

AGENDA ITEM

External Affairs Committee Unit Reports

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/units 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 UNCW Alumni Association (UNCWAA) fosters a vibrant network, integrating alumni into the dynamic life of UNCW through thoughtful programming that support the university's strategic plan and goals.

Quarterly Activity: July 1 – Sept 30, 2024: CASE standards measures Alumni engagement through 4 pillars:

Experiential: UNCWAA events strengthen the Seahawk community and instill a sense of pride. Notable events include the Durham Bulls Picnic, UNCW Move-In, the Alumni Employee Birthday Luncheon, Rowing Reunion, Pints with Professors (Raleigh and Wilmington), the Legacy Pinning Ceremony, and alumni weekends for men's soccer and volleyball. Additionally, the DC Alumni Network and the CSB NYC Alumni Social offer valuable networking opportunities.

Philanthropic: The UNCW Rowing Reunion fosters connections between alumni and current rowing club members, encouraging donations to the club. Additionally, the MSA 20th Reunion, hosted by an alumnus, highlights scholarship for business students and encourages attendees to support meaningful causes. Alumni philanthropic engagement show year over year increases: 3% increase in alumni donors, 5% increase in new alumni donors, 11% alumni retention rate

Communication: The Class Notes program showcases notable alumni achievements such as promotions, honors, and media features in the UNCW Magazine. This quarter, we received over 170 submissions for the Class Notes section. To celebrate the generosity of alumni donors during Like No Other: The Campaign for UNCW, more than 10,000 alumni received a signature pop-up Sammy C. Hawk figurine, which was met with enthusiasm and excitement. Additionally, we promoted alumni-submitted content through various social media campaigns, including Goodbye to Galloway, the Seahawk Summer Cookbook, and the Seahawk Room Rewind in collaboration with Housing & Residence Life. Our Instagram followers have grown by 2.3%, with interactions up by 86.2% and Facebook followers have increased by 1.3%, with interactions up by 35.2%.

Volunteerism: The UNCWAA Board of Directors is welcoming five new members and an executive committee through personalized, in-person onboarding sessions. Additionally, they are conducting peer exit interviews for outgoing board members to ensure a smooth transition. Meanwhile, the UNCW Student Ambassadors have kicked off the new academic year with training and recruitment activities, including the popular "Donuts and Directions" event to welcome students back during the first week of classes. Alumni volunteer opportunities this quarter included assisting with UNCW Move-In and participating in Wings Up for Wilmington. The Alumni Board of Directors will hold its first-quarter meeting on September 27, setting the stage for a successful year ahead.

Special Accomplishments and Highlights:

- Working to bring the Wise Alumni House back online for internal university events while simultaneously working to plan for the new Welcome Center and how alumni will use it.
- We are exploring an Alumni International Travel program.

Challenges and items of special focus:

- Security efforts make it difficult to share files externally with individuals outside of UNCW. We are currently exploring board management software.
- University leadership and alumni are working together in response to UNCW's plan to address the Equality Policy, Section 300.8.5 of the UNC Policy Manual.
- The Assistant Director of Alumni Engagement programming is currently vacant.

Executive Summary Statement:

Mark Scalf, former Head Baseball Coach, was announced as a Special Assistant to the Director of Athletics for the 2024-25 year. Scalf will serve as an advisor to the department, specifically in fundraising and community outreach.

Dottie Hampton announced Eric Snyder as a new Assistant Volleyball Coach.

David Fischer was announced as the first Head Beach Volleyball Coach after serving as an Associate Head Volleyball Coach.

Myles Dillard, was hired as a fifth member of the Student-Athlete Support Services, providing more support for student-athletes. With this hire, Jaime Mangold has stepped into a full-time role as the Student-Athlete Program Development Director.

Quarterly Activity (performance measures, etc):

- The NIL Store powered by Campus Ink officially launched in early September. In partnering with the NIL Store, UNCW students have the ability to create personalized merchandise
- The Live Oak Bank Holiday Classic, a multi-team event, will take place on November 27-30th. The round-robin event will have Sam Houston State, Colgate, and Appalachian State in the tournament field.

**Special Accomplishments and Highlights:**

- Quinn Manley, a volleyball student-athlete, set a program record for three-set matches with a career-high 33 digs.
- Tanner Thach and Martin Zelenka, both baseball student-athletes, were selected to participate in the MLB Home Run Derby X at the Durham Bulls Athletic Park in early September.

Challenges and items of special focus:

- Work on creating and announcing a strategic plan that will have student-athlete wellness, competitive excellence, and revenue generating opportunities at the forefront.



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 fall academic semester via orientation sessions and scheduled events to enhance partnerships both on and off campus and implement new programming strategies for its university and community partners.

Quarterly Activity (performance measures, etc.):

- OMA staff participated in the Governor's Working Group Education Subcommittee meeting on 05 August.
- OMA staff facilitated a meeting with CSB IMBA reps to market/recruit military students into their programs on 07 August.
- OMA Program Coordinator attended the Resident's Life Assistant Resource Fair on 08 August.
- OMA Director participated in the National VRCN Convening for Mental Health/Suicide Prevention on 14 August.
- OMA staff hosted over 170 students on the first day of classes in the Military Wing.
- OMA set up resource tables for the Annual Involvement Carnival on 27 August.
- OMA leaders facilitated meetings between the NCNG and CHHS faculty about military research on 06 Sept.
- OMA program Coordinator attended and provided information to future students at the Graduate Student Welcome Picnic on 07 Sept.
- OMA Director co-hosted a research meeting with The Geneva Foundation and SHAHS faculty on 12 Sept.
- Weekly Brunch & Learns continues throughout the semester every Wednesday, hosted by the OMA.

Special Accomplishments and Highlights:

- OMA Director and Student Veteran Organization students helped facilitate the Annual Cape Fear Purple Heart Dinner held on UNCW's campus for the first time on 02 August. 60 Purple Heart recipients were honored, which included UNCW faculty, staff, current student, and Alum. Of note, PH recipient and Alum David Buzzard gifted one of his two Purple Hearts to UNCW at the Dinner. <https://uncw.edu/news/2024/08/david-buzzard-donates-purple-heart-to-uncw>
- OMA Director attended the NC Military Business Center Federal Technology Summit at FTCC on 06 August.
- OMA and the Student Veterans Organization hosted a Forum on Abbey Gate Afghanistan where 13 US servicemembers were killed on 26 August 2021. Current President of the SVO, Bryan Holman was at Abbey Gate when that terrible event occurred and talked about his experiences. An immensely powerful event.
- OMA and the SVO collaborated to host the 23rd Anniversary Commemoration Ceremony of 9/11.

Challenges and items of special focus:

- The current challenge will be replacing Jerome Garrison, OMA Associate Director who departed on 13 Sept to move back home to manage long-term care of aging family members.
- Special focus will be organizing events for Veterans Week (November 4-11).



Executive Summary Statement:

Over the past quarter, OUR worked with Advancement to complete and send the *UNCW Magazine* to more than 100,000 recipients. OUR also collaborated with campus partners to complete new Admissions recruitment materials, *re:search magazine*, the Chancellor's Annual Report and a special economic impact report produced in partnership with the Chancellor's Office and Dr. Mouhcine Guettabi with the Cameron School of Business.

Quarterly Activity:

- OUR published [more than 50 news items](#) from July 1 to present. Notable items included: UNCW Sees Record Enrollment Increase; Dare to Learn Lecture: An Evening with Astronaut Scott Kelly; UNCW is a Silver STAR; Moving Right Along: New Class of Seahawks Land; Alum David Buzzard Donates Purple Heart to UNCW; Seahawks Soaring to Success with 2024 Campus Master Plan; New Nesting Spot for the Soaring Seahawk; UNCW Earns Spot in Bestselling Fiske Guide 2025; New Parasite Found in N.C. Scallops; Clyde Edgerton Signs Off from UNCW.
- More than 233 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from July 1 to mid-September. Projects of note included the Fall 2024 Economic Impact Booklet, the Chancellor's Annual Report, the Chancellor's Dare to Learn Lecture materials and updated Admissions booklets.
- OUR uses Cision, a media monitoring service, to track global print and broadcast content related to university news, academics, research, community engagement and alumni. Based on these broad parameters, Cision recorded 2,199 mentions (1,163 online, 795 TV, 121 print, 115 radio, and 5 magazine) and 2.4 billion total potential news reach during the third quarter with an advertising value equivalency of \$25,860,412. OUR shared more than 27 story pitches with local, regional, state and national media and received more than 46 media requests. Additionally, OUR is repurposing "Community SWOOP" to serve as a media-focused newsletter in an effort to further increase interest in stories highlighting the institution, campus community achievements and research.

Special Accomplishments and Highlights:

- OUR has partnered with marketing agency Echo Delta to launch a university-wide Brand Visibility campaign. Echo Delta is expected to complete a site visit this fall and launch the campaign next fall.
- The media production team provided extensive photo and video coverage of Move-In and other UNCWelcome activities. The Move-In website was revamped for accessibility reasons and to coordinate for a positive presence in the new UNCW Mobile app. OUR also helped with navigation and branding for the app.
- The annual *re:search magazine* was published in early September in collaboration with the Office of Research and Innovation. The fall 2024 edition of the *UNCW Magazine* is currently in production.

Challenges and items of special focus:

- Incorporating a comprehensive marketing and branding initiative into the unit's usual slate of responsibilities will require frequent adjustments of resources and personnel.



Executive Summary Statement

University Advancement has been working with campus partners and the Chancellor's cabinet to identify interdisciplinary institutional funding priorities aligned with the strategic plan and campus facilities master plan as well as strategies for future major gifts, annual giving and alumni engagement.

YTD Activity July 1 – August 31, 2024

Total Productivity: \$3,614,076

- \$2,504,346 in Gifts
- \$1,109,730 in Balance on Existing Pledge Commitments
- \$0 in New Planned Gift Commitments
- \$86,432 Generated by the Annual Giving Program
- Proposals Made: \$53,234,840 (46) – includes Major Gift and Planned Gift Proposals
- Proposals Funded: \$2,384,840 (37) in Major Gifts of \$25,000+
- 830 Contacts Made with Prospects

Special Accomplishments and Highlights, July 1 – September 30, 2024

- Parents Council hosted two socials and provided postcards for families at move-in to increase involvement. Over 1,200 postcards were delivered to their Seahawk with 25% requesting more Parents Council information. Five new families have joined.
- Stewarded Like No Other: The Campaign for UNCW donors with special 3-D mailings: a Clocktower for consecutive year donors and a Sammy Seahawk for alumni donors. UNCW Society donors will receive a printed campaign impact report.
- UNCW Foundation, Friends of UNCW, Board of Visitors, Seahawk Club and Alumni Assoc boards met
- Hosted luncheon for alumni employees on 9/4 in honor of UNCW's founding anniversary.
- 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.
- Coordinated event logistics for Discovery Hall grand opening and VIP reception and Chancellor's Distinguished Lecture Series VIP reception.
- Hosted Parents Council interest meeting and Legacy Pinning Ceremony during Family Weekend as well as participated in the weekend's FamFest event.
- Notable gifts include endowing the Washington D. Seahawks program, a six-figure gift to support diversity-based student healthcare initiatives. UNCW Athletics continues to leverage the popularity of the Champions Circle to secure 10 major gift commitments to support athletics facilities to date this FY.
- New Hires: Kate Burke, Director of Advancement Communications. Justin Carson, Associate Director of Annual Giving. Rita Cronin, Alumni Engagement Coordinator.

Challenges and items of special focus

- Planning for Friends of UNCW Grant Celebration on 10/15 with an annual goal to raise \$25K in support for on-campus micro-grants.
- Participating in ongoing conversations with alumni groups and volunteers regarding UNCW's response to the UNC System Equality Policy.
- Developing communications plan to seek buy-in from campus leadership and partners on adoption of CASE's new alumni engagement metrics.
- Navigating the lack of office space to accommodate new hires and 3 current vacancies.