



*Soar high, soar far and
soar **together**, Seahawks!*

Chancellor's Report
Board of Trustees – April 26, 2024



UNIVERSITY of NORTH CAROLINA WILMINGTON

Soaring Seahawks



CAA Champions...Again!



Congratulations to
our men's and women's
swimming and diving teams

Congratulations to the Men's Tennis Team



Dancing with the Seahawks

- Special campus and community event on April 21
- Raised more than \$55,000 to support women's basketball team
- Congratulations to our own Dr. Christine Reed Davis, Vice Chancellor for Student Affairs, for her outstanding participation



Our Students



In Recognition – Cody Brandon



On behalf of the UNCW community, I want to thank Cody Brandon for his dedication and service to fellow students and the university. Way to go, Seahawk!



Soaring Seahawk – SGA President

Skyler Stein

2024-25 SGA President

- Sophomore
- Political Science Major
- Apex, NC





STEIN – BUTLER ADMINISTRATION

Student Body President and Vice President for the 78th Session



UNIVERSITY of NORTH CAROLINA WILMINGTON

Barrett Butler – 2024-25 SGA Vice President

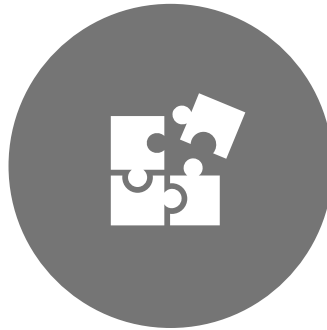
- Major: Psychology
- Minor: Business and Neuroscience
- Hometown: Gainesville, VA
- Fun Fact: I love to read.
- Favorite SGA Memory: Spending time in the SGA Office with my fellow senators!



Our Platform



BALANCE



INNOVATION



TRANSPARENCY

Balance

**Helping students to build upon their strengths
and grow into well-rounded individuals.**



- Advocating for increased access and availability in the Counseling Center
- Prioritizing healthy dining options, and options that will cater to students with dietary restrictions
- Mitigating student burnout by providing well-being resources and highlighting opportunities around campus

Innovation

Ensuring that UNCW is at its best as we move into our first phase of the new Campus Master Plan.



INNOVATION

- Enhancing the overall student experience at UNCW
- Increasing on-campus student research opportunities
- Advocating on behalf of students' input about academics, including the grading scale and class offerings

Transparency

Helping foster strong connections between the SGA and students, ensuring we “represent the voice and vision of the student body”.



TRANSPARENCY

- Instituting an open-door policy in the SGA office, to ensure that students can express their needs firsthand
- Hosting monthly Fireside Chats to communicate with students about our projects and initiatives
- Increasing on-campus visibility of SGA and our members, being out and about on campus so students know who we are and what we do

Our Faculty and Staff

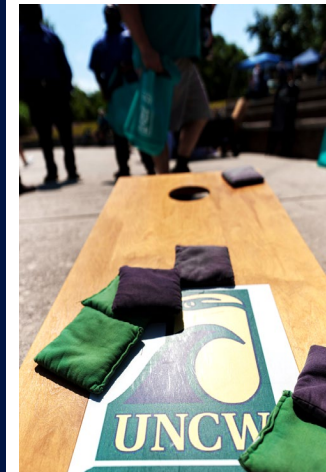


Soaring Seahawk – Staff Senate Chair

Susan Smith

Chair 2023-24 | Staff Senate

- Vice Chair | UNC System Staff Assembly
- Member Services and Operations Coordinator | Department of Campus Recreation



New Seahawks



Welcome New WCE Dean

Tracy Linderholm

Dean of the Watson
College of Education



Spring 2024 Enrollment – Year over Year Change

	Headcount				Student Credit Hours		
	4/24/23	4/22/24	%Change		4/24/23	4/22/24	%Change
Undergraduate	13,423	13,812	+2.9%		174,511	183,043	+4.9%
Non-OAP	11,973	12,529	+4.6%		163,856	173,482	+5.9%
OAP	1,450	1,283	-11.5%		10,655	9,561	-10.3%
Graduate	3,384	3,386	+0.1%		23,991	23,869	- 0.5%
Non-OAP	1,798	1,810	+0.7%		13,219	13,470	+1.9%
OAP	1,586	1,576	-0.6%		10,772	10,399	-3.5%

Headcount Overall
+2.3%

Student Credit Hours Overall
+4.2%

DATA SOURCE: Banner Operational Data Store (ODS) UNCW_REG_GENERAL_STUDENT & UNCW_REG_REGISTERED_HOURS data views

NOTE: Year-over-year comparisons are based on the same number of days to fall census date



Fall 2024 Admissions – Year over Year Change

	Applications				Admits			Net Deposits		
	2023	2024	%Change		2023	2024	%Change	2023	2024	%Change
First-time	17,939	20,888	+16.4%		12,861	12,688	- 1.4%	2,575	2,399	- 6.8%
Early Action In-State	8,416	9,712	+15.4%		6,951	7,913	+13.8%	1,570	1,715	+9.2%
Early Action Out-of-State	3,863	5,499	+42.4%		3,084	2,249	-27.1%	480	247	-48.5%
Regular Decision In-State	3,528	3,343	-5.2%		1,790	1,943	+8.6%	390	395	+1.3%
Regular Decision Out-of-State	2,132	2,334	+9.5%		1,036	583	-43.7%	135	42	-68.9%
Transfer-Main Campus	2,860	3,091	+8.1%		1,746	1,937	+10.9%	944	1,087	+15.2%
Transfer-Distance Ed	154	148	- 3.9%		72	74	+2.8%	45	54	+20.0%
Graduate Students	1,592	1,766	+10.9%		762	776	+1.8%	507	485	- 4.3%

DATASOURCE: Slate Report - PY Comparison Apps, Admits, & Deposits (2023-2024) **NOTE:** First-time & Transfer data includes both Summer 2024 & Fall 2024 applicants

Admissions Deadlines/Notes:

1)First-time Fall 2024: Early Action on 11/1/23; Regular Decision on 2/1/24; total enrollment goal = 2,750 (in-state = 2,264 / out-of-state = 486)

2)First-time Fall 2024: Enrollment deposit deadline extended to 5/15/24

3)Transfer-Main Campus Summer 2024: submission on 3/1/24; completion on 4/1/24

4)Transfer-Main Campus Fall 2024: submission on 3/1/24 (priority) & 6/1/24 (final); completion on 6/1/24; total enrollment goal = 1,386

5)Transfer-Distance Ed: includes online & hybrid programs excluding OAP

6)Housing application deadline extended to 5/20/24; Orientation registration deadline extended to 6/5/24



UNCW in Bloom



Springing into the Season



UNC System Updates

The Board of Governors approved tuition and fee increases earlier this spring.

- With respect to Academic Advising, funding provided in FY25 will enable us to hire 12 additional academic advisors. In addition, tuition increases will enable us to hire 3 additional clinical care providers for the Counseling Center.
- Beyond that, other hires are also being made which directly tie to student success – these include, but are not limited to:
 - Two additional Career Counselors
 - Four additional staff positions for the Disability Resource Center (DRC), to help expand/ensure access to DRC's services.



Additional UNC System Updates



New Degrees

- Doctor of Physical Therapy (DPT) **approved** by Board of Governors
- Coming: Master of Physician Assistant Studies and Software Engineering degree programs

Other Items

- Standardized Testing
- ROI
- Policy Considerations

Facilities Inventory and Utilization Study

Figure 3 - Average Weekly Room Hours in Classrooms, 2022

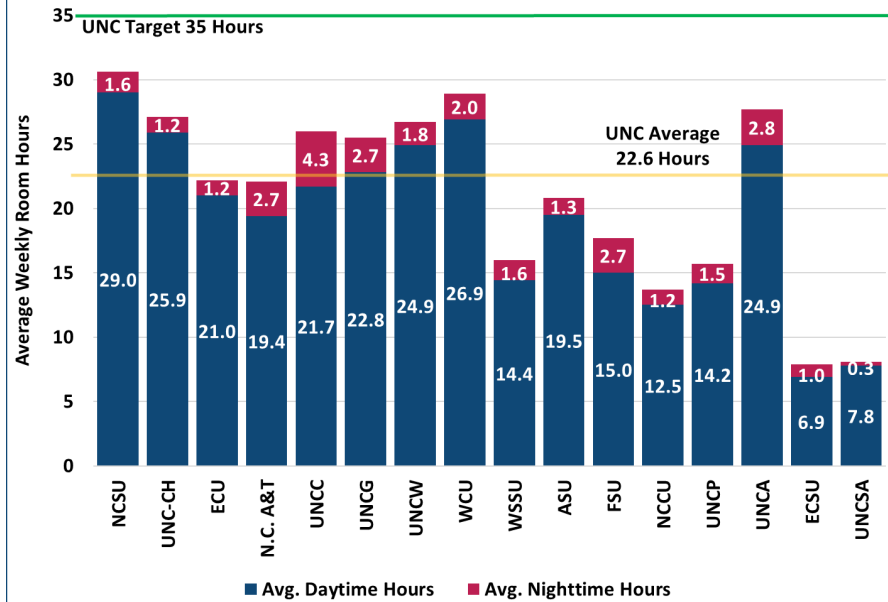
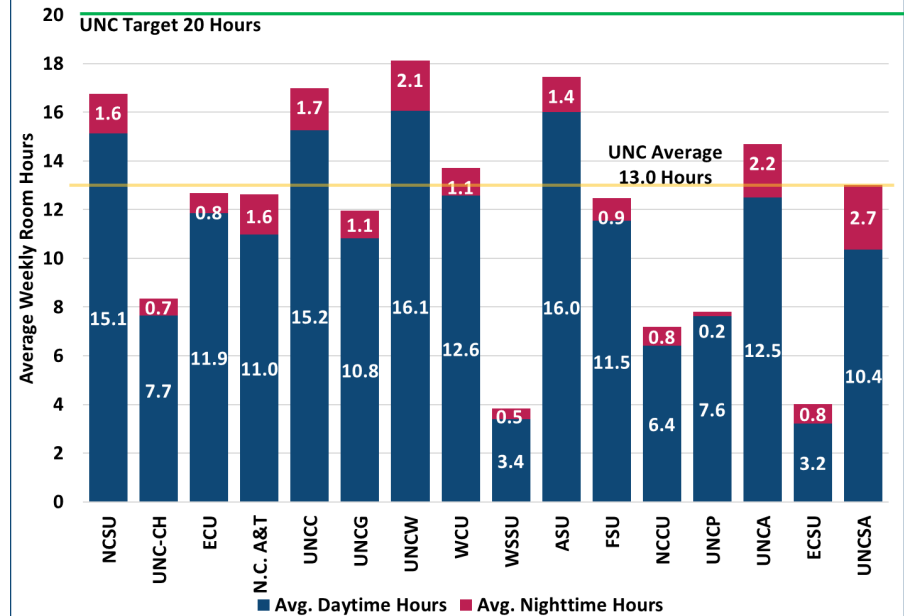


Figure 4 - Average Weekly Room Hours in Class Labs, 2022



Resource document: <https://www.northcarolina.edu/apps/bog/doc.php?id=67942&code=bog>

Facilities Inventory and Utilization Study continued

- UNCW ranks well compared to sister institutions.
- Based on 2022 data
- We will continue to enhance our usage rates.
- We experience high demand for lab space, and that's only going to go up.
- Future goal: new ISAT Building

Resource document: <https://www.northcarolina.edu/apps/bog/doc.php?id=67942&code=bog>



Spring Events

2024 Empty Bowls fundraiser held at the First Baptist Activity Center. The event benefited Good Shepherd and Mother Hubbard's Cupboard.



Kickoff event to encourage employees to fill out the 2024 UNC System Employee Engagement Survey.



Spring Awards

The 2024 UNCW Alumni Association Distinguished Award winners.

- Distinguished Diversity Honoree: Dr. Melissa Batchelor '96, '00M
- Distinguished Citizen of the Year: James Stasios '70
- Distinguished Alumna: Linda B. Sayed '78, '85M
- Distinguished Young Alumnus: Sergio Madera-Garcia '21



Jason Mott '06, '08M receives NEA Award



Dr. Julie-Ann Scott-Pollock receives the Board of Governors 2024 Award for Excellence in Teaching

UNCW's ACE Chef

Chef Ryan Andress impressed the judges at this year's Regional Aramark Culinary Excellence competition.



Wilmington on the Rise

Wilmington = No. 1 spot
for the South's Best City
on the Rise in a recent
Southern Living survey.

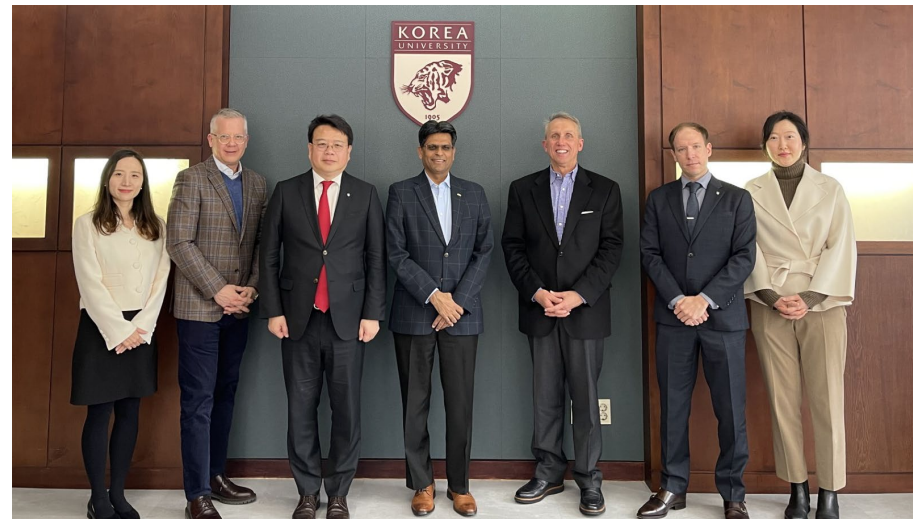
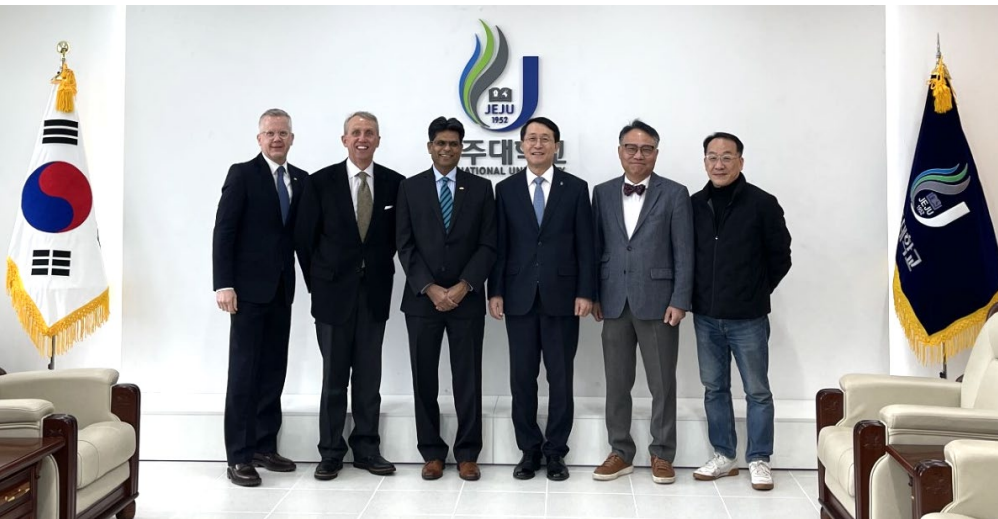


Unparalleled Opportunities



Expanding International Connections

Board Vice Chair Hugh Caison '85 and Michael Wilhelm, Associate Provost, Global Partnerships and International Education, joined me on a recent partnership visit to South Korea.



Expanding International Connections continued



Nationally Prominent Programs



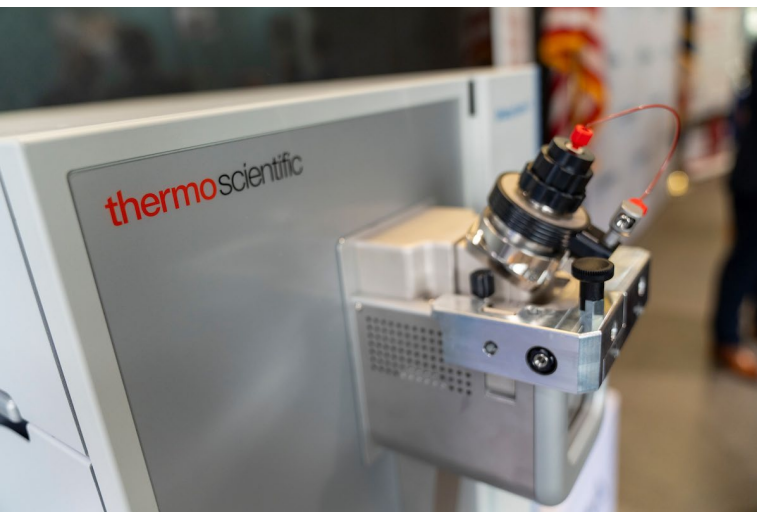
Marine Sciences, Research and Conservation

The Honorable Deb Haaland, U.S. Secretary of the Interior, and Liz Klein, Director of the Bureau of Ocean Energy Management, drawing attention to UNCW's focus on environmental stewardship of coastal and marine science systems.



Water Safety Research

The North Carolina Collaboratory partnered with Thermo Fisher Scientific to provide cutting-edge instruments for five researchers within the PFAS Testing Network. The statewide announcement was held at CMS. The center received a new mass spectrometer.



Blue Economy Index



UNCW launched the Blue Economy Index in February, a unique equity benchmark to track the performance of companies involved in supporting sustainable use of ocean resources for economic growth.

Internal Partners

- Center for Innovation and Entrepreneurship
- The Alliance for the Thermos Blue Economy (All Blue)
- Cameron School of Business
- Office of Innovation and Commercialization

External Partners

- FactSet
- INDXX



Seahawk Voices

Rochelle David

- Class of 2026 (although she is on track to graduate in December 2025)
- Marine Biology Major
- Graduate of the NC School of Science and Mathematics
- Hollings Scholar





Community Commitment



CHHS Opens Corbett Anatomy Lab

CHHS opened this state-of-the-art lab in February to enhance applied learning opportunities for our students, provide continuing education for area health professionals and support our new healthcare pipeline programs. The Corbett Anatomy Lab was made possible through the generosity of the late Dr. J. Richard “Dick” Corbett, the Cape Fear Memorial Foundation and the South East Area Health Education Center.



World-Class Operations and Infrastructure



Campus Master Plan

As our plans continue to take shape, we look forward to coming back to the Board with exciting ideas for Cameron and Deloach Halls, Kenan Auditorium and Trask Coliseum. In the future, a welcome center, a student success center, a conference and hotel center, and maybe even a residence hall.

Goal – to make it easier for the community to spend time on campus for arts and cultural events, athletics, camps, campus tours and more.



Library Expansion and Renovation on Track

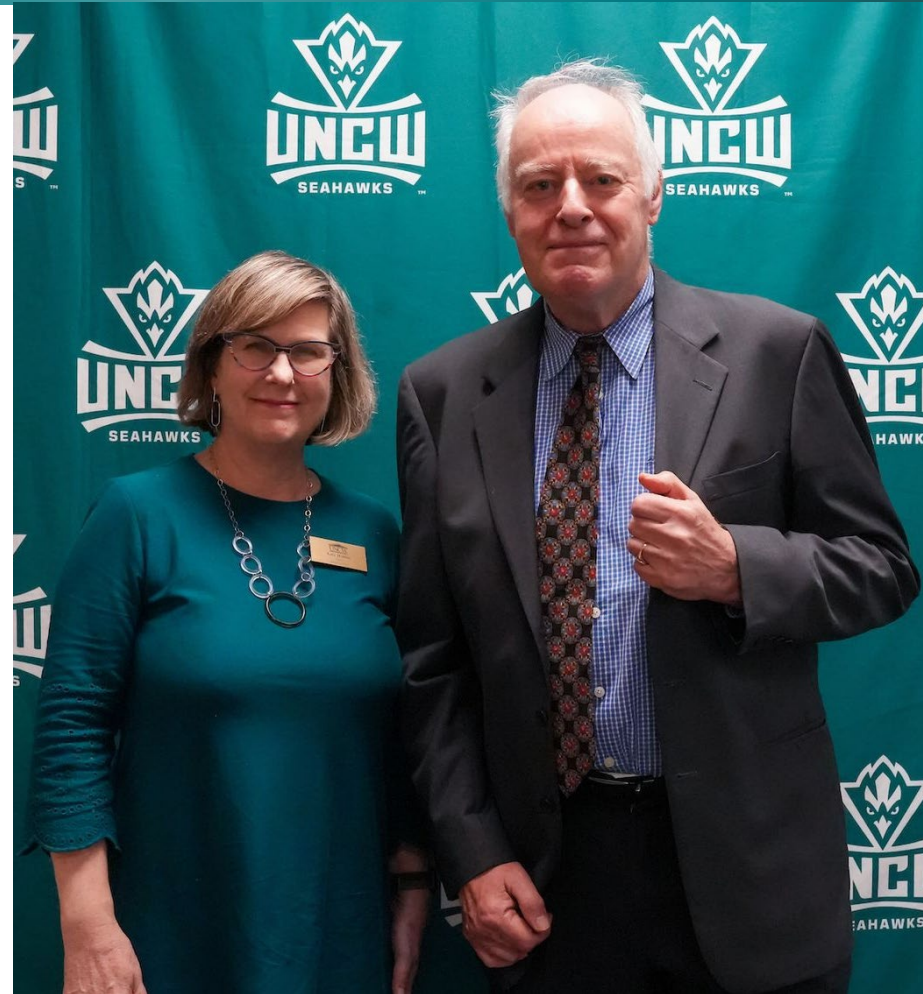
Modified library services to begin May 8 to help us complete this project in time for our grand opening in the fall.



Percy Gift

The Percy Family Support Fund for Special Collections in the Center for Southeast North Carolina Archives and History

- Dr. Antony Percy
- Seven-figure philanthropic gift
- Contribution of books and papers



A Celebration Like No Other



UNCW hosted a campus celebration for the largest philanthropic campaign in our history on April 19.



By soaring together, we raised **more than \$131 million** to support this great university and the Seahawks who make it special.



Seahawk Voices

April Villeda Roblero

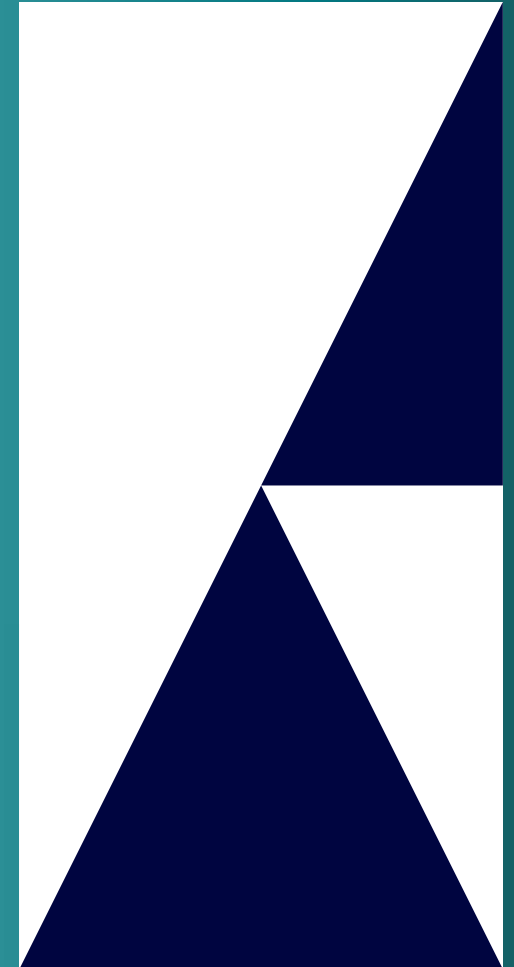
- Junior
- Computer Science Major
- Jean and Eric Rosenberg Distinguished Merit Scholarship Recipient
- Co-President, Futuros En STEM
- Summer 2024 Internship – Amazon Web Services



Seahawk Assistance Chatbot



UNCW Like No Other
Created by: April Villeda
Advisor: Dr. Song



Purpose

The purpose is to create a ChatGPT model tailored specifically for the University of North Carolina Wilmington.

Key Objectives:

- **Academic Insights:** Provide educators and academic departments with common student queries and areas of interest, helping allocate resources and gain insights.
- **Student Support:** Offer real-time, personalized support for students, assisting with academic inquiries, campus resources and more.
- **Student Life:** Prospective and incoming students can learn about campus life, unique aspects of UNCW and the city of Wilmington.
- **Registration Assistance:** Seahawk assistance can guide students through registration and help troubleshoot common issues such as prerequisite waivers or conflicts in scheduling.
- **Housing:** UNCW on-campus living and off-campus living options are used in the training data to help students discover housing options.



Implementation

Data Collection:


- Utilized a web crawler to systematically collect UNCW-specific data from various sources, including official university webpages, other websites and social media platforms.
- Targeted data included academic program descriptions, course information, FAQs about campus life, student services information and class registration procedures.


Data preparation continues:

- Import the collected data into Pandas DataFrames for efficient manipulation and analysis.
- Clean the dataset by removing null or irrelevant entries, focusing on key textual content relevant to student queries and campus services.
- Employ text parsing techniques to identify and extract significant topics and terms from the collected unstructured data, ensuring a comprehensive dataset tailored to the UNCW community's needs.

Results

Preview

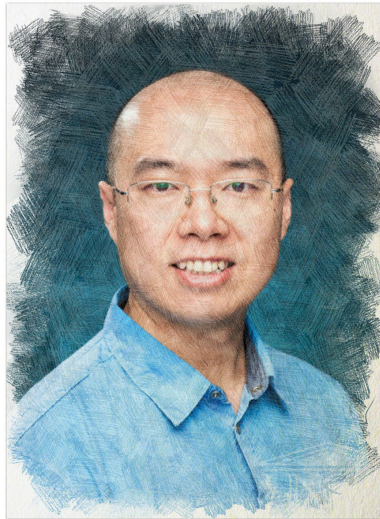
 **You**
I am a new student at uncw. How do I connect to hawk wifi ?

 **Seahawk Assistant**
Welcome to UNCW! To connect to the Hawk WiFi, follow these steps:

1. **Turn on WiFi on your device:** Ensure that your device's WiFi is turned on.
2. **Select the Network:** From the list of available networks, select the "Hawk WiFi" network.
3. **Enter Credentials:**
 - **Username:** Your UNCW username (the part of your email address before '@uncw.edu').
 - **Password:** Your UNCW email password.
4. **Accept the Certificate:** If prompted, you will need to accept the security certificate to establish a secure connection.
5. **Troubleshooting:** If you have any trouble connecting, ensure you are entering the correct username and password. Sometimes, turning the WiFi on your device off and on again can help.

If you still face issues after following these steps, you can visit the Technology Assistance Center (TAC) located on the first floor of Randall Library, or you can contact them via phone or email for further assistance. They're there to help you with any tech-related queries!

Questions?



Yang Song, Ph.D.
Associate Professor
Department of Computer Science

Board of Trustees



New Board Portal

- Chancellor's Office staff explored several options and worked with Purchasing and IT to review, assess and select a board meeting management platform
- AGB OnBoard - preferred option among higher education institutions; East Carolina University and UNC Chapel Hill also use it
- User-friendly portal for Board members with easy-to-navigate options for administrators
- Works well with devices, desktops and laptops
- Features include a customized board portal dashboard to show announcements, news and events
- All BOT meeting documents will be posted to the portal, eliminating the need to search through emails and on the BOT website

Just Keep Soaring



Preview of Commencement in May

Graduate Programs Ceremony

Friday, May 10 | Noon

All master's and doctoral graduates from all five colleges will participate in this ceremony.

Undergraduate Ceremonies

College of Humanities, Social Sciences, & the Arts

Friday, May 10 | 4 p.m.

Cameron School of Business and Watson College of Education

Saturday, May 11 | 9 a.m.

College of Health and Human Services

Saturday, May 11 | 1 p.m.

College of Science and Engineering

Saturday, May 11 | 5 p.m.



Let's keep soaring together,
Seahawks!

