Executive Summary Statement:
The Alumni Relations Team and the UNCW Alumni Association collaborate with alumni leadership and campus partners to bring meaningful programs that connect our alumni and engage alumni in the university’s life and its students. The team is actively working on a new Alumni Association logo unveiling and website redesign.

Quarterly Activity (performance measures, etc.):
- The team oversaw and participated in 67 regional, reunion, affinity, academic, and student events with approximately 3,230 attendees. These events included career programs, legacy programs, award recognitions, student/alumni programs, and athletic celebrations. In addition, the alumni association supported Com Studies Week and CSB Business Week.
- The team participated in 49 targeted alumni/student meetings, engaging 244 alumni to tell UNCW’s story and increase alumni engagement personally.
- 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.
  - UNCW Alumni Association Distinguished Award honorees, recognized during Homecoming. Arely Ramirez Diaz ’19, Jean and Eddie Lawler, Dr. Lolita B. Bryant, DNP, MSN-NE, RN ’04, ’11M, and Chris Montero ’12, 16M all had featured videos, an article on the main uncw.edu homepage and recognition on the alumni association page.
  - UNCW’s men’s basketball program retired the jersey of Devontae Cacok, which we highlighted.
  - We welcomed back one of our very own Seahawks, Lori A. Preiss ’89, who returned as the associate vice chancellor for human resources.
  - Highlight many Cameron School of Business alums through their participation in CSB Week.
- Social media strategy and communication pieces are designed, created, and sent, including emails, electronic newsletters, and direct mail pieces.
  - Each alum received an email from their Dean during Homecoming, personally welcoming them to the Champagne Brunch and the college’s open house. This communication enjoyed an open rate of greater than 30%.
  - The Homecoming feedback survey and links to photo galleries email enjoyed an open rate of 63%.
  - During the quarter, our most engaging social media posts were all related to Homecoming.

Special Accomplishments and Highlights:
- Samantha Cleary ’15 joined the alumni relations team as Assistant Director of Geographic programs on February 1 after coming to the university from Paws for People.
- Homecoming 2022 featured both in-person and virtual elements and included 57 events and features throughout a full seven days of programming. There were 11 signature programs.
- The alumni team worked collaboratively to promote Seahawks Give among our hundreds of volunteers to encourage making a gift, promoting social media, and spreading the word within their networks. We had a record-breaking number of total social media ambassadors.
- The alumni team worked to recognize our tireless volunteers during National Volunteer Week.

Challenges and items of particular focus:
- Currently, amid an Alumni Relations staff restructure. The team feels the impact of being short-staffed for months.
- The team has/is actively searching for vacant positions and onboarding new team members within the division and the university.
- The Alumni Relation’s team has been displaced from the offices at the Wise Alumni House due to a moisture problem. The team is working on relocating to offices on campus while the house is being assessed for damage and cleaned.
Executive Summary Statement:

The Colonial Athletic Association announced on January 25, 2022, that Hampton University, Monmouth University, and Stony Brook University accepted membership invitations to join the conference on July 1, 2022. They join the College of Charleston (Charleston, S.C.), University of Delaware (Newark, Del.), Drexel University (Philadelphia, Pa.), Elon University (Elon, N.C.), Hofstra University (Hempstead, N.Y.), Northeastern University (Boston, Mass.), Towson University (Towson, Md.) and William & Mary (Williamsburg, Va.) as members of the CAA in 2022-23. The addition of Hampton, Monmouth, and Stony Brook increases the CAA’s membership to 12.

Quarterly Activity (performance measures, etc):

- Director of Athletics Jimmy Bass has been named one of the Cushman & Wakefield AD of the Year Award winners by the National Association of Collegiate Directors of Athletics (NACDA).
- The men’s basketball program won the CAA Co-Regular Season Championship. The Seahawks came up short in the 2022 CAA Tournament Championship title game versus Delaware; however, they soared to new heights as the 2022 College Basketball Invitational Champions. Head Coach Takayo Siddle was named CAA Coach of the Year and was a Finalist for Ben Jobe Award presented by CollegeInsider.com.
- The men’s swimming and diving program captured its first Colonial Athletic Association championship since 2014 with a dominant wire-to-wire effort, while the women finished second, their best finish since 2010. Head Coach Bobby Guntoro was named the Colonial Athletic Association's men's swimming coach of the year, while Beau Bunn was honored as both men's and women's diving coach of the year.

Special Accomplishments and Highlights:

- UNCW's Seahawk Natatorium will be renamed the David B. Allen Natatorium to commemorate the remarkable 37-year commitment of Dave Allen as head coach of the program from 1977 to 2014; the ceremony will be held on April 27, 2022 at 6pm.
- Head Softball Coach Kristy Norton captured her 200th career win.
- Over 600 students, families, and community supporters attended the eighth-annual Harry’s Game between the UNCW men's soccer team and High Point on Saturday at UNCW Soccer Stadium. UNCW won 3-1.
- As new members of the ASUN Conference, the Beach Volleyball program is off to a historic start. Currently 19-9 overall and 9-3 in the ASUN.

Challenges and items of special focus:
- On-going facilities repairs and renovations
- Student-athlete mental wellness
Executive Summary Statement:
The mission of UNCW’s Office of Community Engagement and Impact (CEI) is to build and grow relationships, both with on-campus stakeholders and with off-campus community partners. We support, leverage, and build high-impact activities across campus aimed at achieving student success, and we also create opportunities for students, faculty, and staff to engage in community-based learning and scholarship. CEI is where our community partners connect with UNCW through the development of mutually beneficial goals. We facilitate and promote collaboration between the university and community partners while empowering students, faculty, and staff to work towards a more vibrant future for southeastern North Carolina, our surrounding region, nation, and the world.

Quarterly Activity (performance measures, etc.):
- High Impact Pathways and Applied Learning (HIPS/AL) will host 2 Summer Institutes in May 2022:
  - Community Engaged Learning (T 5/17) that will feature keynote by Leslie Garvin, Executive Director of NC Campus Compact. Institute will also include sessions on community engaged scholarship and opportunities for students to publish in the AL-funded Undergraduate Journal of Service Learning & Community-Based Research.
  - Mentoring in Undergraduate Research (W 5/18) that will feature keynote by Jeanne Mekolichick, President of the Council for Undergraduate Research. Institute is being facilitated by leaders from interdisciplinary minority student research group (IMSRG) who will feature model developed during AL-funded strategic initiatives project.
- HIPS/AL ran the Community College Undergraduate Research Experience (CCURE) for its second year. CCURE 2022 includes 50+ current community college students from 10 institutions that are participating in faculty mentored undergraduate research experience in collaboration with UNCW faculty. Culminating showcase planned for 5/4.
- Quality Enhancement for Nonprofit Organizations (QENO) Received a grant to coordinate SECU Public Fellows Internship program.
- Center for Social Impact (CSI): Rachel Carroll (Data Science), Stephanie Duae (Nursing), and Chris Prentice (Nonprofit Management) recently published findings from their community work in Preventive Medicine. Using electronic health records on over 2 million patients in our region obtained from Coastal Carolinas Health Alliance, they quantified the impact of pandemic-related stay-at-home orders on 6 types of cancer screenings, diagnoses, and advanced diagnoses.
- 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.
- The Office of the Arts (OA) had a successful Lumina Festival of the Arts with Reggae Redemption Rising. Lumina Festival of the Arts is a celebration of the arts. This spring festival featured events in theatre, film, visual arts, music, and family programs. Caribbean and Reggae culture will anchor the festival strengthening and expanding UNCW’s commitment to diversity, equity, and inclusion.
- Office of the Arts announced the Seahawk Summer FAM series this Friday, April 1. Back and better than ever after a 2-year pandemic shutter.

Special Accomplishments and Highlights:
- QENO Awarded $100,000 from the SECU foundation to continue the SECU Public Fellows Program for the 8th year, placing 14 students in rural non-profit and government agencies
- Truist Hall is open and ready for community programs, rentals, events, and classes. Please contact Dr. Jeanine M Mingé for more information.
Executive Summary Statement:

The Office of Military Affairs continues to focus on increasing enrollment, retention, and graduation of all military-affiliated students while providing the best supportive services and career opportunities. Staff continues to prepare for spring graduation, hosting events and planning for the fall academic semester.

Quarterly activity (performance measures, etc.):

- The Office (Joanna DeMott) continues to be a leader in providing Green Zone Training for a variety of on campus and off campus entities such as Cape Fear CC, North Carolina Community College System (Train the Trainer), University Learning Center and Admissions.
- Joanna DeMott participated on the UNC System’s Military Marketing Committee on February 3rd.
- The Office hosted a Homecoming 2022 Open House event in Veterans Hall and met with many returning Seahawks on Saturday, February 12.
- The Director attended US Cyber Commands Academic Engagement Network Event on March 10th.
- Members of OMA Staff are part of a local Mental Health Support Group concentrating on veteran health and preventing suicide ideation. This group has widespread support amongst many local leaders to include elected officials.
- Joanna DeMott attended the Fayetteville Tech Community College Open House, along with Admissions, CAS, CHHS, WSE, OSFA, Honors, and other departments on March 21st.
- The Office continued its Annual Military Appreciation Softball (April 3rd) and Baseball Game (April 16th) events with many local military members in attendance.

Special Accomplishments and Highlights:

- The OMA Director met with Ambassador Aldona Wos (Estonia) about new opportunities with graduate programs and introducing her to associate Vice Chancellor of International Programs regarding Tallinn Tech University in Estonia.
- The Exercise Science Department and OMA are collaborating with the local Army NG on a 12-week program to help Soldiers better train and prepare for the Army Combat Fitness Test.
- Joanna DeMott participated in the NC4ME hiring Event as an employer rep and working through HR, exploring the opportunity for UNCW to obtain the HIRE Vets Medallion Program.

Challenges and items of special focus:

- The Office is preparing for Fall, 2022 orientations and continues its focus collaborating with faculty on a variety of DoD/Federal agencies for contracts and grant opportunities. The Office is also collaborating with many units on campus to host the Defense Alliance North Carolina https://defensealliancenc.org/ Science & Technology Forum at UNCW on May 4th. Finally, a spring ’22 graduate, and legacy student will be having their Commissioning Ceremony (US Marine Corps) on campus on May 27th as they prepare to transition to Active Duty as a Marine Corps Officer.
Executive Summary Statement:
During the first quarter of 2022, the Office of University Relations worked closely with the Chancellor Search Committee, campus leadership and UNC System colleagues to support efforts to recruit UNCW’s 7th chancellor and 10th leader. OUR was a part of Homecoming 2022 and the university’s honoring of the late Pat Leonard, former Vice Chancellor for Student Affairs, by naming the student recreation center for her. As we have for two years, OUR continues to collaborate with campus leadership, Student Health and Environmental Health and Safety to distribute information about the university’s response to the pandemic. OUR teamed up with Athletics and University Advancement to promote March Madness and the men’s basketball team’s victory in the 2022 CBI Championship. OUR also supported Advancement’s efforts to put on an evening like no other with a gala to celebrate The Campaign for UNCW and its annual “Seahawks Give” one day of giving.

Quarterly Activity (performance measures, etc.):
· More than 220 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from the beginning of January until the end of March. Projects of note included the 75th anniversary logo design and campus banners; the Leonard Student Recreation Center dedication ceremony event program and interior building signage; the 2022 Azalea Festival digital billboard ad; and materials for UNCW’s annual homecoming and Seahawks Give initiative. The May 2022 commencement program and web graphics are currently in production.
· There were 854,432 total page views for the homepage of uncw.edu from Jan. 1 to March 31. Approximately 70 news items were published to the UNCW homepage during this time. Notable items included: UNCW Literary Journal Honored for Consistent Excellency; UNCW Graduate Programs Climb U.S. News & World Report Rankings; UNCW Student Named Wilmington's First Social Worker in Veterinary Medicine; Dr. Heather Koopman Named American Council on Education Fellow; UNCW Assistant Professor Abigail Upshaw Awarded Pedretti Fellowship; UNCW’s Brian Arbogast Recognized by UNC Board of Governors for Excellence in Teaching; UNCW Communication Studies Students Take First Place at BEA Festival of the Arts; UNCW a Partner in $662,905 NSF Grant Studying Sea Squirts; UNCW Receives Significant Grant to Bolster Arts Programming Post-Pandemic; UNCW and NC A&T Launch Program to Develop Diverse Faculty; UNCW Receives State Department Grant for Fulbright Teaching Excellence and Achievement Program; Investing in Mental Health: UNCW Part of Large Grant to Bolster Resources for Students; UNCW Film Studies Professor Deepak Rauniyar’s Short Film Selected for Berlin International Film Festival and UNCW Ranked Among Best Online Programs by U.S. News & World Report.
· The Spring 2022 issue of UNCW Magazine is in production and scheduled for distribution in May.

Special Accomplishments and Highlights:
· The media production team produced “It Begins with Teachers,” a series of commercials to promote diversity in teaching, videos and portraits celebrating the 2022 Distinguished Alumni Award winners and the campaign gala. Marketing photography efforts and updated portraits of faculty and staff for the new website are ongoing.
· OUR continues to be an integral part of the website redesign project. The new site structure has been imported into the Cascade content management system. The page count has been reduced from more than 17,000 to under 6,000. Content (text, photos, videos, etc.) is now being moved into the new site, which is scheduled to go live this summer.

Challenges and Items of Special Focus:
· In March, OUR welcomed Stacie Greene Hidek to the team as a content and communications specialist. Stacie comes to UNCW from the Battleship North Carolina, where she served as marketing director. Previously, she was the digital and visuals editor for StarNews Media for 17 years. OUR is working toward staffing additional team openings, conducting interviews in March for a graphic designer and the chief marketing and communications officer.
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 – 03.31.2022*)
- TOTAL PRODUCTIVITY: $11,715,268 (gifts, new commitments and planned gifts)
- $8,202,015 in Gifts
- $3,329,252 in New Pledge Commitments
- $184,000 in New Planned Gift Commitments

Special Accomplishments and Highlights:
- Notable Gifts: secured planned gifts to support CSB & WCE scholarships; secured gift that supports the professional development of 20 undergraduate students in rural nonprofit agencies and local government settings - a collaborative effort between UNCW’s Office of Community Engagement and Applied Learning, Career Center, and QENO; secured gift commitments to establish endowed scholarships in WCE; secured funding to establish a Scholars Program in CHHS to support diverse students interested in pursuing healthcare careers; established a learning award in Earth and Ocean Sciences
- Hosted Homecoming 2022 in-person for the first time in two years.
- In collaboration with OUR and UNCW Athletics, produced a series of content that allowed alumni, donors and fans to experience the success of our Men’s Basketball team during March Madness
- Hosted an ‘Evening Like No Other’ to celebrate The Campaign for UNCW. The purpose of the event was to thank and inspire top campaign donors.
- Hosted 2nd most lucrative 24-hour giving challenge in during its nine-year history: $290,224 raised; 1,839 donors; all challenge goals met
- Two-time alumnus has offered free regional billboard ads to the university
- Hired Associate Director of Annual Giving, Lindsay Skinner and Assistant Director of Alumni Relations, Samantha Cleary ’15

Challenges and items of special focus:
- Continuing to experience staff turnover to include recent resignations of our social media specialist and assistant director of events and boards
- Preparing to take elements of the campaign gala ‘on the road’ to areas of high alumni concentration
- Training on Give Campus platform (which will allow for gifts via mobile wallet payments) and preparing roll-out strategies
- Identifying strategic opportunities to connect new Chancellor to key donors and volunteer leaders
- Planning for FY23
- 11 vacancies in key positions in the following areas: Assistant Vice Chancellor for Development Operations; Assistant Vice Chancellor for Major Gifts; Director of Annual Giving; Assistant Director of Corporate and Foundation Engagement; Director of Alumni Engagement Programming; Assistant Director of Annual Giving (2); Stewardship Manager; Prospect Development Manager; Donor Agreement Associate; Stewardship Coordinator (new position)