

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 divisions 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:

A primary focus this quarter was preparation for Homecoming 2024, which will be held February 15-18 with student celebrations beginning on the 12th. Homecoming is fueled by collaboration between UNCW's alumni engagement enterprise, campus partners, and alumni volunteers to provide more than 100K alumni with meaningful reasons to return 'home' to renew a sense of pride for their alma mater.

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 managed student, military, regional, athletic, legacy, and board programs. These events included Student Ambassadors' *Dub Love* and Inductions and Sendoff, OMA Brunch, Pints with Professors, a trip to NYC with CSB to connect students with successful alumni (Netflix, Bloomberg, Instacart), Baseball Alumni Event, Wagsgiving, and several holiday celebrations.

Philanthropic

- The Alumni Board of Directors worked to leverage their networks for a successful Giving Tuesday which resulted in *half* of the donors from that day being alumni.
- The Student Ambassadors encouraged 170 students to write personalized 'Thank You' cards to donors and worked to film videos thanking donors for their participation during Giving Tuesday.

Communication

- Social media strategy and communication pieces focused on Homecoming, promotion of the alumni-owned businesses, welcoming Dec 2023 grads and year-end emails to all five regional network groups.
- The "alumni in the news" program, recognizes alumni's notable achievements; we identified and recognized numerous alumni who received promotions, honors or were featured for their excellent work. Of special focus was continuing the Hawk's Eye View series with Lorna Ricotta '22M.
- The UNCW men's basketball team's upset of No. 12 Kentucky generated the highest engagement rate of the quarter, while posts on Commencement Toast, our alumni gathering in Washington, D.C. and our first Pints with Professors event were other top posts during the quarter.

Volunteerism

- The team hosted targeted volunteer meetings with alumni and students to tell UNCW's story personally and to increase alumni and student engagement.
- The Student Ambassadors recruited 11 new students and partnered with Make a Change.

Special Accomplishments and Highlights:

- Alumni leadership addressed our newest graduates during the Commencement Toast, Senior Sankofa and the Commencement Ceremonies.
- Linda Sayad '78, '85M (Alumna of the Year), Sergio Madera-Garcia '21 (Young Alumnus of the Year), James Stasios '70 (Citizen of the Year), and Melissa Batchelor, PhD, RN, FNP, FGSA, FAAN '96, '00M, (Distinguished Diversity Award) will be recognized during Homecoming and through the upcoming year as part of the UNCW Alumni Association's Distinguished Awards.
- Lindsay LeRoy serves on the Campus Master Plan Action Team to bring alumni presence to campus.

Challenges and items of special 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.

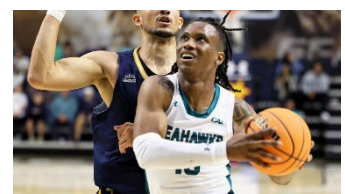


Executive Summary Statement:

The men's basketball team beat the University of Kentucky in early December. The win generated over 5k reactions on Facebook with 300+ shares. The UNCW Basketball Instagram reached over 20k accounts and over 300+ shares.

On December 14th, it was announced that UNCW will host the CAA Softball Championship Tournament. The tournament will be held at Boseman Field on May 8-11.

Chris Neal, Head Women's Soccer Coach, completed his staff by hiring Savannah Stoughton as an assistant coach in early January.



Quarterly Activity (performance measures, etc):

- The renovation of Brooks Field will begin immediately after the 2024 season.
- Student-athletes reported over 2,673 hours of community service hours in the fall semester. The softball team had the most hours at 766.
- The fall semester GPA for all student-athletes was 3.401 GPA. Out of 354 student-athletes, 284 student-athletes earned a 3.00 or higher, 59 student-athletes obtained a perfect 4.0 GPA, and 18 teams collectively earned a 3.0 or higher team GPA.

Special Accomplishments and Highlights:

- Trazarien White, a men's basketball student-athlete, was named the Oscar Robertson National Player of the week by the US Basketball Writers Association.
- Wilmington Health is partnering with UNCW Athletics to provide high quality care, elevating the standard of health, well-being, and performance of student-athletes.
- McKall King, a women's basketball student-athlete, will represent the CAA at the 2024 Division 1 Student-Athlete Leadership Forum.

Challenges and items of special focus:

- Two part-time mental health counselors have started in athletics, working on filling a new Director of Student-Athlete Well Being position.
- Populous shared their review with the department and we are now in the strategic planning process to update athletic facilities.



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 spring academic semester via orientation sessions and scheduled events to enhance partnerships both on and off campus with its university and community partners.

Quarterly activity (performance measures, etc.):

- OMA coordinated with Transition Programs and Orientation representatives for the spring 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).
- The OMA participated in the UNCW Brain Health Research Collider Symposium.
- The OMA participated in the Education Resource Fair at Ft. Liberty on Tuesday, November 28.
- The Office continues to offer its successful weekly brunch for military students and campus partners each Wednesday morning throughout the semester.
- OMA hosted its Cords and Coins Ceremony for all graduating military students on Monday, December 4.
- The OMA continues to support local military organizations with sponsored meeting space in Veterans Hall throughout the semester.

Special Accomplishments and Highlights:

- The Office celebrated Veterans Week (November 6-11) with numerous events to include participating in the southeastern North Carolina Veterans Day Parade, placing over 2,000 US Flags around campus, hosting annual Veterans Day Ceremony, 3rd Annual Veterans Week Fitness Expo, "Living History" Open House, SVO Mental Health Day, 7th Annual Chili Cook-off, and UNCW Military Appreciation Basketball Game.
- The OMA Military Program Coordinator, Camden Ege, was elected to the National Association of Veterans' Program Administrators Board of Directors <https://uncw.edu/news/2023/12/camden-ege-elected-to-navpa-board> and now serving as the Internal Affairs Chair.
- The Office coordinated with Military Officers Association of America (SENCLAND Chapter) to award over \$2,500 in military scholarships to students this fall semester.
- 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:

- The OMA will focus on employment opportunities for our military-affiliated students (both at the undergraduate and graduate levels) with various local, statewide, and national entities.
- Preparing for various events for Homecoming Week (February 15-18, 2024).



Executive Summary Statement:

During the 2nd quarter of FY24, the Office of University Relations (OUR) promoted many noteworthy achievements by students, faculty and staff, including several large grants for healthcare workforce development, marine science research and a high school mentoring program. OUR developed and shared several news features about December 2023 graduates, announced the selection of the new Vice Chancellor for Student Affairs Christine Reed Davis and produced the fall *UNCW Magazine*.

Quarterly Activity (performance measures, etc.):

- Nearly 195 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed. Projects of note included materials for December commencement, support for #GivingTuesday, the Osher Lifelong Learning Institute Catalog, and the Office of Institutional Diversity and Inclusion annual report.
- OUR uses the Meltwater media monitoring service to track print and broadcast content related to UNCW news, academics, research, community engagement and alumni. Based on these broad parameters, Meltwater recorded 2,866 mentions (2,268 print and 598 broadcast) and 2.6B total potential news reach from Oct. 1 through Dec. 31. OUR shared more than 40 story pitches with local, regional, state and national media. OUR received more than 52 media requests.
- More than 49 news items were published to the UNCW homepage from Oct. 1 to present. Notable items included: [UNCW Receives Grant Funding for Groundbreaking Healthcare Workforce Partnerships](#); [UNCW Opens Shoreline Sports Complex](#); [UNCW a Top 20 "Best for Vets" College](#); [UNCW Receives Bicycle Friendly University Award](#); [UNCW Receives State Department Grant to Train Ukrainian ESL Teachers](#); [UNCW Joins Global Network that Promotes Age-Inclusive Environments](#); [AT&T Contributes \\$40,000 for Virtual Ed Lab Program](#); [Envisioning the Future: UNCW Seeks Input for Campus Master Plan](#); [Degree in Workforce Learning and Development Coming Fall 2024](#); [UNCW Studying Frying Pan Shoals as Possible Offshore Sand Source](#); [Esports Celebrates New Gaming Lab](#); [UNCW Researchers Awarded \\$1.75 Million to Continue National Drug Court Resource Center](#) and [Ghoneim to Lead Egyptian Expedition](#).

Special Accomplishments and Highlights:

- As part phase two of the website redesign, a news module has been implemented for the Watson College of Education and Watson Chronicle. The onboarding of the news module for the other colleges, Human Resources and Research is underway. In lieu of the full news module, expanded offerings to enhance presentation of news on sites are now available for all content managers.
- The fall 2023 edition of *UNCW Magazine* was distributed to more than 114,000 readers in late 2023. The cover story featured "Only UNCW," a collection of signature Seahawk memories and moments to create buzz for Homecoming 2024.
- As part of a marketing strategy to drive more users to the website, OUR has implemented a student-focused social media posting approach, which includes a coordinated pathway from the platform to a selected destination with the ability to track audience interactions, impressions and engagement. The UNCW men's basketball upset over Kentucky resulted in 70,000 more impressions than any post over the last 7 years.

Challenges and Items of Special Focus:

- OUR promoted Molly McKeown, who spearheaded the UNCW website renovation in partnership with ITS, to Communications Director and promoted Krissy Vick, formerly media relations specialist, to Editorial Manager.



Executive Summary Statement:

The Division for University Advancement is preparing to successfully conclude *Like No Other: The Campaign for UNCW* at the end of the academic year. This involves strategic communications, campus presentations, reporting and special events scheduled throughout the spring semester.

YTD Activity:

TOTAL PRODUCTIVITY: \$17,421,299 (gifts, new commitments and planned gifts)

- \$5,686,958 in Gifts
- \$11,584,341 in Balance on Existing Pledge Commitments
- \$150,000 in New Planned Gift Commitments
- Proposals Made: \$69,313,250 (96) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: \$14,478,362 (49) in Major Gifts of \$25,000+
- 1,648 Contacts Made with Prospects
- \$615,272 Generated by the Annual Giving Program
- \$1,085,200.19 generated from 304 face-to-face donor visits made by the Seahawk Club staff

Special Accomplishments and Highlights for the quarter:

- CHHS will receive more than \$10 million over 3 years from the New Hanover Community Endowment (NHCE) to support healthcare workforce development in collaboration with Cape Fear Community College, New Hanover County Schools, and the Wilmington Chamber of Commerce
- MI CASA, a mentoring and support program founded by UNCW's Centro Hispano, also received continued funding from NHCE
- Collaborated with Athletics to secure a commitment from Wilmington Health which will provide enhanced support of student-athletes through a gift to the Champions Circle
- Secured a six-figure planned gift to support the Mohin-Scholz LGBTQIA Resource Center
- Provided Board of Visitors and Foundation Board members with an overview of Hawks Harvest Student Food Pantry, Cultural Centers and Career Center
- Inducted 7 new members as Student Ambassadors
- 351 donors contributed \$88,178 on #Giving Tuesday. 13% were first time donors to UNCW
- Fall TealStarter campaigns resulted in 116 donors contributing \$7,123 to support student projects
- 93 Dec grads participated in their class giving campaign, 84% joined the UNCW Society at student level
- Hosted several events at the Kenan House throughout the holiday season
- Hired Director of Development for Major Gifts aligned with CHSSA - Katie Crosby 10/19/2023
- Hired Administrative Assistant Georgia Rowe 11/6/2023

Challenges and Items of Special Focus:

- Re-evaluating the focus of the Friends of UNCW which is currently a 501(c)3 associated entity
- Submitted annual data for VSE, UNC System and CASE Alumni Engagement Metric Survey
- Suspending spring TealStarter campaign due to annual giving staffing transitions
- Assessing assigned space along with business needs as we prepare to vacate Alderman Hall
- Preparing FY 25 budgets
- Engaging the division in conversations about post-campaign operations to support the strategic plan