

AGENDA ITEM

External Affairs Committee Report

Situation:

A compilation of reports from the UNCW Alumni Association, UNCW Athletics, the Office of Military Affairs, the Office of University Relations, and University Advancement.

Background:

The UNCW departments represented on the External Affairs Committee submitted one-page reports; they are compiled and attached here.

Assessment:

N/A

Action:

This item is for information only.

Supporting Documentation:

External Affairs Committee Report



Executive Summary Statement:

The alumni engagement enterprise at UNCW works to implement meaningful engagement opportunities that connect alumni to one another and into the life of the university and its students.

Quarterly Activity (performance measures, etc.):

Alumni engagement is measured through the modes of philanthropy, experiences, volunteerism, and communications per CASE standards and best practices.

Experiential

- The team actively oversaw 13 events with 6,917 participants. These events included Homecoming 2024, state and national events, legacy programs, student/alumni programs, campaign celebrations, athletic reunions and alumni who returned to speak to students during Cameron School of Business Week.

Philanthropic

- The alumni team worked collaboratively to promote Seahawks Give among our volunteers to encourage making a gift, promoting social media, and spreading the word within their networks.
- Alumni Board member Nick Pianovich was the keynote speaker at the Class of 2020-23 Alumni Donor Reception Meet up during Homecoming
- The Alumni Board of Directors reached 100% giving participation prior to Homecoming.

Communication

- Through our "alumni in the news" program, which recognizes our alumni's notable achievements, we identified and recognized numerous alumni who have received promotions, honors or were featured in the news for their excellent work. Of special focus was the continuation of UNCW Alumni-Owned Businesses with Jenny Robinson McClendon '96 and her Jenny Fit Start business.
- Social media strategy and communication pieces, including emails (around 40% open rate), electronic newsletters, and solicitations designed, created, and sent.
 - Homecoming was the overall highlight, with communication aiding the sellouts of all the UNCW Alumni Association's signature events.
 - Through emails, social media posts, and on the alumni website, we highlighted each of the Alumni Association Distinguished Award recipients - **Linda B. Sayed '78, '85M** (Alumna of the Year), **Sergio Madera-Garcia '21** (Young Alumnus of the Year), **James Stasios '70** (Citizen of the Year), and **Dr. Melissa Batchelor '96, '00M** (Distinguished Diversity Award).
 - We paired with Stephanie Nmashie '12M to take over our Instagram stories during Homecoming and highlight her involvement with the Triangle Alumni Network, the Alumni Board and AAGA.
 - We showcased UNCW alumni couples on Valentine's Day as part of a Seahawk Sweethearts Exposure gallery.

Volunteerism

- The team met with approximately 38 alumni visits engaging close to 142 alumni to tell UNCW's story to increase engagement.

Special Accomplishments and Highlights:

- Thousands of alumni returned for Homecoming 2024, the weekend of February 12 - 17, and featured close to 30 engagement opportunities for alumni and many more directed for students.

Challenges and items of particular focus:

- The team has/is actively searching for vacant positions, onboarding new team members within the division and the university and stepping in while others are out for extended leave.
- The Wise Alumni House continues to be closed for repairs.
- Internal restructure of the alumni engagement enterprise to support the needs of a growing program.



Executive Summary Statement:

The Men's & Women's Swimming and Diving Team won the 2024 CAA Conference Championship. The men's team has won three years in a row and the women have won back-to-back titles.

Trask Coliseum led the CAA in average game attendance and sellouts (8) during the past 2023-24 season.

Trazarien White and Shykeim Phillips, both on the men's basketball team, were named to the CAA All-Conference Teams following a vote by the league's head coaches. White received All-CAA First Team and Phillips received All-CAA Defensive and Third Team.

Taylor Henderson, a women's basketball student-athlete, was named to the CAA All-Rookie Team.



Quarterly Activity (performance measures, etc):

- 2023-24 Men's Basketball attendance placed UNCW in the top 30% of NCAA MBB attendance by occupancy. Men's Basketball attendance has increased by 27% year-by-year.
- The Office of Athletics Compliance submitted Graduation Success Rate (GSR), 92% for the 2017-18 cohort. GSR is submitted every year and tracks the graduation rate over a six-year period.

Special Accomplishments and Highlights:

- Trazarien White and Shykeim Phillips, student-athletes on the Men's Basketball team, received NABC Division 1 All-District honors. White received a first team honor and Phillips received a second team honor.
- Courtney Lines, a women's track and field student-athlete, captured her fourth consecutive Women's Long Jump gold medal at the 2024 CAA Indoor Track & Field Championships.
- The women's indoor track and field 4x4 team of Janiyah Fields, Avery Rueckert, Nasiah Ferguson, and Mackenzie Townsend set a school record at the Doc Hale Meeting in early February.
- In early April, the new Director of Student-Athlete Well-Being was announced. This is the first full-time individual to serve the department in this capacity.



Executive Summary Statement:

A primary focus this quarter was preparation for Homecoming 2024, which was held February 15-18. Additionally, the Office prepared for the spring events (listed below) throughout the spring semester and graduation ceremonies in early May.

Quarterly activity (performance measures, etc.):

- OMA Office participated in the Ft. Liberty XVIII Corps Community Induction Ceremony on February 15.
- Jerome Garrison, OMA Assoc Dir threw out the first pitch at the UNCW vs. USAF Baseball Game.
- OMA Director attended the HBOT4Heroes fundraising event on March 1 for veterans suffering from PTSD and TBI's. Secretary Mike Pompeo was the guest speaker along with other military VIPs in attendance.
- The OMA is part of the UNCW Brain Health Research Hub, focusing on establishing UNCW as a national leader in brain health research and collaborating with DoD entities for potential research.
- The OMA tabled at the annual Mental Health Awareness (Be Kind to Your Mind) event with numerous UNCW and community collaborators on March 16.
- Staff from UNCW's OMA and Student Veterans Organization sponsored a Military Women's Panel Discussion on March 19. The first female Four-Star General in the US Military was the featured panelist.
- OMA and Athletics hosted a weekend of military appreciation softball games, March 16-17.
- Coordinated by the OMA, we hosted the VA Vet Center Resource bus on campus April 3-4.

Special Accomplishments and Highlights:

- OMA along with the College of Science and Engineering hosted the Defense Alliance's First Statewide AI Roundtable Forum on February 8. Over 100 top AI scientists and DoD affiliated personnel were in attendance. Two research efforts are now underway with DoD entities after this Forum.
- OMA participated in the Homecoming 2024 Brunch and hosted an Open-House in Veterans Hall.
- The OMA Military Program Coordinator, Camden Ege, attended the National Association of Veterans' Program Administrators National conference February 26 - March 1.
- OMA facilitated meetings with UNCW's MHA Program and Womack Army Medical Center leadership to host future internships for our MHA program.
- UNCW Faculty partnering with the Cape Fear Veteran Resilience Project members are working on data collection to help mitigate veteran suicides here in the Cape Fear region.
- 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, Marine Corps Installations East, and Fort Liberty.

Challenges and items of special focus:

- OMA will host its Cords and Coins Ceremony for all graduating military students on Monday, April 25.
- UNCW will host (for the first time) the Cape Fear Purple Heart Dinner on Friday, August 2nd in the Burney Center. UNCW (which is a Purple Heart Designated University) has Faculty, Staff, and Students who all are Purple Heart recipients.



Executive Summary Statement:

The Office of University Relations started the spring 2024 semester by providing comprehensive support of the university's Martin Luther King Jr. celebration speaker; Homecoming; the new Corbett Anatomy Lab; the UNC System Employee Engagement Survey; and announcement of the new Watson College of Education dean. The team's upcoming projects include updating student recruitment materials with Admissions, supporting Advancement campaign communications and enhancing website content about the strategic plan.

Quarterly Activity (performance measures, etc):

- More than 30 news items were published to the UNCW homepage from Jan. 1 to present. Notable items included: [Ryan Mieras Awarded \\$1M for Swash Zone Study](#), [New York Times Bestselling Author Jessica B. Harris Headlines MLK Celebration](#), [Modified Library Services Coming in Summer 2024](#), [Like No Other: The Campaign for UNCW Surpasses Historic Milestone](#), [UNCW Expands Its EV Infrastructure](#), [Spring 2024 Commencement: Five Ceremonies Planned May 10-11](#), [Jason Mott Receives NEA Fellowship](#), [UNCW Launches Blue Economy Index](#), [Percy Family's Donation Contributes to Special Collections](#), [UNCW Holds Rank Among Best Online Programs](#), [UNCW's Lecci Advances Brain Injury Research Work](#), [US Secretary of Interior Visits Center for Marine Science](#), [UNCW Announces Alumni Association Distinguished Awards Recipients](#), [Excavating Evidence of Early Agricultural Engineering](#), [CHHS Commissions New Corbett Anatomy Lab](#), [Invitation from Chancellor Volety: Employee Survey Kickoff](#), [UNCW's Free Speech Policies Earn FIRE's Green Light](#), [Mathematics Professor Joins National Class of Emerging Innovators](#), [Scott-Pollock Honored for Excellence](#), [CSB Professor, Alum Makes UN Pool of Experts](#), [UNCW Names New Watson College Dean](#).
- More than 263 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from January 2 to March 15. Projects of note included materials for Homecoming, Seahawks Give and ads for the annual Azalea Festival and community billboards.
- OUR contracted with Cision, a media monitoring service, to track global print and broadcast content related to UNCW university news, academics, research, community engagement and alumni. OUR shared more than 30 story pitches with local, regional, state and national media and received more than 50 media requests.

Special Accomplishments and Highlights:

- As part of a marketing strategy to increase overall brand awareness, OUR has put out an official RFP to better position the university in the NC markets. Using a two-phase approach, UNCW aims to increase brand awareness and collaborate with Admissions in efforts to increase enrollment.
- An online news module was launched for the College of Humanities, Social Sciences and the Arts. Modules for other colleges will launch soon.
- The media production team provided photo and video coverage of Homecoming and the CAA Men's basketball tournament. Homecoming highlights were showcased on a [specialty feature page](#).

Challenges and items of special focus:

- Sydney Bouchelle '19 (Department of Communication Studies) was hired and will join OUR in late April as a media relations and communications specialist. She has served as an anchor, multimedia journalist and producer at WWAY since October 2019. OUR is fully staffed for the first time since 2020.



Executive Summary Statement:

The Division for University Advancement has exceeded the campaign goal of \$125M and is preparing to the campaign at the end of the academic year. We continue to demonstrate and celebrate the power of philanthropy to undergird the UNCW experience. This quarter has focused on implementing strategic communications and planning a very special event to celebrate the successful conclusion of *Like No Other: The Campaign for UNCW*.

YTD Activity (July 1, 2023 – March 27, 2024)

TOTAL PRODUCTIVITY: \$18,358,969 (gifts, new commitments and planned gifts)

- \$7,547,157 in Gifts
- \$10,636,812 in Balance on Existing Pledge Commitments
- \$175,000 in New Planned Gift Commitments
- Proposals Made: \$32,596,850 (120) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: \$15,244,871 (70) in Major Gifts of \$25,000+
- \$ 691,577 Generated by the Annual Giving Program

Special Accomplishments and Highlights for the quarter: Eddie, Missy, Melissa

- New Hires - January 1st – March 31st, 2024
 - Bridget Crabtree, Development Associate for Prospect Development, 2/12/2024
 - Dawn Russell, Development Officer for Parent Giving, 2/5/2024
 - Lola Dineen, Development Associate for Annual Giving Stewardship, 1/29/2024
 - Madeline Filling, Events Coordinator, 1/16/2024
- UNCW Foundation Board and Friends of UNCW hosted an oyster roast at the Center for Marine Science with a goal of cultivating new relationships with potential donors.
- Planning for UNCW's 11th annual Seahawks Give campaign April 2-3. New this year is the U+2 competition which encourages advocates to get others involved.
- Planning for the Campaign Celebration on April 19 which will highlight the impact of the student experience.
- Randall Library and the Center for Southeast North Carolina Archives and History (CSENCAH) received a seven-figure gift to support much-needed funding for the preservation, accessibility and storage of Special Collections. In addition to the cash gift, the donor is also contributing an in-kind gift of his personal literature, writings and research focused on espionage and technology.
- The Department of International Studies in the College of Humanities, Social Sciences & the Arts received their first-ever departmental endowed applied learning award to support students interested in an internship, study abroad or applied learning research project in public health, globalization or humanitarianism.
- Another six-figure applied learning endowed support fund has been established to support travel for students in the Honors College and the Department of Biology and Marine Biology to further advance student-focused research projects.

Challenges and Items of Special Focus:

- Conducting full cycle performance reviews.
- Hosting 3 scholarship stewardship events this spring.
- Starting to outline FY 25 calendar of events and initiatives while also preparing for Director of Advancement Events to be on maternity leave.
- Assessing assigned space along with business needs as we prepare for Alderman Hall to vacate.
- Engaging the division in conversations about post-campaign operations that will support the strategic plan.
- Researching community engagement structures within higher education to make a recommendation to Chancellor Volety.
- Current Vacancies: 8