



## **External Affairs Committee**

**October 24, 2024**

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### **AGENDA**

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| (1) | <b>Call to Order</b>   | <b>Trustee Steve Griffin</b>  |
| (2) | <b>Statement from State Government Ethics Act</b>                  | <b>Trustee Steve Griffin</b>  |
| (3) | <b>Approval of Minutes from August 1, 2024</b>                     | <b>Trustee Steve Griffin</b>  |
| (4) | <b>Advancement Update</b>  | <b>Mr. Eddie Stuart, VCUA</b>   |
| (5) | <b>Athletics Presentation: 2024-2025 Basketball Season Preview</b> | <b>Mr. Mike Oblinger, Coach<br/>Takayo Siddle, Coach Nicole Woods</b> |
| (6) | <b>Old Business</b>  | <b>Trustee Steve Griffin</b>  |
| (7) | <b>New Business</b>  | <b>Trustee Steve Griffin</b>  |
| (8) | <b>Adjournment</b>   | <b>Trustee Steve Griffin</b>  |

## **AGENDA ITEM**

Approval of Minutes from the August 1, 2024 meeting

**Situation:**

N/A

**Background:**

Minutes were taken during the External Affairs Committee meeting on August 1, 2024. The minutes are attached here.

**Assessment:**

N/A

**Action:**

This item requires a vote by the committee.

**Supporting Documentation:**

Draft External Affairs Committee Minutes from August 1, 2024

Board of Trustees  
External Affairs Committee – Draft Minutes  
August 1, 2024, 2:00 p.m.  
Golden Hawk Room, Nixon Annex

The External Affairs committee met on Thursday, August 1 at 2:00 p.m. Committee members in attendance included: chairman Kevin Sills, Hugh Caison, Malcomb Coley, Aldona Woś, Skylar Stein, and Stephen Griffin. Committee staff present included Eddie Stuart, Mike Oblinger, Lindsay LeRoy, Bill Kawczynski, and Andrea Weaver.

The meeting was called to order, and the required statement of ethics was read. No conflicts were identified. Chairman Sills called on Madison Frye, Executive Assistant to the Vice Chancellor, to call the roll. A quorum was reached. Chairman Sills called for a motion to accept the minutes; a motion was made by Skyler Stein and seconded by Malcomb Coley, carrying. The minutes from the last committee meeting were approved.

With no questions regarding the unit reports brought forward, Chairman Sills called on Judge Marion Warren, Advisor to the Chancellor and Director of External Affairs and Government Relations, to provide the committee with a legislative update. Judge Warren shared that there are champions of UNCW within the legislature that have shown a great deal of support for the building and expansion of programs.

Chairman Sills called on Eddie Stuart, Vice Chancellor for University Advancement, to provide an Advancement update. Total productivity for Fiscal Year 2024 was \$25,662,290 with \$10,990,340 gifts received; \$14,533,950 in commitments; and \$228,000 in planned gifts. Vice Chancellor Stuart shared the final total for *Like No Other: The Campaign for UNCW*, which was \$136,766,072. He expressed a desire to engage the Board of Trustees in opening doors to new prospects. Finally, Vice Chancellor Stuart highlighted special accomplishments from the spring of 2024 and provided a recap of UNCW Alumni Association's inaugural Weekend in Wilmington, hosted June 21-23.

Chairman Sills called on Liza Saunders, Director of Marketing, to present the Office of University Relations' marketing plan. Director Saunders shared OUR's plans for comprehensive communications, marketing, and branding strategies that will elevate UNCW and support the new 10-year strategic plan: *Soar High, Soar Far, Soar Together*. Director Saunders shared several examples of new marketing collateral that is currently being deployed statewide, as well as how interactions with those new marketing pieces are being tracked.

Chairman Sills opened the floor for old business or new business to report; none was brought forward. Hearing no objections, Chairman Sills adjourned the meeting at 2:48 p.m.

## **AGENDA ITEM**

### Advancement Update

**Situation:**

Update on recent activities and highlights from the Division of University Advancement. Information to include YTD financial activity; special accomplishments and highlights for the quarter such as new hires, Family Weekend, and major gifts; and challenges and items of special focus (vacancies, space needs, and post-campaign plans and operations).

**Background:**

N/A

**Assessment:**

N/A

**Action:**

This item is for information only.

**Supporting Documentation:**

10.24.2024 Advancement Update presentation posted online







# YTD ACTIVITY

7.1.24-8.31.24

GIFTS RECEIVED	\$2,504,346
COMMITMENTS	\$1,109,730
PLANNED GIFTS	\$0
TOTAL PRODUCTIVITY	\$3,614,076

# SPECIAL ACCOMPLISHMENTS AND HIGHLIGHTS

Opened applications for TEALstarter, UNCW's crowdfunding platform designed to engage students in fundraising efforts with a goal to have 10-12 projects running during the fall semester.

## TEALstarter

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UNCW's official crowdfunding platform, TEALstarter, was created to showcase the hard work of our Seahawks and help generate financial support through digital fundraising. TEALstarter projects typically raise between \$500-\$3,000 to support an organization, club or group.

**APPLY TODAY** 





# SPECIAL ACCOMPLISHMENTS AND HIGHLIGHTS



Coordinated event logistics for Discovery Hall grand opening and VIP reception





# SPECIAL ACCOMPLISHMENTS AND HIGHLIGHTS



Hosted  
Parents Council  
interest meeting and  
Legacy Pinning  
Ceremony during  
Family Weekend, as  
well as participated  
in the weekend's  
FamFest event.







**THANK YOU**  
QUESTIONS?

## **AGENDA ITEM**

Presentation: Athletics Update

### **Situation:**

Director of Athletics Michael Oblinger will provide an overview of the 2023-24 accomplishments on and off the field. He will summarize the accolades of our Seahawk student-athletes from their achievements in the classroom to the five championships that were won. He will also provide an update on the Brooks Field Renovation, introduce a new marketing strategy, and touch on the legal landscape of the NCAA. There will be time for Q&A. Coaches Takayo Siddle (Head Coach Mens Basketball) and Nicole Woods (Head Coach Womens Basketball) will share about their upcoming seasons.

### **Background:**

N/A

### **Assessment:**

N/A

### **Action:**

This item is for information only.

### **Supporting Documentation:**

Athletics Update Presentation



# ATHLETICS UPDATE

External Affairs Committee





# 2023-24 Accomplishments

- 5,066 community service hours at: the Miracle League, National Girls & Women in Sports Day Clinic, and Project Life Movement.
  - Softball: 900 hours
  - Women's Swim & Dive: 540 hours
- External Revenue: \$1.8m (230% increase) in FY 24
  - Philanthropic
  - Ticket Sales
  - MMR
- Created Champions Circle, focusing on philanthropic support for priority areas



# 2023-24 Championships



Third time in program history that both programs won their conference title in the same season.  
Back-to-back conference titles (2023, 2024).



Fourth straight conference title;  
10 titles won under Mait Dubois.



Second conference title in three years  
(2022, 2024)



Back-to-back conference titles. Eighth conference title,  
second time going back-to-back since 2019.  
(2023, 2024)



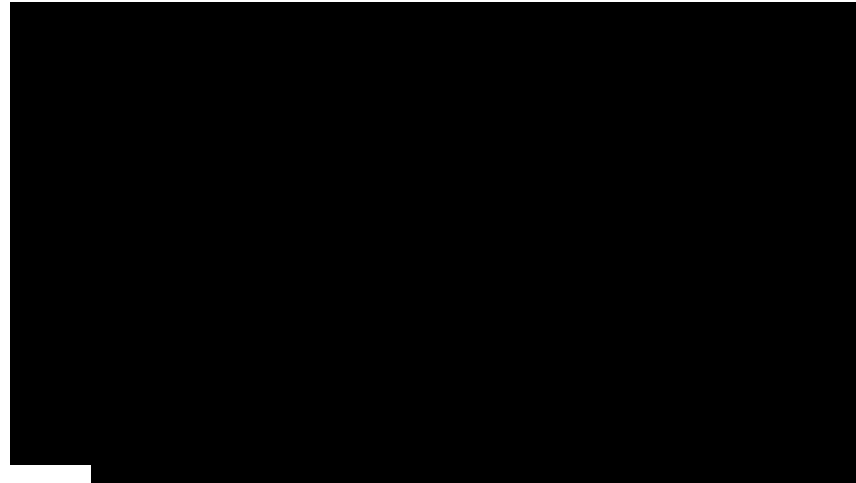


# Brooks Field Renovation



# Tidal Town Marketing Campaign

- Emphasis on Winning Culture: 10 CAA Championships in a 2-year span
- Destination Location
- Championship Tradition
- Branded Dynamic Collateral Areas of Emphasis



# 2024 Live Oak Bank Holiday Classic

- Sam Houston State, App State, and Colgate will be in multi-team exempt event.
- The tournament field combined for 94 wins during the 2023-24 season.
- All four programs won at least 21 games in 2023-24



# House Settlement

- Multiple cases involved in the settlement (House v. NCAA, Hubbard v. NCAA, and Carter v. NCAA).
- Eliminating scholarship caps and adding new roster limits to teams (e.g., Baseball: 11.7 scholarships > roster limit of 34).
- Revenue sharing with athletes, student-athlete employment, back payments to former student-athletes.

Event	Date
Campaign and claim period begins	October 18, 2024
Allocation estimate available	December 17, 2024 (60 days after notice date)
Exclusion and objection deadline / Claim period closes	January 31, 2025 (105 days after Notice date)
Motion for final approval and response to objections	March 3, 2025 (135 days after Notice date)
Final Approval Hearing	April 7, 2025

