



Executive Summary Statement:

The Alumni Engagement Program, in unison with the UNCW Alumni Association, connects alumni to one another and into the life of the university and its students through programs designed to align with the university and division's strategic goals. We work to measure alumni engagement through the modes of philanthropy, experiences, volunteerism, and communications. As the university embarks on the next ten-year strategic plan, it is an exciting time to be a Seahawk alum.

Quarterly Activity (performance measures, etc.):

- The team actively managed student, regional, legacy, and board programs. These events included the 3rd Annual Alumni Leadership Conference, Triangle Area Alumni Chapter Durham Bulls Picnic, UNCW Alumni Employee Breakfast, Legacy Pinning Ceremony, etc.
- The team hosted targeted volunteer meetings with alumni and students to tell UNCW's story personally and to increase alumni and student engagement.
- Social media strategy and communication pieces, including emails, electronic newsletters, and solicitations being designed, created, and sent, kicked off the new academic year with energy.
- Alumni leaders and volunteers assisted with UNCW MoveIn on August 18-19 by handing out iced coffee, water, popsicles, and swag to new parents and legacy families. In collaboration with OUR, the UNCWWelcome photo gallery resulted in our second-most viewed gallery since launching the Exposure platform in September 2021.
- The Alumni in the News program recognizes the notable achievements of our alumni. We identified and recognized numerous alumni who have received promotions and honors or were featured for their excellent work in the news. Of particular focus was the continuation of UNCW Alumni-Owned Businesses Carter Jewell '13, 15M and her Mocksie Craft Mocktails. Stories were incorporated throughout university marketing communications and social media and are highlighted in the UNCW magazine class notes.
- The UNCW Student Ambassadors have started the new academic year training recruiting and hosted Donuts and Directions to welcome students back to campus during their first week of classes.
- In partnership with OUR, the UNCWA social media outlets and newsletters announced the release of The Dub Amber Lager, UNCW's collaboration beer with Wrightsville Beach Brewery. Alumni board members were invited to the official launch party hosted by UNCW.
- The DC Alumni Network hosted an Alumni/Student Mixer over Fall Break during the Honors College Trip.

Special Accomplishments and Highlights:

- J. Marshall Crews Distinguished Faculty Award was presented to Dr. Lynn Leonard, College of Science and Engineering, Earth and Ocean Sciences; Center for Marine Science Professor, Earth and Ocean Sciences; Associate Director, Center for Marine Science.
- The Alumni Association is accepting applications through October 15 for the distinguished alumni awards presented during Homecoming and celebrated throughout the year.
- The Triangle Alumni Chapter Durham Bulls Picnic had the most tickets ever sold. The photo gallery was the post that generated the highest engagement rate of the quarter, while posts on the start of the academic year, Beach Blast, and the first day of classes accounted for our other top posts during the quarter.
- Preparations are underway for Homecoming 2024, scheduled for February 12-18, 2024.

Challenges and items of special focus:

- The team feels the impact of being short-staffed. 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 for repairs.

Executive Summary Statement:

There are three words at the forefront of our athletic department – Student-Athlete Experience, Revenue, and Winning.

The men's and women's basketball schedules have been released for their upcoming season.

Bobby Guntoro completed his staff by hiring Connor Hassard and Gavriilo Blijden over the summer. Max Coleman was elevated to Associate Head Coach for the Track and Field Program.

Quarterly Activity (performance measures, etc.)



- Women's Soccer helped with Surfer's Healing, a free surf charity camp for children with autism.
- FLIGHT, a Name-Image-Likeness (NIL) Comprehensive Educational Platform, was announced along with a partnership with INFLCR (Average student-athlete deal is around \$1k).
- Colonial Athletics Association rebranded to the Coastal Athletics Association.
- Head Swimming and Diving Coach, Bobby Guntoro signed a contract extension through the 2025-26 season.
- Head Baseball Coach, Randy Hood, signed a contract extension through the 2028 season.
- Fan-friendly concession prices were announced for the men's and women's basketball season.

Special Accomplishments and Highlights:



- Joe Browning, Senior Associate AD for Communications, retired September 1st after 37 years at UNCW.
- The baseball team was recognized with the Team Academic Excellence Award by the American Baseball Coaches Award for the fourth consecutive season.
- Head Men's Basketball Coach, Takayo Siddle, was recognized on the Wilmington Chamber of Commerce 40 Under 40 list.
- Ellie Bucci, a women's beach volleyball player, received the CSC Academic All-America Award.

Challenges and items of special focus:

- Student-athlete mental wellness and nutrition.
- Populous, a global architectural and design practice, has started their review process of our facilities and event management.

In Summer 2023, the Associate Vice Provost (AVP) for the Office of Community Engagement & Impact (CEI) departed UNCW for a position at another institution. The AVP's departure presented an opportunity to examine the organization of the CEI unit and alignment of support for community engagement more broadly across the institution. As of September 1, 2023, previous CEI units were re-organized to align with the following units:

- Quality Enhancement for Non-Profit Organizations (QENO) & Grant Writing Services were moved to the Office of Research & Innovation.
- Office of the Arts & Arts Programming were moved to the new College of Humanities, Social Sciences & the Arts (CHSSA).
- Community-based equity initiatives, including the 1898 Collaborative, Center for Social Impact, Interdisciplinary Minority Student Research Group (IMSRG) & Restorative Justice Collaborative were moved to the Office of Institutional Diversity & Inclusion (OIDI).
- Community Engaged Learning initiatives, including support for community-based scholarship and course-embedded/connected learning experiences were moved with the Office of Applied Learning & High Impact Practices to the Undergraduate Education & Faculty Affairs (UEFA).

The current report summarizes activities related to Community Engaged Learning opportunities that are connected to the Office of Applied Learning & High Impact Practices and supported by partnerships with affiliated units including Student Community Engagement, OIDI, and others.

Quarterly Activity and Highlights:

- SECU Summer Fellowship
 - 12 UNCW students completed community-based internships with regional non-profit organizations. Fellowship is funded annually by SECU and supported by collaborations between Community Engagement and Career Center at UNCW.
- Learn to Swim
 - 40 students from DC Virgo participated in swim training led by Coach Bobby Guntoro and members of UNCW's swimming and diving teams. The initiative was supported by funding from the New Hanover Community Endowment.
- Give Pulse: <https://uncw.givepulse.com>
 - Collaboration with Student Community Engagement in Division of Student Affairs.
 - Onboarded 70+ community and campus partners to register with Give Pulse and affiliate with UNCW's site.
 - Utilized Give Pulse for Wings Up Wilmington registration and tracking.
 - Working collaboratively with community partners and campus units to expand utilization, including Fellows program to pilot implementation for course-based & internship experiences.
- Wings Up Wilmington
 - Supported day of volunteering by UNCW students, faculty, and staff with local community partners. Collaboration with Student Community Engagement that resulted in nearly 300 volunteers across 18 sites in greater Wilmington area.
 - WECT News Story featured in Rep. Rouzer's newsletter:
<https://www.wect.com/2023/09/13/uncw-commemorate-fifth-anniversary-hurricane-florence-by-assisting-community-projects/>



Executive Summary Statement:

The Office of Military Affairs (OMA) 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. The Office prepared for the fall academic semester via orientation sessions and scheduled events to enhance partnerships both on and off campus and implement new programming strategies for its university and community partners.

Quarterly activity (performance measures, etc.):

- OMA coordinated with Transition Programs and Orientation representatives for fall semester, which included a full in-person orientation session for students. Collaborators on campus included: Cameron School of Business (Advising); Disability Resource Center (DRC); Honor's Program; Office of Scholarships & Financial Aid; Randall Library; Registrar's Office/Cashier's Office (3rd Party Billing); Study Abroad; Student Veterans Organization (SVO); University College (Advising); University Learning Center (ULC). Off campus collaborators included: American Legion Post 129; Marine Federal Credit Union; Marine for Life; New Hanover County Veterans Service Organization (NHC VSO); VA/VR&E counselors from Camp Lejeune (Veteran Readiness and Employment).
- OMA participated in the Annual Involvement Carnival on Thursday, August 31.
- The OMA participated in the Veterans Resource Fair at CFCC campus on Tuesday, September 26.
- The Office is continuing with its successful weekly brunch for military students and campus partners each Wednesday morning.
- In conjunction with the Student Veterans Organization (SVO) OMA and the campus observed the 22nd Anniversary of 9/11.

Special Accomplishments and Highlights:

- The OMA has officially welcomed a new Associate Director to the Office. Jerome Garrison ('21 M.Ed.) retired out of the US Air Force and JSOC Command, and he started on September 5th.
- University members attended the Annual Cape Fear Purple Heart Dinner on Saturday, August 5th. Chancellor Volety read the new Purple Heart Designation for UNCW and there were 11 UNCW representatives in attendance <https://uncw.edu/news/2023/08/uncw-receives-purple-heart-designation>
- The OMA Director attended several military, research, and veteran events sponsored by the North Carolina Military Affairs Commission, Defense Alliance North Carolina, North Carolina Military Business Center, RTI International, Marine Corps Installations East, and Fort Liberty.
- The OMA facilitated a second research meeting on October 5 with the US Army Reserve Command, Fort Liberty Research Institute and numerous faculty from UNCW on a proposed Tactical Combat Casualty Care Training Site.

Challenges and items of special focus:

- The OMA will be seeking approval for part time graduate assistant to focus on marketing of UNCW programs to military-affiliated students (both at the undergraduate and graduate levels).
- Preparing for various events for Veterans Week (November 6-11).



Executive Summary Statement:

During the first quarter of FY24, the Office of University Relations joined the campus in welcoming new and returning Seahawks to the new academic year, helping promote and document more than a month of UNCWelcome activities. OUR continues to work with university leadership and partners to implement the strategic plan, promote research and creative scholarship, and further refine the new website.

Quarterly Activity (performance measures, etc.):

- Nearly 200 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed during this quarter. Notable projects included materials for UNCWelcome, the Chancellor's annual report, Strategic Plan awareness, admissions and the graphics for Wilmington International Airport.
- OUR uses Meltwater media monitoring service to track print and broadcast content related to UNCW university news, academics, research, community engagement and alumni. Based on broad parameters, the service recorded 2,573 mentions (1,812 print and 761 broadcast) and 3.6B total potential news reach during the third quarter. OUR shared more than 40 story pitches with local, regional, state and national media and received more than 65 media requests.
- There were 490,649 views of the homepage of uncw.edu from July 1 to mid-September. The program finder is a popular feature that has received an average of 700 page views per day since launch in May 2023. More than 40 news items were published to the UNCW homepage from July 1 to mid-September. Notable items included: [UNCW earns "Best Public National University" ranking](#); [MBA, Psychology Programs Receive STEM Designation](#); [UNCW Researchers to Collaborate on New Earthquake Research Center](#); [UNCW Receives \\$177,639 in NEH Funding](#); [Hogfish Can "See" Using More Than Their Eyes](#); [You Belong Here: UNCW Welcomes the Class of 2027](#); [Wrightsville Beach Brewery Partners with UNCW on Craft Beer](#); [Board of Trustees Endorses Strategic Plan](#); [UNCW Makes 40th Edition of Bestselling Fiske Guide](#); [UNCW Chancellor Volety Joins NCBiotech Board of Directors](#).

Special Accomplishments and Highlights:

- In the months since the new website launched, developers have made a number of modifications to the website design styles to improve the look and feel of webpages, reducing font sizes, tightening spacing and enhancing some design components.
- The media production team produced a UNCWelcome video/photo package consisting of three videos, several photo galleries and an Exposure page, in partnership with University Advancement. A video of the "Class of 2027" photo being taken received more than 69.6K social views on Facebook. The team also produced eight 30-second commercials to promote the Office of Arts 2023-24 season.
- The fall 2023 edition of *UNCW Magazine* is currently in production. More than 100,000 readers will receive the magazine between late November and the end of the year.

Challenges and Items of Special Focus:

- OUR welcomed Liza Saunders as UNCW's marketing director on Oct. 2. She is joining UNCW from the School of Art at George Mason University, where she served as the Marketing and Communications Manager since April 2018.
- Jennifer Glatt '21M left the position of editorial director in July for a job in the hospitality industry. The search for her replacement will begin this semester.



Executive Summary Statement:

The Division for University Advancement is focused on reaching the new campaign goal of \$125M. As we near the conclusion of the campaign, we will look to demonstrate and celebrate the power of philanthropy and how it bolsters the UNCW experience.

YTD Activity (YTD July 1, 2023 – August 31, 2023)

- TOTAL PRODUCTIVITY: \$2,595,602 (gifts, new commitments, and planned gifts)
- \$1,972,861 in Gifts
- \$622,741 in Balance on Existing Pledge Commitments
- Proposals Made: \$3,988,225 (42) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: \$366,267 (12) in Major Gifts of \$25,000+
- 651 Contacts Made with Prospects
- \$133,007 Generated by the Annual Giving Program

Special Accomplishments and Highlights (YTD July 1, 2023 – September 30, 2023):

- Hosted annual fundraising review and strategy sessions with each college.
- Hosted professional development retreat for academic administrators with Jim Langley, prominent fundraising consultant.
- Identified objectives in the strategic plan that will be supported and spearheaded by University Advancement.
- Presented a campaign update to Staff Senate. There have been 38 recipients of the Staff Senate scholarship during Like No Other: The Campaign for UNCW.
- Worked with campus partners to submit 14 proposals to New Hanover Community Endowment.
- UNCW Alumni Association hosted an Anniversary Brunch for alumni employees with 137 in attendance on 9/18/23.
- Reviewed and approved student applications for TealStarter, UNCW's official crowdfunding platform. Trained 7 student organizations who launched their fundraising projects on 9/27/23.
- Hosted annual Legacy Pinning Ceremony and Parents Social during Family Weekend.
- Coordinating exclusive opportunities to introduce donors to new academic deans.
- New Hires: Madison Frye, Executive Assistant. Ellie Barker, Director of Annual Giving. Katherine Deming, Events Coordinator. Kathleen Lubert, Director of Prospect Development.

Challenges and items of special focus (YTD July 1, 2023 – September 30, 2023):

- Reviewing and reaffirming business operations related to annual giving and prospect development.
- Recruiting for vacant positions: Development Officer for Parent Giving, Administrative Associate, Development Associate for Major Gift Stewardship, Development Associate for Prospect Development, Senior Technical Support Analyst, Development Associate for Annual Giving Stewardship, Director of Development for Major Gifts aligned with CHSSA
- Solidifying Q2 discovery, cultivation, solicitation, and stewardship activities.