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### **Executive Summary Statement:**

The Alumni Relations Team and the UNCW Alumni Association connect alumni to one another and into the life of the university and its students through programs designed to align with the university and division and strategic goals. As the University celebrates its 75<sup>th</sup> year, there is much to celebrate.

### **Quarterly (performance measures, etc.):**

- The team actively managed eight student, regional, reunion, legacy and board programs with close to 2500 participants. These events included texting campaigns, a pinning ceremony, socials, community engagement and trainings.
- The team hosted 34 targeted volunteer meetings engaging 224 alumni and students to tell UNCW's story personally and to increase alumni and student engagement. The Alumni Leadership Conference was hosted on campus for the first time ever.
- 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 video was produced showcasing UNCW Alumni-Owned Business, The Barkington, which is owned by Lourdes Perez-Montes '15, '20M and Chris Felmet '13.
  - A Seahawk Showcase landing page and archive page were created, both contain a running list of alumni accomplishments.
  - The Hawk's Eye View series concluded with stories catching up with eight alumni.
- Social media strategy and communication pieces including emails, electronic newsletters, video messages and texts being designed, created and sent.
  - Three emails featuring the Triangle Alumni Chapter Durham Bulls Picnic had an open rate of 79% and the photos were the most engaged with social media post during the quarter.
  - Communications focusing on Move-In Weekend, which had alumni volunteers helping at the event, had the most impressions during the quarter at nearly 40,000.
  - A text message with a link to a highlight video of UNCW through the years was sent to nearly 12,000 alumni. A ThankView email to another 1,200 alums with the same video, and posted it on social media.
- Preparations are underway for Homecoming 2023, scheduled for the weekend of February 10-12, 2023.

### **Special Accomplishments and Highlights:**

- J. Marshall Crews Distinguished Faculty Award was presented to Dr. David Webster '76, Sr Associate Dean for Graduate Studies, Research and Infrastructure.
- The Student Ambassadors, an affiliated entity under the Division for University Advancement, are working on training their current members and recruitment of new members.
- The Alumni Association is currently accepting applications through October 16 for the distinguished alumni awards that are presented during Homecoming.
- The focus on creating original content over the summer, resulted in a 101.5% increase on social media engagement rate from the previous quarter.

### **Challenges and items of special focus:**

- Currently, amid an Alumni Relations staff restructure. The team feels the impact of being short-staffed for months due to recruitment challenges. The team has/is actively searching for vacant positions and onboarding new team members within the division and the university.
- The Wise Alumni House continues to be closed due to a moisture problem. The house continues to be assessed for damage.

**Executive Summary Statement:**

UNCW Department of Athletics welcomed Head Softball Coach Ashley Wade and Diving Coach Timmy Pearce to the Seahawk family.

- Ashley spent the last seven seasons on the staff at Northern Illinois. A native of Baltimore, Md., Wade arrived in DeKalb, Ill., in 2015 before being promoted to Associate Head Coach in 2019 under Huskies Head Coach Christina Sutcliffe.
- Pearce, a standout diver at George Mason in the early 2000s, comes to the program following a stint as Dive Coach for the Mason Dive Academy in 2014. He also served as Dive Coach at the Catholic University of America from 2018-19.

Longtime UNCW assistant coach John Ware was elevated to associate head coach of the UNCW women's tennis team. Ware has been associated with the Seahawk women's tennis program for 23 years, arriving in the Port City in 2000 and working alongside head coaches Jenny Garrity, Evan Clark, and Hans Olsen.

**Quarterly Activity (performance measures, etc):**

- Men's Basketball, Women's Basketball, Men's Golf, and Women's Golf schedules were announced. Season tickets for Men's and Women's Basketball are now on sale to the general public.
- Coach Jerry Wainwright, who steered the Seahawks to their first NCAA Tournament appearance in 2000 and went on to head up the programs at Richmond and DePaul, served as the keynote speaker for UNCW's 6th Annual Men's Basketball Tip-Off Dinner on September 22<sup>nd</sup> with over 250 attendees.

**Special Accomplishments and Highlights:**

- UNCW men's basketball alum Devontae Cacok signed a contract with the Portland Trail Blazers. Last season, Cacok, 25, played in 15 games for the Spurs and collected 3.1 points and 2.8 rebounds per game.
- Jaylen Sims, UNCW basketball alum and Charlotte, N.C., native, signed on with his hometown Hornets of the National Basketball Association on August 12<sup>th</sup>.
- UNCW Director of Athletics Jimmy Bass will serve as chair of the NCAA Division I Men's Golf Committee for the 2022-23 year. Bass, beginning his 12th year as head of the UNCW program, was appointed to the NCAA Division I Men's Golf Committee on Sept. 2, 2019, and replaces Connie Hurlbut of the West Coast Conference as chair.

**Challenges and items of special focus:**

- Facilities and Maintenance
- Student-athlete mental wellness
- NCAA vs. Alston Academic Funds



### **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 create opportunities for students, faculty, and staff to engage in community-based learning and scholarship. We facilitate 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.

### **Office of Applied Learning & High Impact Practices**

- Fall 2022 Community College Undergraduate Research Experience (CCURE) is collaboration with Watson College of Education and Wake Tech Community College. 7 students focused on Educational Research and co-taught by Asli Multu (Wake Tech) and Angie Reid-Griffin (UNCW). First time UNCW and CC students participate in same course.
- CCURE pathways model integrated into 3 NSF REU grant applications and 1 revised NIH T34 grant submitted in September 2022. Multiple scholarly presentations and publications on CCURE programming and assessment in Summer & Fall 2022.
- Community Engaged Learning (CEL) Fellows workshops in Fall 2022 include development of high impact community engaged/service learning experiences, telling the story of community engagement experiences, and series of arts-based events in Wilmington's Cargo District.
- Community Engaged Learning (CEL) Fellows hired for Fall 2022: Kimi Hemingway focused on CEL and writing intensive; Madison Creech focused on CEL and the arts; Alexia Franzidis focused on CEL and international experiences

### **Office of the Arts**

- Seahawk Fam Family Arts Matinee Wrap Up: Gross ticket sales Revenue of \$7,011.21; Total series attendance of 1285; Grant Funding: \$3,000.00 (Federal Shuttered Venue Grant Allocation); Community Volunteer hours totaling 74 (ushering/greeting)
- Indigenous Peoples' Public Art Reveal: The Indigenous Peoples' Public Art Reveal is a collaboration between the Office of the Arts, the Office of Institutional Diversity and Inclusion, and members of North Carolina tribal communities. This installation by artist Jessica Clark serves to honor Indigenous cultures on UNCW's campus. The unveiling is on Thursday, Nov. 3. Time and location to be announced. This event is free and open to the public. For more information, visit [uncw.edu/arts/artivism](http://uncw.edu/arts/artivism).
- Ballet Hispánico: will be on UNCW's campus for a three-day, residency that includes: Dance masterclasses led by Ballet Hispánico's dancers and director on Thursday, Nov. 10 at 9:30 a.m.
- Diálogos: A conversation between the company and community members to explore the intersections of art, social justice and Latinx cultures on Thursday, Nov. 10 in Kenan Auditorium, An evening of Latin social dance lessons and fun, co-hosted by Wilmington Latin Dance.
- Southern Circuit Tour of Independent Filmmakers: The Southern Circuit Tour of Independent Filmmakers connects documentary filmmakers with communities throughout the south. From September through April, OA will partner with Jengo's Playhouse to host six documentary film screenings with in-person visits from filmmakers and is a program of South Arts. This screening is supported in part by a grant from the National Endowment for the Arts. Partners include: Cucalorus, WHQR, UNCW Film Studies.
- NEA Big Read: Cape Fear : As part of the NEA Big Read: Cape Fear, UNCW's Office of the Arts and Randall Library are hosting a collaborative, year-long effort to promote literacy in Wilmington and the broader Cape Fear region. Programming for the NEA Big Read:

**Restorative Justice Collaborative:** Dr. Kim Cook Served as a panelist on the NHCPL County Reading Event; Co-facilitated a racial healing restorative justice workshop with a local nonprofit; Spoke at the NHC DEI Summit; Leading a workshop with the NC Innocence Inquiry Commission focused around her recent book.



### **Executive Summary Statement:**

The Office of Military Affairs is an advocacy office established to develop and coordinate resources to help military-affiliated students--service members, veterans, and their family members--achieve their academic and career goals. Military Affairs staff members help students, and their families learn how to navigate the university and life in a new community.

### **Quarterly activity (performance measures, etc.):**

- OMA participated in the first Resident Life Resource Fair on Wednesday, August 10.
- OMA convened the Military Transfer Student Orientation with over 120 students, and campus and community organizations on August 18.
- Our Office met with and provided a tour for the Marine Corps Combat Service Support Schools Command on August 23<sup>rd</sup>.
- OMA orchestrated a site visit to FTCC with Chancellor Voley and Faculty members to enhance new articulation agreements in a variety of new programs between FTCC and UNCW.
- Resumed the weekly pancake breakfast schedule with internal and external partner hosts – American Legion, University Learning Center, Office of Student Community Engagement, and Career Center.
- OMA is part of the UNC System Military Marketing Team (contributing to military community recruitment for UNCW and beyond)
- Participated in the MCAS Cherry Point Career and Education Fair on August 24<sup>th</sup>.
- Joanna DeMott attended the [Talent First Economics Transitioning Military Veterans & Their Families Working Group](#) – Institute for Emerging Technologies on September 9<sup>th</sup>.

### **Special Accomplishments and Highlights:**

- The Office hosted the Veterans Hall Ceremony on September 15 to recognize UNCW's 75<sup>th</sup> Anniversary as a G.I. Bill School and honor all veterans, especially 6 WWII veterans in attendance. [WECT News at 11 Sept. 15, 2022 UNCW Veterans Hall Celebration Event](#)
- Joanna DeMott participated in the dedication of Ball Center on Camp Lejeune – In memory of GySgt Terry W. Ball.
- The OMA Director hosted a research meeting with Womack Army Medical Center, Fort Bragg Research Institute, North Carolina Center for Optimizing Military Performance and UNCW reps.
- The OMA hosted TRX/OutFit Founder (Randy Hetrick) and members of CHHS to submit a New Hanover County Community Endowment Grant in the amount of \$250,000.
- The OMA sponsored the JROTC Programs in southeastern North Carolina to conduct an orienteering competition (13 school programs) on campus, September 17<sup>th</sup>
- The OMA Director attended the North Carolina Defense Summit and follow-on meetings with NC COMP regarding research to mitigate musculoskeletal injuries.

### **Challenges and items of special focus:**

- The OMA is in the process of hiring an Assistant Director, which without, has severely impacted operations within the Office and for our students.
- Planning has begun for activities during Veterans Week (November 7-12, 2022).





### **Executive Summary Statement:**

During the third quarter of 2022, the Office of University Relations joined the campus and community in officially welcoming Aswani K. Volety as UNCW's new chancellor, greeting the Class of 2026 during "UNCWWelcome" and celebrating UNCW's 75<sup>th</sup> anniversary year. OUR continues to work with campus stakeholders to refine structure and content for the new website in development.

### **Quarterly Activity (performance measures, etc.):**

- More than 180 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from July 1 to mid-September. Projects of note included digital, TV and *StarNews* full-page ads highlighting the university's 75th anniversary; promotion of Kenan Auditorium Presents' 2022-23 season and *StarNews* 40 Under 40 honorees. New graphics for Wilmington International Airport are currently in production, and 75th artwork was produced for a Wave Transit bus wrap.
- There were 607,102 total page views for the homepage of [uncw.edu](http://uncw.edu) from July 1 to mid-September. Approximately 43 news items were published to the UNCW homepage during this time. Notable items included: [UNCW Earns High Ranking on "Best Public National Universities" List](#); [Two Seahawks Awarded the State Department's Gilman International Scholarship](#); [Atlantis Magazine Named a Pinnacle Award Finalist for Best Cover](#); [Ecotone Literary Magazine's Latest Issue Publishes Eclectic Mix](#); [Seahawk Mail Gets Stamp of Approval from National Organization](#); [Wilmington's College: Celebrating UNCW at 75 Years](#); [UNCW's School of Health and Applied Human Sciences Partners with Ugandan University](#); [UNCW, D.C. Virgo Collaboration Brings Sea Turtle Lesson to Life](#); [FAA Selects UNCW for Drone Training Initiative](#); [Seahawks Selected for 2023 Class of Leadership Wilmington](#); [UNCW Graduate Student Allie Best Receives Prestigious Fellowship to Pursue Coastal Bird Habitat Research](#); [CAA Honors 230 Seahawk Student-Athletes](#) and [UNCW Geologist Digs Into Earth's Oldest Rocks](#).
- The Fall 2022 issue of *UNCW Magazine* is currently in production and scheduled for release in late November. A research magazine is also in the works to be available in Nov./Dec.

### **Special Accomplishments and Highlights:**

- OUR shared more than 35 story pitches with local, regional, state and national media and had 279 broadcast mentions and 1,321 print mentions from July 1-Sept. 16 (tracked by Meltwater media monitoring service). The data shows the following topics had notable media interest: [A Message from Chancellor Volety](#); [UNCW Graduate Student Allie Best Receives Prestigious Fellowship to Pursue Coastal Bird Habitat Research](#); [UNCW Researcher to Receive \\$1 Million to Explore an Alternative Method to Produce Cement Using Microalgae](#) and [FAA Selects UNCW for Drone Training Initiative](#).
- In honor of UNCW's 75<sup>th</sup> anniversary, OUR created [an anniversary website](#) with images and highlights from the last 75 years, a message from the chancellor and a proclamation from the New Hanover County Commissioners in recognition of the anniversary.
- The media production team produced a video and photo slideshow chronicling Chancellor Volety's first day and UNCWWelcome highlights.

### **Challenges and items of special focus:**

- OUR is working toward staffing additional team openings, including a deputy/marketing director role and two graphic designers.



### **Executive Summary Statement:**

The Division for University Advancement is focused on reaching the new campaign goal of \$125M and 60,000 alumni gifts and communicating impact with constituents. Opportunities to engage Chancellor Voley with donors and alumni are being planned.

### **YTD Activity (YTD 07.01.22 – 09.30.2022)**

- **TOTAL PRODUCTIVITY: \$1,593,313** (gifts, new commitments, and planned gifts)
- **\$1,048,619** in Gifts
- **\$544,694** in New Pledge Commitments
- **\$0** in New Planned Gift Commitments
- Proposals Made: **\$3,299,500 (23)** – includes Major Gift and Planned Gift Proposals
- Proposals Funded: **\$475,000 (10)** in Major Gifts of \$25,000+
- **638** Contacts Made with Prospects
- **\$37,902** Generated by the Annual Giving Program

### **Special Accomplishments and Highlights:**

- Notable Gifts: secured a \$350K planned gift from a first-time donor to support Watson College of Education; received \$250K to support reentry scholarships; secured gifts to establish newly created endowed scholarships in both the Ph.D. in Pharmaceutical Chemistry and Coastal Engineering programs; received an additional \$195K commitment for continued support in Psychology
- Actively participated in Welcome Week activities to include Move-In, First Day of Class alumni-student texting campaign and the Involvement Carnival
- Hosted the following board meetings: Foundation Board Meeting on 8/26, Alumni Association Board of Directors on 8/27, and Friends of UNCW on 9/14
- Hosted 50 alumni for a Film Studies event in Los Angeles, CA
- Phonathon calling began on September 6
- Advancement communications team built a microsite to announce campaign progress and stretch goal which includes four interactive impact features
- As a result of a national search, hired Judy Schieck, Assistant Vice Chancellor for Development Operations.
- Additional hires include: Assistant Director of Corporate & Foundation Engagement – Katie Crosby, Assistant Director of Advancement Events & Boards – Chelsea Nelson '21M, Events Coordinator – Tyler Donavon & Social Media Communications Specialist – SaJordan Miller

### **Challenges and items of special focus:**

- Ensuring all privately funded scholarships have been awarded according to donor intent and preparing respective communications for recipients and donors
- Focusing on event outcomes for a busy fall which includes two campaign road shows, board meetings, Family Weekend events, and VIP donor dinners – just to name a few
- Conducting annual meetings with deans to review FY22 results and reaffirm FY23 strategies
- Collaborating with OIDI, Randall Library, CMS and other units across campus on FY23 engagement and fundraising initiatives
- Finalizing strategies for #GivingTuesday and beginning to plan for Homecoming 2023
- Actively recruiting for vacancies and preparing to onboard new staff in annual giving and alumni engagement
- 10 vacancies in the following areas: Director of Annual Giving; Development Officer for Leadership Annual Giving; Director of Development for College of Health & Human Services; Director of Alumni Engagement Programming; Assistant Director of Annual Giving (2); Stewardship Manager; Prospect Development Manager; Donor Agreement Associate; Stewardship Coordinator