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BOARD *of* TRUSTEES

External Affairs Committee

February 6, 2025

Committee Members:

Trustee Griffin, Chair

Trustee Caison

Trustee Coley

Trustee Sills

Trustee Stein

Trustee Wos

AGENDA

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| (1) | Call to Order | Chair Griffin |
| (2) | Statement from State Government Ethics Act | Chair Griffin |
| (3) | Approval of Minutes from October 24, 2024 | Chair Griffin |
| (4) | Homecoming Update | Colleen O'Neil, Director of Alumni Engagement Programming |
| (5) | Community and Philanthropic Partnership to Advance the Healthcare Workforce | Dr. Jack Watson, CHHS Dean
Vice Chancellor Eddie Stuart
Natalie English, President & CEO, Greater Wilmington Chamber of Commerce
Dan Winslow, President & CEO, New Hanover Community Endowment |
| (6) | Old Business | Chair Griffin |
| (7) | New Business | Chair Griffin |
| (8) | Adjourn | Chair Griffin |

AGENDA ITEM

Approval of Minutes from October 24, 2024 meeting

Situation:

N/A

Background:

Minutes were taken during the External Affairs Committee meeting on October 24, 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 October 24, 2024

Board of Trustees

External Affairs Committee – Minutes

October 24, 2024, 2:15 p.m.

Burney Center, Ballroom C

The External Affairs committee met on Thursday, October 24 at 2:15 p.m. Committee members in attendance included: chairman Stephen Griffin, Hugh Caison, Aldona Woś, Skylar Stein, and Kevin Sills. Committee member Malcomb Coley was not in attendance. 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 Griffin called on Madison Frye, Executive Assistant to the Vice Chancellor, to call the roll. A quorum was reached. Chairman Griffin motioned to accept the minutes from the previous meeting; the motion was seconded by Trustee Sills, carrying. The minutes from the last committee meeting were approved.

With no questions regarding the unit reports brought forward, Chairman Griffin called on Eddie Stuart, Vice Chancellor for University Advancement, to provide an Advancement update. Vice Chancellor Stuart distributed a 2023-2024 Endowment Report to each trustee. Total productivity for Fiscal Year 2025 to date (7/1/24-8/31/24) is \$3,614,076 with \$2,504,346 gifts received and \$1,109,730 in commitments. Vice Chancellor Stuart highlighted special accomplishments from the fall of 2024, including the launch of TEALstarter, UNCW's crowdfunding platform designed to engage students in fundraising, and the Discovery Hall ribbon cutting and VIP reception on September 25. He also provided a recap of Family Weekend, which took place September 27-29.

Chairman Sills called on Mike Oblinger, Director of Athletics, to present a special Athletics update. Director Oblinger introduced men's head basketball coach Takayo Siddle and women's head basketball coach Nicole Woods. Coach Siddle provided a pre-season update, reminding trustees that this year's record nineteen home games kick off on October 30. Coach Woods highlighted her team's full roster and community engagement events, as well as upcoming road games. All-access passes were distributed to trustees. Director Oblinger shared accomplishments from the 2023-2024 year, including 5,066 community service hours logged by student athletes, \$1.8m in external revenue (a 230% increase), and the creation of the Champions Circle. He also highlighted the softball team, baseball team, men's and women's swimming and diving teams, and men's tennis team for their 2023-2024 conference titles. Director Oblinger provided an update on the Brooks Field renovation, an overview of the new "Tidal Town" marketing campaign, and a look ahead at the November 2024 Live Oak Bank Holiday Classic basketball tournament. Finally, he briefed committee members on House vs. NCAA, Hubbard vs. NCAA, and Carter vs. NCAA, three class-action lawsuits that involve back damages and future benefits for Division 1 student-athletes. The settlement seeks to eliminate scholarship caps and add new roster limits to teams, as well as address issues surrounding revenue sharing with athletes, classification of student-athletes as employees, and back payments to former student-athletes.

Chairman Griffin opened the floor for old business or new business to report; none was brought forward. Hearing no objections, Chairman Griffin adjourned the meeting at 3:05 p.m.

AGENDA ITEM

Homecoming Update

Situation:

Colleen O'Neil, Director of Alumni Engagement Programming, will present an overview of activities taking place during Homecoming, happening February 13-16, 2025.

Background:

N/A

Assessment:

N/A

Action:

This item is for information only.

Supporting Documentation:

N/A

AGENDA ITEM

Presentation: Community and Philanthropic Partnership to Advance the Healthcare Workforce

Situation:

Dean Jack Watson, Vice Chancellor Eddie Stuart, Dan Winslow, President and CEO of the New Hanover Community Endowment, and Natalie English, President and CEO of the Greater Wilmington Chamber of Commerce, will present on a collaborative partnership between UNCW, CFCC, the Chamber, and New Hanover County Schools to advance the healthcare workforce in the region. This partnership is being funded through a gift from the New Hanover Community Endowment, of which UNCW is receiving \$10.235M. This presentation will highlight the value of the intersection of community partnership and philanthropy.

Background:

N/A

Assessment:

N/A

Action:

This item is for information only.

Supporting Documentation:

Workforce Development in Healthcare Presentation

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 Unit Reports



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:

Lorelle “Lo” Hoyer was announced as the new Head Coach for Indoor Volleyball on December 18th.

Jessica Willetts, Assistant Director of NIL and Revenue Generation was announced in early November. Willetts will help the department remain competitive as the landscape of college athletics changes.

The Live Oak Bank Holiday Tournament was played in Trask Coliseum on November 27-29.

Quarterly Activity (performance measures, etc):

- During the fall semester, 3,041 community service hours were completed by student-athletes. Softball (608), baseball (423), and women’s track and field (266) were the top three teams. Students also conducted a food drive for those impacted by Hurricane Helene.
- The Fall 2024 cumulative GPA was 3.514. 308 student-athletes earned a 3.0 or higher (85% of student-athletes), 54 students obtained a 4.0 GPA, and all 19 teams earned a 3.0 or higher.
- Beach Volleyball (3.831), Women’s Golf (3.822), and Women’s Soccer (3.820) were the top three teams.

**Special Accomplishments and Highlights:**

- Aidan Heaney, Head Men’s Soccer Coach, received a contract extension through June 2028. Heaney has led the program for 24 years and this past season made the fourth Coastal Athletic Association championship game appearance.
- The Seahawk Club broke their membership club record from 2,693 (set in 2022) to 2,734 and counting.
- The Champions Club has 65 members who have committed \$2.2 million in the 2025 Fiscal Year.

Challenges and items of special focus:

- We recently concluded a market study with CSL.
- The House Settlement continues to be at the forefront of conversations. The CAA is putting together a potential strategy to provide more clarity for member institutions in the coming weeks.



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. This quarter promoted numerous engagement activities and opportunities between our students and various campus/community organizations.

Quarterly Activity (performance measures, etc.):

- OMA sponsored the annual JROTC Orienteering Viking Trek on 26 OCT with 150+ students from all over southeastern North Carolina.
- OMA collaborated with NC4ME on 31 OCT to provide a Lunch & Learn for our military students regarding employment opportunities throughout North Carolina.
- OMA Associate Director convened a meeting with the VA and UNCW's Esports program on 21 NOV.
- OMA hosted its Cords and Coins Ceremony for all graduating military students on Monday, 02 DEC.
- OMA Director participated in the Research Hub Q2 Check-in luncheon on 09 JAN.
- OMA hosted a spring Welcome for all new Military-Affiliated Students on 10 JAN and participated in the Spring Orientation Campus Resource Fair.

Special Accomplishments and Highlights:

- The Office celebrated Veterans Week (03-11 November) with numerous events to include placing over 2,000 US Flags around campus, Annual Chili cook-off contest, Hamburgers & Hotdogs for Heroes, Veteran Week Resource Fair, Mental Health & Wellness Event, 4th Annual Veterans Week Fitness Expo, Military Appreciation Basketball Game (which honored PH recipient David Buzzard before the game), participating in the southeastern North Carolina Veterans Day Parade, and hosting the Annual Veterans Day Ceremony and lunch.
- On 06 NOV, the Military Officers Association of America (SENCLAND Chapter) awarded over \$3,000 in military scholarships to students this fall semester.
- 08 NOV, the Office was recognized by Military Times as a top "best school for veterans" which included #1 in NC, #8 in the southeast, and #28 nationally <https://uncw.edu/news/2024/11/uncw-among-best-schools-in-nation-for-veterans>
- OMA hosted Rev. Ricky Burnette (Chair of the NC Commission of Indian Affairs) to provide a lecture on leadership and military service, focusing on the intersection of military and Indigenous culture.
- 02 DEC, Camden Ege was promoted to Associate Director of OMA and elected to serve as Vice President of the National Association of Veteran Program Administrators (NAVPA).
- OMA recognized our December (2024) Graduates on 02 DEC at the semi-annual Cords & Coins Ceremony.
- OMA assisted with two graduates (Takeem Dennis and Gualberto Martinez) being recognized at Graduation Ceremonies by Chancellor Voley and on the UNCW webpage <https://uncw.edu/news/seahawk-stories/2024/12/dennis-takeem>; <https://www.wwaytv3.com/from-marine-corps-to-masters-degree-a-uncw-graduates-journey/>

Challenges and items of special focus:

- The primary focus will be on hiring a Program Coordinator now that Camden Ege has been promoted to Associated Director.
- Fundraising and scholarships for military-affiliated students will be the secondary focus for spring, 2025.



Executive Summary Statement:

Last quarter, the Office of University Relations launched the discovery phase of a comprehensive marketing/branding initiative with higher education marketing firm Echo Delta. OUR worked with Business Affairs to update the Master Plan website and collaborated with the Chancellor's Office and Office of International Programs to produce a recruitment video for international students. OUR also partnered with various campus units to celebrate December 2024 commencement, providing extensive coverage.

Quarterly Activity (performance measures, etc.):

- OUR published more than 30 news items and 13 Seahawk Stories from Oct. 1 to Dec. 31. Notable items included: [Research Team Headed to Antarctica to Study Sea Urchins](#); [UNCW Graduates Embark on New Journeys](#); [UNCW, CFCC Partner to Address Nursing Shortage](#); [UNCW Wins Esports Conference Championship](#); [UNCW Students Earn Prestigious Awards to Study in Oman](#); [Connecting, Influencing, Innovating: Seahawks Make the Wilmington Biz 100 List](#); [UNCW Among Best Schools in Nation for Veterans](#); [Pre-Hawk Program Provides Pathway for CFCC Students](#); [UNCW Seals Partnerships with Three International Universities](#); [NCInnovation Selects UNCW as Research Hub](#); [UNCW Launches NSF-Funded Initiative to Promote Women in STEM](#); [Where You Belong: UEDA Awards UNCW for Community Impact](#).
- More than 243 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from Oct. 1 to the end of 2024. Projects of note included the Chancellor's holiday card; Student Affairs annual report, *Like No Other* Campaign Impact Report; Cameron Insider; Indigenous Research Workgroup Summary Report; OLLI catalog; commencement materials and graphics and billboards for #GivingTuesday.
- Media monitoring service Cision tracks global print and broadcast content related to university news, academics, research, community engagement and alumni. Based on these parameters, Cision recorded 2,323 mentions (1,655 online, 380 TV, 175 print, 108 radio and 5 magazine) and 6.4 billion total potential news reach during the past quarter with an advertising value equivalency of \$47,024,594. OUR shared more than 19 story pitches with local, regional, state and national media and received more than 43 media requests.

Special Accomplishments and Highlights:

- As part of the strategic plan, Echo Delta is assisting the university's marketing efforts to create a brand awareness campaign to help solidify UNCW's position as NC's Coastal University. During campus and virtual visits in November and December, agency representatives met with campus stakeholders to gain insight into UNCW. Next steps include spring semester research with deliverables expected during fall 2025.
- The media production team provided marketing photos and video footage for the Graduate School; the grand opening of Discovery Hall; the Seahawk Statue relocation and [a Seahawk Story video of The Helping Hand Project](#), to enhance the *UNCW Magazine* article. Web projects included the launch of the [Faculty and Staff Profile Module](#) and the [redesigned Master Plan website](#).
- The fall 2024 edition of *UNCW Magazine* was distributed to more than 115,000 alumni and friends.

Challenges and items of special focus:

- Opportunities for 2025 include implementing comprehensive marketing/branding efforts and supporting the university's strategic priorities. Challenges involve the increasing campus demand for marketing and communication services and rising costs for equipment and services essential to OUR's mission.



Executive Summary Statement

During the second quarter of FY25, University Advancement secured substantial gifts and commitments for various programs, hosted notable events, welcomed new student ambassadors and staff members, and partnered with several campus stakeholders to increase donor engagement.

YTD Activity, July 1 – December 31, 2024

Total Productivity: \$20,021,911

- \$15,007,439 in Gifts Received (Cash)
- \$3,957,472 in Balance on New Pledge Commitments
- \$1,057,000 in New Planned Gift Commitments
- Major Gift Proposals Made: \$34,889,925 (108)
- Major Gift Proposals Funded: \$34,189,427 (98)
- 2,214 Contacts Made with Prospects

Special Accomplishments and Highlights, October 1 – December 31, 2024

- Began hosting cultivation events to identify potential donors for Kenan Auditorium renovations
- Raised over \$93K on #GivingTuesday (with year over year increases in dollars, donors and gifts received)
- Raised over \$30K in support of 12 student-led TEALstarter projects
- Hosted UNCW Foundation Board cultivation event with a focus on UNCW's creative writing program and publishing lab
- Inducted 16 new Student Ambassadors bringing the total membership to 36
- Partnered with CHSSA and UNCW Athletics to survey alumni respectively on degree outcomes and Trask Coliseum renovation feasibility
- Hosted Dr. Loh's annual holiday tea as well as the annual donor holiday reception
- Establishing additional ways to track engagement in our alumni database
- The College of Health & Human Services received a \$2.5 million gift commitment to support healthcare workforce development in the coming years.
- Watson College of Education received a six-figure gift to support the teacher workforce pipeline.
- A six-figure planned gift was secured in support of Music and Choral Programming.
- Athletics has received numerous six-figure gift commitments to support facility improvement projects, including notable support for the upgraded digital scoreboard at Brooks Field.
- New Hires: Lane Joyner, Division Business Officer; Macy Reeves, Assistant Director of Alumni Engagement Programming

Challenges and items of special focus

- Launching annual giving campaign with a goal to increase unrestricted support for each college
- Planning for Homecoming 2025 February 14-16
- Exploring ways to engage campus partners for Seahawks Give April 8-9
- Preparing FY 26 budget requests
- Continuing to navigate challenges with space and building renovations
- Working with IT to pilot HelioCampus to aid in better reporting and data sharing
- 2 current vacancies: Data Processor and Development Officer for Leadership Annual Giving