Big Read Grant (20K award): The launching of this program starts on November 4 with Sandra Cisneros, author of “The House on Mango Street.” And is in partnership with local libraries and several community partners.
- Office of the Arts was awarded the NEA Our Town Grant (75K): Partnerships are confirmed, and programming will begin on October 16th. Partnerships include New Hanover County Residency Taskforce, Wilmington Police Department and the Police Athletic League (PAL), Next Level (teaching artists from UNC), UNCW's School of Social Work, and School of Nursing, Honeyheads (documentary filmmakers). Total awards for OTA are approximately $887,000.
- The Wings Up for Wilmington day of service in remembrance of Hurricane Florence was postponed until the spring, but the Wings Up for Wilmington food drive has been a great success! With collection sites all over campus, including a drive-thru site at Truist Hall, Seahawks have donated a tremendous amount of food to be given to NourishNC as they work to ensure that all children have the food they need to be happy and healthy.
- UNCW Latino Alliance is partnering with MedNorth Health Center and Devon Park UMC / Hope Recovery Church to host bilingual vaccination clinics to ensure that Spanish-speaking community members have access to the vaccine and providers who speak Spanish. The fifth such clinic was on Sunday, September 26.
Executive Summary Statement:

The third quarter of 2021 opened with our Office providing the best Transfer Orientation sessions for our military-affiliated students we have ever had. The Orientation was a full three hours of engaging discussions, presentations and resources provided for our students which set the tone for the first day of classes. Our students participated in a luncheon and we provided numerous opportunities for our students to connect with multiple Offices on campus. This year, we welcomed to campus our largest contingent of veterans, and active-duty students over the past five years.

Quarterly activity (performance measures, etc.):

- Joanna DeMott and Melanie Nelson connected with the local North Carolina National Guard Office and they generously provided backpacks, academic planners, water bottles and other supplies for our military students.
- The Office continues to collaborate with Whole Vet and assist with Career Transition Events in the Onslow County/ Camp Lejeune area. Joanna DeMott is a featured presenter on transitions, career development and working with this Top-Notch Program.
- In partnership with Centro Hispano, OMA partnered to offer a luncheon to celebrate National Hispanic Heritage month on September 16 and an Open House on September 30.

Special Accomplishments and Highlights:

- Melanie Nelson and Joanna DeMott submitted for and were approved to present at the Student Veterans of America National Conference in January 2022. [https://studentveterans.org/programs-events/national-conference/](https://studentveterans.org/programs-events/national-conference/)
- Joanna DeMott was selected to be a motorcade driver for the First Lady (FLOTUS) on September 1st while aboard Camp Lejeune.
- Melanie Nelson was appointed to the local Chapter (SENCLAND) of the Military Officers Association of America (MOAA) Board of Directors.
- Through a request from a current student veteran, our Office set up a Fallen Comrade Table for the 13 servicemembers killed in Afghanistan on August 26. The student veteran was a long-time friend of and served with LCpl Humberto Sanchez. In addition to the Table, OMA has also facilitated Afghanistan Listening Sessions with local veterans from all eras to make better sense of the last 20 years of war and how to cope with the recent pullout.

Challenges and items of special focus:

- The Office has begun preparing for numerous events for Veterans Week (November 6-12). This year, we will offer a total of eight events including marching in the Southeastern North Carolina Veterans Day Parade, Veterans Day Ceremony on November 11, and the 1st Annual Veterans Week Fitness Expo on November 12.
- Special focus will be on the First Military Affairs Government and Intelligence Council’s Speakers’ Bureau to be held in November and spring, 2022.
Executive Summary Statement:
The Office of University Relations joined campus colleagues in welcoming the 2021-22 academic year with support of UNCWelcome activities, the new student housing grand opening, Convocation and continued COVID-19 updates. OUR also collaborated with the Chancellor’s Office to announce Chancellor Sartarelli’s retirement, effective June 30, 2022. The team joins the Seahawk community in thanking the Chancellor and Mrs. Sartarelli for their service to UNCW. In addition, the team published the latest edition of UNCW Magazine and continued to work with IT colleagues and content managers across campus to implement additional steps in the university’s plan to launch a new website in 2022.

Quarterly Activity (performance measures, etc.):
• More than 200 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from July 1 to the end of September. Projects of note included materials for UNCWelcome activities; new graphics for Wilmington International Airport; ads for Chronicle of Higher Education, StarNews, Our State and Business NC; the next Research Magazine and the UNCW Office of Institutional Diversity and Inclusion’s 2020-21 Year-End Diversity, Equity and Inclusion Report.
• There were 847,027 views total page views for the homepage of uncw.edu from July 1 to Sept. 30. Approximately 70 news items were published to the UNCW homepage during this time. Notable items included: Collaborative Marine Mammal Project Funded by Office of Naval Research Grant; UNCW One of 4 UNC System Schools Featured in the Fiske Guide to Colleges 2022; UNCW to Offer New Programs in Cybersecurity and Intelligent Systems Engineering; EOS Professor Andrea Hawkes Receives $433,374 NSF Grant to Study History and Impacts of Bering Sea Storms; UNCW MPA Programs Receive NASPAA Accreditation; UNCW School of Nursing Named a 2021 National League for Nursing Center of Excellence; University of North Carolina Wilmington Partners with UNC Eshelman School of Pharmacy to Train Future Pharmacists; Ready for Its Close Up: University Film Center Open for Fall 2021; Tiffany Tucker Named Seahawks' Deputy Athletic Director; New Campus Residence Halls Welcome Students Home; Professor Eman Ghoneim Awarded NSF Grant to Unearth Ancient Egyptian Settlements; UNCW Surpasses 18,000 Students, Topping Previous Enrollment Record; Three Seahawks Awarded the Benjamin A. Gilman International Scholarship; UNCW One of Three UNC System Schools Ranked Among the Top 100 Public National Universities by U.S. News & World Report; UNCW Joins Statewide Consortium to Develop Human Performance Technologies and Services for Nation’s Military; UNCW Office of Distance Education and eLearning Wins Silver Telly Award.
• The Fall 2021 issue of UNCW Magazine was published in September and mailed to more than 90,000 alumni and friends.

Special Accomplishments and Highlights:
• "Keepers of the Bees," a documentary created by OUR’s media production unit and UNCW students, won the Best Documentary award at the Pittsburgh Independent Film Festival. The film premiered on PBS NC in July.
• OUR staff members along with the website redesign team and Stamats Marketing, Inc. have been busy mapping the information architecture, developing an effective content strategy and establishing a creative direction for the university’s new website. The coding is complete, templates are being integrated into the current Cascade content management system and the review of content is underway.

Challenges and items of special focus:
• Interviews are underway to hire a replacement for content and communications specialist Tricia Vance, who retired in August. Tricia edited the Chancellor’s monthly newsletter and served as OUR’s "go-to" communications specialist for research and rankings stories.
Executive Summary Statement:
The University Advancement team is focused on successfully building towards reaching the campaign goals of $100M and an alumni gift goal of 60,000. Due to the COVID-19 pandemic, new strategies for fundraising and alumni engagement are currently being implemented.

YTD Activity (YTD 07.01.21 – 09.30.2021)
- TOTAL PRODUCTIVITY: $3,161,880 (gifts, new commitments and planned gifts)
  - $1,478,079 in Gifts
  - $1,683,801 in New Pledge Commitments
  - $0.00 in New Planned Gift Commitments
  - Proposals Made: $1,525,250 (24) – includes Major Gift and Planned Gift Proposals
  - Proposals Funded: $771,283 (14) in Major Gifts of $25,000+

Special Accomplishments and Highlights:
- Notable Gifts: Pearsall Memorial Church established two new diversity scholarships in Philosophy and Religion, totaling $300,000, one in honor of a Philosophy and Religion faculty member
- The goal of adding $1M in new commitment for diversity scholarships has been reached. Nine new diversity scholarships have been established since April 2020.
- Launched campaign update webpage that showcases how donors are helping the university drive real change in the areas of coastal resiliency, diversity, equity and inclusion and healthcare
- Met with leadership teams of colleges, schools and various campus units to review FY21 results and collaborate on FY22 strategies
- Hosted three in-person socials to recruit new members of the Parents Council with total membership at 106; virtually hosted Parents Council fall meeting in September - giving parent donors the opportunity to learn about the value and pursuit of internships from campus leaders
- New hires: Sarah Fetters, Director of Advancement Communications; Vivian Locklear, Development Officer for Diversity Initiatives (new position)

Challenges and items of special focus:
- Rescheduled Like No Other: The Campaign for UNCW gala from October 23, 2021 to March 26, 2022
- Mitigating event compression and staff burnout in the spring due to the need to reschedule in-person events
- Strategically planning Homecoming 2022 in ways that will help advance the campaign
- Working to rally campus partners on November 30 to help promote #GivingTuesday – a global day of giving
- Brainstorming ideas for faculty features which will be published in Q3
- Launching six crowdfunding projects on TealStarter – creating opportunities for students, faculty and associated entities to raise funds for specific initiatives
- Securing digital thank you messages from scholarship recipients to be sent to donors of privately funded awards
- Vacancies in key positions in the following areas: Assistant Director of Corporate and Foundation Engagement; Associate Director of Annual Giving; Assistant Director of Alumni Relations - Geographic Programming and Engagement; Administrative Associate (Division Main Office)