

## **AGENDA ITEM**

External Affairs Committee Report

### **Situation:**

A compilation of reports from the UNCW Alumni Association, UNCW Athletics, Legislative Affairs, 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 focused on commencement and *Weekend in Wilmington* to connect alumni back into the life of the university and its students during the peak time.

**Quarterly Activity:** CASE standards measures Alumni engagement through 4 pillars:

**Philanthropy:** The Alumni Board of Directors' unwavering commitment and leadership in philanthropy resulted in over \$43,000 in contributions for FY24. Alumni-targeted giving saw a substantial 45% increase by including specific funds in event registration. Alumni employee contributions rose by 6% over FY23.

**Experiences:** The inaugural *Weekend in Wilmington* took place June 21-23, 2024. The first Charlotte Knights Alumni Picnic since 2019 took place on May 18. Collaborations celebrating Seahawk athletic achievements include: a Comm Studies Alumni run/social event for Global Running Day, the Pi Kappa Phi Alumni Reunion, and UNCWAA swag and support both Baseball and Softball CAA Tournaments. Student Ambassadors partnered with OLLI. To gather valuable post-graduation data, the FDS & Alumni T-Shirts initiative motivated students to complete the First Destination Survey. The Commencement Toast honored the achievements of the Class of 2024. The UNCWAA proudly sponsored two Student Awards, The William A. Bryan Senior Leader Award, and the Rachel Freeman Service Leadership Award.

**Communication:** The Class Notes Program significantly enhanced alumni engagement, resulting in a remarkable 550% increase in submissions compared to FY23. These submissions highlighted notable alumni achievements, promotions, honors, and media features. Strategic use of social media and communication channels played a pivotal role. Effective email campaigns, boasting a 40% open rate, included e-newsletters and targeted solicitations. Social media engagement surged by 70%, and followers across platforms grew by 10%. Fifteen distinguished alumni generously shared their inspiring journeys on platforms like 'Hawk's Eye View' and 'Seahawk Story,' further amplifying the program's impact.

**Volunteerism:** The UNCWAA Board of Directors welcomed five new directors-at-large and a new executive committee. The UNCWAA Awards and Scholarship Committee selected the 2024 J. Marshall Crews Award Recipient, honoring Dr. Posey at the inaugural Faculty Awards Celebration. The board identified 20 students to receive the 24/25 UNCW Alumni Association Scholarships, collectively awarding over \$65,000. Alumni returned as guest speakers on campus. The UNCWAA Board Chair addressed May 2024 Graduates during Commencement, while AAGA Members addressed students at the May 2024 Sankofa Ceremony. Triangle, Triad, and Charlotte alumni met with prospective students and families during UNCW Admissions events. Volunteers created over 2,500+ Commencement Packets for the May 2024 Commencement. AAGA Steering Committee welcomed new members. These collective efforts underscore the enduring bonds and unwavering commitment of UNCW alumni.

**Special Accomplishments and Highlights:** UNCW's inaugural *Weekend in Wilmington* offered a coastal adventure for alumni. Notable events included the Seahawk Summer Cookout, The Distinguished Alumni Reception, which celebrated outstanding achievements, and the Alumni Beach Sweep to promote sustainability. An oceanside Alumni Brunch allowed Seahawks to share stories while enjoying locally sourced delights. In Fiscal Year 2024, there were 65 new submissions to the Alumni Owned Business Directory.

**Challenges and items of special focus:** The team is searching for vacant positions and onboarding team members. The Assistant Director of Alumni Engagement programming is currently vacant; the Student Ambassador Coordinator position is now full-time. The Wise Alumni House continues to be closed for repairs. Internal restructuring of the alumni engagement enterprise is needed to support the needs of a growing program.

**Executive Summary Statement:**

During the 2023-24 Academic Year, five teams won CAA Titles – ten titles in the last two years.

Dr. Colin Barnes was elevated to Associate Head Women's Soccer Coach.

Mait DuBois, Men's Tennis Head Coach, signed a contract to keep him at UNCW until 2026-27.

Dr. Meghan Krasnow was announced in early June as the inaugural Director of Student-Athlete Well-Being.

**Quarterly Activity:**

- The Men's Tennis team won their fourth consecutive CAA title under the direction of Head Coach Mait Dubois. This is Dubois' 10<sup>th</sup> title at UNCW.
- The Softball team won their second CAA title in three years on their home turf.
- The Baseball team won back-to-back CAA titles in front of a home crowd.

**Special Accomplishments and Highlights:**

- UNCW is the first school to win the league's baseball and softball tournament championships and attend the same regional in Athens, GA.
- Tanner Thach (Baseball), became the career home runs leader during the 2023-24 season with 41.
- Over 5000 community service hours were logged by student-athletes over the 2023-24 academic year.
- The Spring GPA for all student-athletes was a 3.443. Beach Volleyball had the highest semester team GPA with a 3.795, Women's Golf earned a 3.777, and the Volleyball program received a 3.728. Men's Soccer earned the highest men's GPA with a 3.453.
- The Seahawk Club surpassed their fundraising goal and reached \$4,019,746 and had a record FY24 Annual Fund Progress number of \$1,318,409

**Challenges and items of special focus:**

- We are currently navigating the House settlement and what that means moving forward for our department. There will be more to come in the next couple months.
- Preliminary results show that there will be a decrease in NCAA distribution every year over the next ten years which will have a substantial impact on our budget.



**Executive Summary Statement:**

Because the General Assembly did not agree to adjust the budget in this year's short session, we were unable to follow up on our long session successes. I anticipate that this will not negatively impact meeting our goals in the upcoming long session.

No other individual constituent institution was able to advance their goals either.

We will continue to actively engage our legislative delegation, the higher education committees' leadership, and leadership in both chambers. We will be prepared to act if there is any movement or even any appetite to address adjusting the short session budget.

Senate Joint Resolution 916, approved by both chambers, provides the following dates to reconvene the session:

10 July, 29 July, 9 September, 9 October, 19 November



### **Executive Summary Statement:**

The focus this quarter was on preparation for spring Graduation 2024 and preparation for fall semester 2024. This included orientation and resource fairs for both first year and transfer students held throughout the summer. Implementing new OMA strategic initiatives for the coming academic year was a high priority.

### **Quarterly Activity:**

- OMA staff presented to the African American Graduate Association (AAGA) on Saturday, 27 April.
- OMA staff attended the Fort Liberty Research Institute's Research Community event on 30 April. This included introducing Dean Jack Watson and faculty of the CHHS to FLRI leadership.
- OMA Director attended the MCI-East Commanding General's Spring Reception on 02 May.
- OMA hosted the Annual Military Appreciation Baseball Game on Saturday, 04 May. Two WWII veterans were honored (1 x 100 y/o and 1 x 99 y/o). Over 125 military reps were in attendance.
- OMA staff participated in the "Soar into the Summer" with Staff Senate on 14 May.
- The OMA welcomed senior leadership from ECU for a campus visit on 16 May, in conjunction with UNCW's Dean of Students.
- OMA staff attended the Veterans Memorial Reef Luncheon with the USCG Commandant, Admiral Schultz on 22 May.
- OMA Staff took part in the Transfer Orientation Fair on 29 May.
- OMA staff participated in the UNC System Office's QPR training for Veteran Care Providers on 23 July.
- Reestablishing the Chancellor's Military Affairs Advisory Board (MAAB) for 2024-25.

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

- OMA staff presented at 16 orientation sessions in June for first year families and transfer students.
- OMA staff facilitated a video segment on current student and SVO President Bryan Holman. The video portrays his service as a Navy Corpsman while in Afghanistan and at Abbey Gate during the withdrawal.
- OMA Director attended the Annual Medical, Biomedical, Biowarfare Support to the Warfighter Symposium hosted by Senators Budd and Tillis in Chapel Hill on 11-12 June.
- OMA facilitated a meeting with the COO of The Geneva Foundation and the Deans from CHHS and CSE. Action items from the meeting will lead to future research collaborations in military medicine.
- Camden Ege (OMA Program Coordinator) attended the National Team River Runner Leadership Conference in June and will provide follow-on activities for UNCW military students and local veterans.
- Coordinated a new scholarship funded by Perry Steed (UNCW Student) for military affiliated students pursuing degrees in mental health.
- OMA Director attended the retirement ceremony for the 8<sup>th</sup> CWO5 of the US Army Reserve on 27 June.
- OMA completed its Annual Report and is working on strategic initiatives for 2024-25 aligned to UNCW and UNC System Office strategic plans.

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

- OMA staff facilitating the Annual Cape Fear Purple Heart Dinner on UNCW's campus Friday, August 2<sup>nd</sup> in the Burney Center.
- Welcoming all new (and returning) military affiliated students to campus for fall semester.
- To assist with OMA's strategic initiatives, we will develop an engagement survey for our students.



### **Executive Summary Statement:**

Over the past quarter, OUR provided support and promotion of *Like No Other: The Campaign for UNCW* celebration and conclusion, comprehensive coverage of May commencement and produced the latest *UNCW Magazine*. In addition, OUR conducted limited-run marketing efforts in new markets, including NC's major airports and on social media.

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

- More than 35 news items were published to the [UNCW news site](#) from April 1 to present. Notable items included: UNCW Spinoff Secures NSF Grant; UNCW Online Program Receives National Recognition; UNCW to Expand Maritime Cybersecurity Program; Watson College of Education Announces Ed.D. with Community College Specialization; New System Provides Roadmap of College Credit for Military Experience; College of Health and Human Services Announces New School of Nursing Director; Research team discovers lost Nile River branch; UNCW COM/media Ranks in BEA's International Top 10; Cynthia Demetriou Receives Fulbright International Education Administrator Award; Tamara Hatch Named SPARC Director; Matthew Rish Appointed Associate Provost for Administration and Resource Management; UNCW Receives NIH Grant; Bradley Ballou Named to UNC System Office VP Role; In Memory of a Seahawk: Sylvia Watson Fisher.
- More than 291 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from mid-March to July 1. Projects of note included materials for Spring Commencement, updated Admissions materials, the OLLI catalog, *Research Magazine* and community billboards.
- OUR uses Cision, a media monitoring service, to track global print and broadcast content related to UNCW university news, academics, research, community engagement and alumni. Based on these broad parameters, Cision recorded 1,885 mentions (1,278 online, 457 TV, 91 radio, 52 print and 7 magazine) and 7.2 billion total potential news reach during the second quarter with an advertising value equivalency of \$65,864,379. OUR shared more than 13 story pitches with local, regional, state and national media; and received more than 19 media requests.

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

- The UNCW Media Production team produced seven videos highlighting the spring 2024 graduates and a [feature page](#) highlighting the five ceremonies. The team was honored with [two Telly Awards](#) for their work on "UNCW Class of 2023 – Letter Reading" and "Game On UNCW: Esports + Education."
- The online news module has been implemented for all colleges, HR, ITS and the web team.

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

- In 2024-25, OUR anticipates spearheading a comprehensive marketing and branding initiative for the university and collaborating with partners across campus on several major initiatives, including new website features and the UNCW mobile app.





### **Executive Summary Statement:**

Fiscal Year 24 was a record-setting philanthropic year for the university, and we successfully concluded the largest comprehensive campaign in UNCW's history.

### **YTD Activity July 1, 2023 – June 30, 2024**

TOTAL PRODUCTIVITY: \$25,662,290

- \$10,990,340 in Gifts
- \$14,533,950 in Balance on Existing Pledge Commitments
- \$228,000 in New Planned Gift Commitments
- \$1,189,916 Generated by the Annual Giving Program
- Proposals Made: \$82,000,245 (164) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: \$16,834,064 (90) in Major Gifts of \$25,000+
- 5,950 Contacts Made with Prospects

### **Special Accomplishments and Highlights, April 1 – June 30, 2024:**

- Raised \$670,082 during UNCW's 11<sup>th</sup> annual Seahawks Give - the most successful 24-hour challenge ever. Key highlights include 737 first time donors, 11 student organizations involved in the *Pitch Your Passion* competition and a post-campaign survey to influence future campaigns.
- Athletics raised an all-time high \$4 Million in philanthropic support in FY24.
- Received a six-figure commitment for unrestricted support for the university's areas of greatest need.
- 220 Spring 2024 graduates made a gift. 85% of those donors made gifts of \$50+, qualifying them for student membership in the UNCW Society and to receive a commencement philanthropy cord.
- Cohosted the CHHS scholarship luncheon which brings together scholarship donors and recipients.
- Celebrated success of *Like No Other: The Campaign for UNCW*. Donors joined the campus community outside the Shore Dining Hall for a special event. Highlights can be found [online](#).
- Hosted E.L. White Society luncheon to recognize donors who support the university through planned and estate gifts. Over \$17 million in planned gift commitments were received during the campaign.
- Participated in Soar into Summer with Staff Senate event with special giveaways for alumni employees and campaign donors.
- UNCW Alumni Association hosted its inaugural Weekend in Wilmington June 21-23, celebrating all that makes our university unique. Alumni connected at a Seahawk Summer Cookout, celebrated the 2024 Distinguished Alumni Award honorees, enjoyed coastal adventures with Alumni-Owned Businesses, and organized a beach cleanup followed by brunch.
- **New Hires:** Data Processor: Amanda Sponseller, Dir. of Advancement Services for Information & Reporting: Christine Bigwood, Asst Director Corporate & Foundation Engagement: Ally Thornton, Asst Director of Annual Giving: Damian Doolittle, Senior Technical Support Analyst for Data Integrity: Judd Lawrence, Development Assoc for Major Gift Stewardship: Benjamin Freeman, Development Assoc for Gift Agreements: Lauren Swink. There are 6 current vacancies.

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

- Focusing on engaging parents with a focus on discovery, qualification, and solicitation.
- Preparing post-campaign stewardship collateral.
- Navigating the lack of office space to accommodate new hires.
- Reaffirming internal workflows, SOPs and philosophies as we solidify FY 25 events.
- Introducing new operational and cultural priorities for the division.