

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

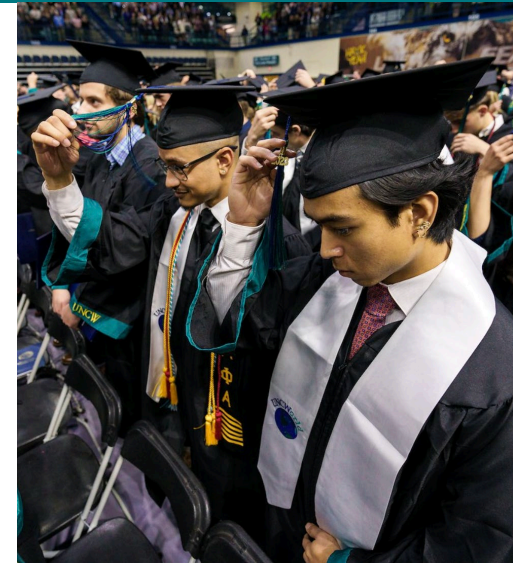
Chancellor's Report  
Board of Trustees – February 9, 2024



UNIVERSITY of NORTH CAROLINA WILMINGTON



# Soaring Seahawks – Winter Commencement





# Grand Opening of Shoreline Sports Complex



# Welcome

Dr. Christine Reed Davis,  
Vice Chancellor, Student Affairs



# Our Students





# Soaring Seahawk – SGA Vice President

## Skyler Stein

2023-24 SGA Vice President

- Sophomore
- Political Science Major
- Apex, NC

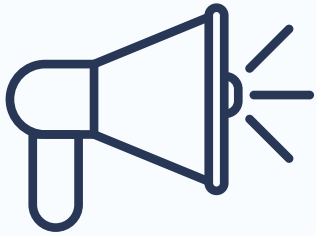


BRANDON-STEIN ADMINISTRATION

# Fall 2023 and Spring 2024 EOY PLATFORM PROGRESS



# FOUR PLATFORM PILLARS



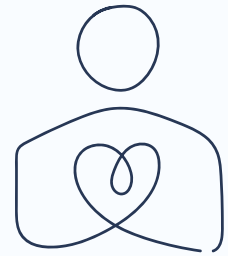
ADVOCACY



EVOLUTION



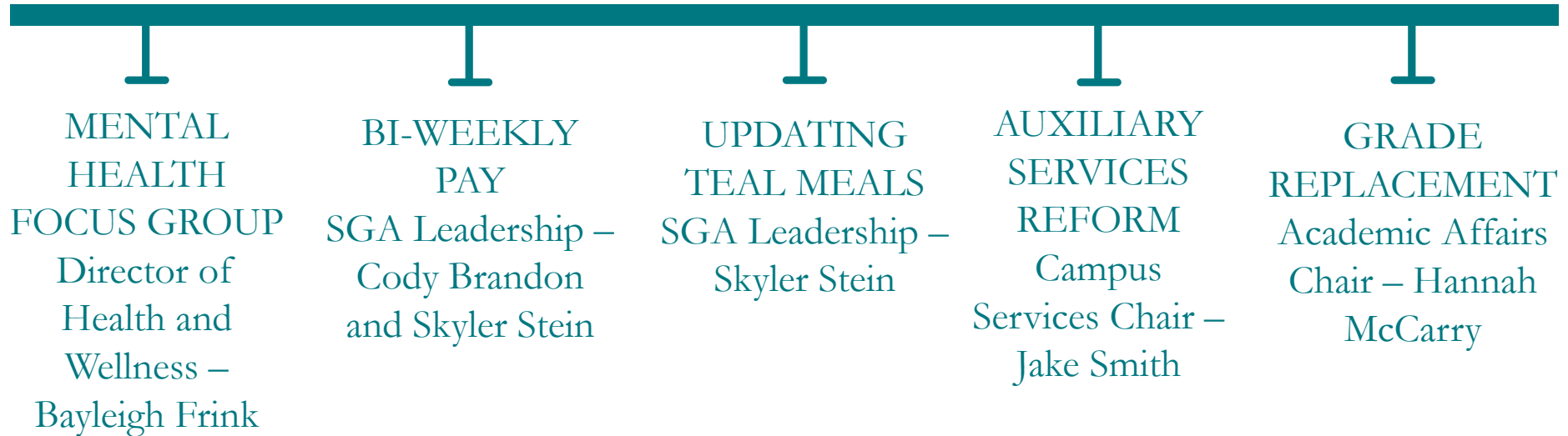
COMMUNITY



WELFARE



# ADVOCACY: uniformity in academic policies and mental health support for students, faculty and staff.



# EVOLUTION:

Pt.1 – revitalization of student leadership involvement and Pt. 2 – furthered development of environmental stewardship.

## SWAP SHOP –

Office of  
Sustainability,  
SGA Leadership,  
Cody Brandon and  
Skyler Stein, and  
DoH&W,  
Bayleigh Frink

## DONATION DRIVES –

Director of  
Health and  
Wellness,  
Bayleigh Frink

## FOOD FOR FINES –

Campus  
Services Chair,  
Jake Smith

## STUDENT SEAT ON STAFF SENATE

SGA Leadership,  
Cody Brandon and  
Student Services  
Chair, Justus  
Lacewell





# COMMUNITY:

development and increased sense of belonging with newfound school spirit activities and traditions.



VINTAGE  
MARKET DAY!

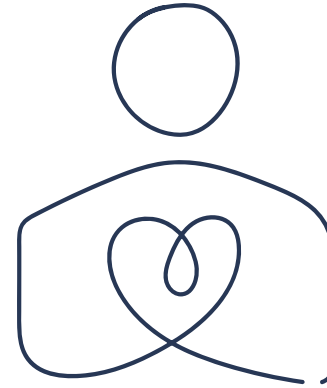


INCOMING  
CLASS OF 2020  
CLASS PHOTO – SGA  
Leadership, Cody  
Brandon and Senior Class  
President, Jackson Porter



SEAHAWK SAVINGS –  
External Affairs Chair,  
Aidan Koppinger

# WELFARE: Campus Safety



SAFETY  
WALKS – SGA  
Leadership, Cody  
Brandon, Skyler  
Stein, and Jordan  
Gilchrist



MICROMOBILITY  
(e-bikes, e-scooters,  
skateboards, etc.) –  
Campus Services  
Chair, Jake Smith



ADA  
COMPLIANT  
SIGNAGE – SGA  
Leadership, Skyler  
Stein and VCBA,  
Miles Lackey



PRESERVATION  
LEGISLATION –  
Director of Health and  
Wellness, Bayleigh Frink



# LEGISLATION UPDATE

- **Reviewed Resolutions: 12**

Highlights:

- Improved Bathroom Facilities
- Grade Replacement Policy
- Campus Initiated Tuition and Fee Increases (6)

- **Reviewed Constitutional Amendments: 6**

Highlights:

- CSE and CHSSA Senator Positions
- Organizational Polos
- Changes to Travel Funding, Operational Budget, and Capital Expenditure
- At-large Senator Position Realignment

- **Appropriation Bills: 56**

- Senate Bills: 2
- Appropriation Bills: 54
  - Allocated: \$39,633.06

# THANK YOU!





# Thank you, SGA President Brandon Cody!

- Final full, quarterly Board of Trustees meeting of Cody's term
- He has a few more weeks to serve as SGA President
- Cody, Skyler and the SGA leadership team have been a dedicated and resourceful voice for all students



# 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





# Congratulations to UPD Sergeant Jonathan Hill

## **UNC System Officer of the Year and Valor Award Recipient Sgt. Jonathan Hill UNCW Police Department**

In November 2022, Hill's calm demeanor and quick thinking enabled him to save the life of a student who attempted to commit suicide. We are grateful for his dedication and service to our students and the UNCW community.



# Spring 2024 Enrollment – Year over Year Change

	Headcount				Student Credit Hours		
	2/3/23	2/2/24	% Change		2/3/23	2/2/24	% Change
<b>Undergraduate</b>	<b>13,413</b>	<b>13,709</b>	<b>+2.2%</b>		<b>174,982</b>	<b>183,133</b>	<b>+4.7%</b>
Non-OAP	11,974	12,467	+4.1%		163,791	173,358	+5.8%
OAP	1,439	1,242	-13.7%		11,191	9,775	-12.7%
<b>Graduate</b>	<b>3,434</b>	<b>3,367</b>	<b>-2.0%</b>		<b>24,570</b>	<b>24,217</b>	<b>-1.4%</b>
Non-OAP	1,799	1,814	+0.8%		13,266	13,569	+2.3%
OAP	1,635	1,553	-5.0%		11,304	10,648	-5.8%

**DATA SOURCE:** Banner Operational Data Store (ODS) UNCW\_REG\_GENERAL\_STUDENT and UNCW\_REG\_REGISTERED\_HOURS data views



# Fall 2024 Admissions – Year over Year Change

	Applications			Admits			Net Deposits		
	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
First-time	17,610	20,640	+17.2%	9,866	10,048	+1.8%	495	758	+53.1%
Early Action In-State	8,408	9,711	+15.5%	6,835	7,790	+14.0%	401	656	+63.6%
Early Action Out-of-State	3,864	5,498	+42.3%	3,015	2,244	-25.6%	91	102	+12.1%
Regular Decision In-State	3,346	3,234	-3.4%	5	2	-60.0%	1	0	-100.0%
Regular Decision Out-of-State	1,992	2,197	+10.3%	11	12	+9.1%	2	0	-100.0%
Transfer-Main Campus	1,463	1,659	+13.4%	662	816	+23.3%	196	360	+83.7%
Transfer-Distance Ed	76	77	+1.3%	29	28	-3.5%	9	15	+66.7%
Graduate Students	1,046	1,194	+14.2%	135	200	+48.2%	92	116	+26.1%

DATA SOURCE: 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 Year Fall 2024: Early Action on 11/1/23; Regular Decision on 2/1/24
2. Transfer-Main Campus Summer 2024: submission on 3/1/24; completion on 4/1/24
3. Transfer-Main Campus Fall 2024: submission on 3/1/24 (priority) & 6/1/24 (final); completion on 6/1/24
4. Transfer-Distance Ed: includes online & hybrid programs excluding OAP





# UNCW Continues to Excel at Preparing UNC System Graduates

UNCW came out very well on UNC System Return on Investment (ROI) study.

- UNCW has the highest ROI to the state of North Carolina's investment, with an average of \$31.33 being returned for UNCW grads for every dollar invested, compared to \$23.07 for all UNC System Institutions.
- UNCW is the 3rd Lowest in the UNC System in median incremental cost per graduate to the state at \$26,274, behind only FSU and UNC Pembroke. The UNC System average is \$35,088.
- 85% of UNCW's undergraduate programs and 74% of graduate programs included in the study had positive ROI for students.
- 100% of UNCW's undergraduate and graduate programs in health professions and education (critical workforce areas) had a positive student ROI.



# Students and Families – Return on Investment

UNCW has the 5th highest median incremental lifetime earnings to the student in the UNC System at \$837,216.

- This places us behind, in order: NC State, UNC CH, App State, and UNC Charlotte.
- The UNC System average: \$809,616.

UNCW's median ROI for all programs are as follows:

- UG programs: \$326,484 (UNC System median: \$371,836)
- Grad programs: \$779,615 (UNC System median: \$723,649)



# ROI Assessment Continues

- Approximately 25% of the undergraduate and 34% of grad programs had sample sizes too small to be included in the public dashboards, indicating that the data may not be statistically valid. Many of the negative ROI programs are in these small sample size groups.
- We're exploring ROI data to see what corrections need to be made.
- Among the UNCW programs with seemingly negative ROIs:
  - The range goes from approximately \$8,000 to \$425,000.
  - When considering the lifetime earnings over time (est. 43 years), this equates to approximately \$190 to \$9,900 annually for an individual.
- We are working with these programs to outline areas for possible improvement.
  - A report is due to the System Office in mid-March for presentation to the UNC Board of Governors in April.



# UNC System Office Initiatives and Compliance



# Academic Affairs, Human Resources and General Counsel

## UNC Policy Revisions:

- 300.1.1 – Policy on Senior Academic and Administrative Officers
- And 300.2.1 – Policy on Employees Exempt from the North Carolina Human Resources Act
- 300.2.2 – Conflict of Interest and Commitment
- 300.2.14 – Policy on Non-Salary and Deferred Compensation
- 300.2.22 – Leave Programs for Faculty and Staff Exempt from the North Carolina Human Resources Act
- 300.4.1 – Improper Relationships Between Students and Employees
- 300.4.2 – Employment of Related Persons (Anti-Nepotism Policy)

# Academic Affairs, Human Resources and General Counsel

- 300.7.5 (R) – Regulation On Faculty Realignment Incentive Program (FRIP)
- 400.3.3.1 (R) – PTR Regulation superseding Guidelines
- 400.3.1 – Supersede Teaching Effectiveness
- 400.3.1.1 (R) – Regulation on Teaching Effectiveness
- 400.3.4 – Policy on Monitoring Faculty Teaching Workloads (Adopted)
- 101.11.1.1 (R) – Regulation on Disciplinary Discharge, Suspension, or Demotion under Section 603 of The Code (Amended)
- 101.3.1.2 (R) – Regulation on Non-Reappointment, Denial of Tenure, and Denial of Promotion Under Section 604 of The Code (Amended)
- 101.3.1.3 (R) – Regulation of Grievances Filed Pursuant to Section 607 of The Code (Adopted)



# Human Resources

- Expansion of EHRA Classifications (Senate Bill 195)
  - Recently implemented legislation expands the number of positions that are exempt from the NC Human Resources Act to include SHRA positions that are exempt from the federal Fair Labor Standards Act (FLSA).
- SHRA Career Banding Salary Ranges Project
  - New market-based salary ranges were developed in 2023 and approved by the State HR Commission. Currently awaiting the Governor's signature and UNC System implementation guidelines.
- Nursing Faculty Salary Adjustment Fund
  - The 2023 Appropriations Act provided \$1.9M in recurring state-appropriated funding to support increased salaries for nursing faculty.
- UNC System Employee Engagement Survey
  - Fourth survey to be distributed March 2024.

# Academic Affairs

- System Office Return on Investment Study
- TPI Literacy
- Foundations of American Democracy Requirement

# Business Affairs

- Millennial Campus Annual Report
- Athletics Special Appropriations for Operating Support (Budget Submission with Narrative)
- FY25 Short Session Legislative Request
- FY25 Tuition and Fee Adjustment Submission (with supplemental submissions)

# Connections: Strategic Plan and Master Plan



[uncw.edu/strategic plan](https://uncw.edu/strategic-plan)



[uncw.edu/campus-master-plan](https://uncw.edu/campus-master-plan)



# Community Connections



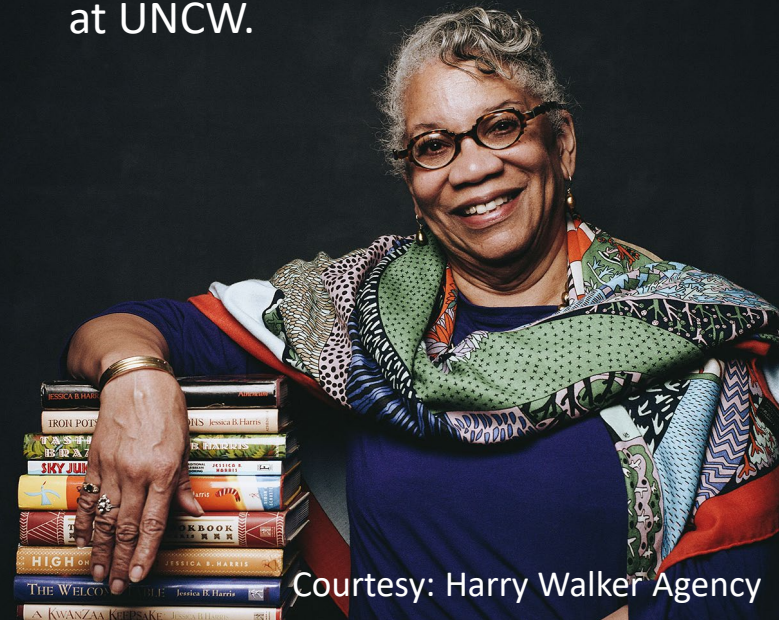


# Community Connections



Parade photos courtesy Dr. Donyell Roseboro

Jessica B. Harris, food scholar and *New York Times* bestselling author, was the keynote speaker on Feb. 7 for the annual Martin Luther King Jr. celebration at UNCW.



Courtesy: Harry Walker Agency





# Bringing the Community to Campus





# Bringing the Community to Campus



**KENAN**  
AUDITORIUM  
**PRESENTS**

2023-24  
**season**

March 15: Port City Poetry Jam featuring Dasan Ahanu

April 12-13: Wilmington Dance Festival

April 27: Les Ballets Trockadero



UNIVERSITY of NORTH CAROLINA WILMINGTON



# Homecoming 2024

Come *Home* to UNCW!



H O M E C O M I N G

February 12-18, 2024



UNIVERSITY of NORTH CAROLINA WILMINGTON

Let's keep soaring together,  
Seahawks!

