



### **Executive Summary Statement:**

The UNCW Alumni Association (UNCWAA), supported by the Alumni Engagement Programming (AEP) team, cultivates a dynamic alumni network. Key initiatives focus on promoting financial contributions to university programs, organizing events that connect alumni with students, providing volunteer opportunities, and ensuring effective communication to keep alumni informed and engaged.

### **Quarterly Activity (performance measures, etc.):**

Alumni engagement is measured through philanthropy, experiences, volunteerism, and communications per CASE standards.

**Experiential:** Signature events included Homecoming 2025, Carolina Hurricanes Game & Alumni Tailgate, Seahawk Socials for the CAA Tournament in DC, and various socials in Charlotte, Raleigh, Greensboro, and Wilmington in support of Seahawks Give. Academic/ professional gatherings featured the Chemistry Milestones Celebration, CSB Business Week, Film Symposium & Alumni Social, and the School of Nursing's 40th Anniversary Celebration. Athletic alumni events included a Softball Alumni Tailgate, Men's Soccer Alumni Golf Tournament, Baseball Alumni Weekend, and Track & Field Hall of Fame Induction & Alumni Social. Student engagement included a Seahawk Preview Day Legacy Breakfast and a Political Science student trip to Washington, DC.

**Volunteerism:** During Homecoming, the UNCWAA Board of Directors (BOD) held their Q3 meeting on campus, with each member hosting events to recruit and interact with alumni guests. The awards and scholarship committee is selecting recipients for the UNCWAA 16 scholarships, the J. Marshall Crews Distinguished Faculty Award, and Student Cornerstone Awards. Beyond the board, alumni volunteers supported Admissions at regional recruitment events and mentored in academic settings. The Student Ambassadors welcomed eight new members, organized a donation drive for Paws4People, volunteered at the NC Diaper Bank, and contributed to the NCAF. AAGA meets monthly to coordinate alumni engagement efforts and support Seahawks Give. Additionally, stewardship of the alumni board includes access to UNCWAA athletic tickets.

**Philanthropic:** The UNCWAA BOD reached 100% giving participation before Homecoming and is currently focusing on each making a gift to support an alumni challenge during Seahawks Give. The AA will sponsor the Trivia Trolley during Seahawks Give. More than \$22,000 was raised during the Excellence in Flight giving campaign that aligned during Homecoming. Four regional alumni socials are aligned with Seahawks Give.

**Communication:** From 2/7 to 3/24, 60 new class notes were submitted (650 FYTD), three alumni-owned businesses were added (25 FYTD), and 42 alumni updated their info (323 FYTD). Through emails, social media posts, press releases, and on the alumni website, each of the AA Distinguished Award recipients were announced and recognized during Homecoming. They will continue to be highlighted through the Award Reception slated for June 7. Social media strategy and communication pieces, including emails, electronic newsletters, and solicitations, have been designed/created/ sent to promote our initiatives.

### **Special Accomplishments and Highlights:**

- Thousands of alumni returned to attend Homecoming 2025, with nearly 30 engagement opportunities.
- The Wise Alumni House is nearing completion and will be featured on the NCAF Garden Tour—a special thanks to a carpet donation from Chris Brock '01 from Carolina Commercial Floorcoverings.
- A commencement video featuring notable alumni is being produced for May 2025.
- The Men's Basketball team's success attracted many alumni to DC (CAA) and Kansas (NCAA) events.
- CSB 2025 Outstanding Alumni were announced. Derek Bomar, Madison Locklear, and Joey Perkins were celebrated during Business Week.
- Dylan Bradshaw '19, winner of the 2025 Doritos Crash the Super Bowl, will return for the Film Symposium and be highlighted in the commencement video.

### **Challenges and items of special focus:**

- Planning and preparation for the 2<sup>nd</sup> Annual Weekend in Wilmington on June 6-8 is underway.

**Executive Summary Statement:**

Stacy Kosciak was announced as the Deputy Director of Athletics/COO on April 14th. Kosciak comes to UNCW from Bowling Green State University with a previous stop at UNC Greensboro. As a former student-athlete and coach, she brings a wealth of knowledge and experience to the department.

Bobby Guntoro, Head Men's and Women's Swimming & Diving Coach, was named the Co-CAA Coach of the Year after both his teams swept the conference championship for the third and fourth year in a row.

Takayo Siddle, Head Men's Basketball Coach, signed a five-year contract extension on March 26<sup>th</sup>.

**Quarterly Activity (performance measures, etc):**

UNCW Athletics received \$3.6 million in gift commitments during Seahawks Give 2025, held April 8-9 — making this not only a historic day for our athletic programs but also setting a new all-time record for Seahawk's Give.

**Special Accomplishments and Highlights:**

- Both men's and women's swimming and diving programs won the 2025 CAA Conference championship. This is the fourth year in a row the men have won, and the third year in a row for the women.
- The men's basketball team won their seventh CAA Conference Championship game in early March which is the most championships in the league.
- The men's basketball team traveled to Wichita, KS, to play in the first round of the NCAA March Madness tournament. UNCW appeared in the NCAA Tournament for the first time since going to the dance in 2017.
- Ali Zelaya, a women's basketball student-athlete, was named the CAA Defensive Player of the Year.
- Khamari McGriff, a men's basketball student-athlete, received the Dean Ehlers Leadership Award. This award is voted on by coaches in the CAA and is given to a student-athlete who "embodies the highest standard of leadership, integrity and sportsmanship in conjunction with his academic and athletic achievement."

**Challenges and items of special focus:**

- We are actively engaging in several facility projects that are currently in progress. These projects include renovations and much-needed upgrades within different programs.
- Our external revenue team is working to leverage the recent success of our men's basketball program.
- As the fiscal year slowly approaches, the Seahawk Club is finalizing all fundraising activities and ensuring we meet our financial goals.



### **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 collaborates with the North Carolina Coalition for Defense Research (NCCDR) and provides opportunities for faculty to engage and solicit grants and contracts with various federal agencies.
- Discussion between SHAHS, OMA, and the USMC Radio Reconnaissance Battalion took place on providing research and fitness training sessions for future Reconnaissance Marines.
- OMA Associate Director Camden Ege took part in the Workforce Learning & Development planning meeting to increase enrollment in the newly offered program.
- OMA Associate Director Camden Ege attended the NAVPA Executive Board meetings in Washington DC and met with elected officials from 23-27 FEB.
- OMA participated in the Explore to Soar recruiting events at BCC and CFCC on 26 FEB and 11 MAR.
- OMA assisted with the NC4ME Beers & Careers hiring event held at iFLY indoor skydiving on 13 MAR.
- OMA participated in the Seahawk Preview Day on 12 APR and provided free tickets to incoming military students to the baseball game on 11 APR.
- OMA continues to partner with the Career Center to offer bi-weekly employment workshops throughout the semester.

### **Special Accomplishments and Highlights:**

- OMA participated in Homecoming 2025 and the Annual Campaign Brunch.
- OMA has hired its new Program Coordinator, Alex Jarvis. Alex served in the West Virginia Air National Guard and started work on 07 APR. Recently, Alex worked in the College of Health and Human Services as an Academic Advisor. Welcome to the Office of Military Affairs, Alex.
- The OMA submitted information to be part of the Family Calendar Resource Guide published each fall.
- OMA Director took part in the Iwo Jima Association's 80<sup>th</sup> Anniversary event in Washington DC. Bill escorted one of the last 8 Iwo Jima Marines to the event and took part in all activities over the three days.  
<https://onedrive.live.com/?authkey=%21AMPE3wmhQmZq5Ag&id=84C6BB02D073E3C1%21124812&cid=84C6BB02D073E3C1>
- OMA co-hosted Project Mosaic on 25 MAR honoring distinguished military panelists to include former BoT member, Holly Grange, UNCW students, and 2LT Alma Cooper (Miss USA, 2024).
- With support from UNCW Athletics, OMA sponsored the Annual Military Appreciation Baseball Game on 11 APR. This year we honored WWII, Korean War, Vietnam, Desert Storm, and GWOT veterans in attendance.
- OMA co-sponsored the NC Military Business Center's DEFTECH Veteran Biz Entrepreneur Mixer at the CIE on 21 APR.
- OMA hosted the Annual Cords and Coins Graduation Ceremony in the Clock Tower Lounge on 22 APR.

### **Challenges and items of special focus:**

- Fundraising and scholarships for military-affiliated students will continue to be the focus for spring, 2025.
- Annual Cape Fear Purple Heart Dinner will be held on 02 AUG at the Burney Center on UNCW's campus.



### **Executive Summary Statement:**

In the first quarter of 2025, the Office of University Relations launched the research phase of a comprehensive marketing/branding initiative with higher education marketing firm Echo Delta. This effort builds on the discovery phase that the Board of Trustees took part in during the final quarter of 2024. OUR also worked with several campus partners to promote widespread awareness of Homecoming, the men's basketball team's championship season and NCAA Tournament appearance, as well as the historic philanthropic gift from Dr. and Mrs. Sayed.

### **Quarterly Activity (performance measures, etc):**

- OUR published more than 17 news items and six Seahawk Stories from February to present. Notable items include: [UNCW Awarded \\$1.5M for Coastal Research](#); [UNCW Announces Alumni Association Distinguished Awards Recipients](#); [NCInnovation Names Wilmington Hub Director](#); [Commercial by UNCW Alum to Air During Super Bowl](#); [High-tech Job Opportunities on the Horizon for Students](#); [UNCW Receives \\$25 Million Gift to Boost Teacher Education and Healthcare Programs](#); [Zachary Long Receives 2025 UNC BOG Teaching Award](#); [UNCW Recognized for Digital Campus Innovation](#).
- More than 235 requests for media outreach, photo and/or video support, graphic design, content production, editorial and communication support were processed from February to present. Projects of note included materials for the Cameron School of Business' Business Week and WITX, the Seahawk Club membership brochure, ads for *Business NC*, the Wilmington Visitors' Guide, *Our State* and the NC Azalea Festival.
- 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 1,825 mentions (1,242 online, 384 TV, 134 print, 62 radio and 3 magazine) and 3.8 billion total potential news reach during the past quarter with an advertising value equivalency of \$21,924,980.

### **Special Accomplishments and Highlights:**

- The news module has been implemented for all colleges, Human Resources and ITS. An events module is now active for the Arts, CHHSA and ITS. The web team is working in collaboration with Academic Affairs to enhance consistency and engagement on academic program pages and departmental sites.
- The media production team released "Welcome to UNCW" in both international and American versions and a Homecoming photo gallery and highlight video.
- The spring 2025 issue of *UNCW Magazine* is currently in production.

### **Challenges and items of special focus:**

- As part of the strategic plan, OUR is working with Echo Delta to create a brand awareness campaign to help solidify UNCW's position as NC's Coastal University. A coordinated two-part stakeholder survey was distributed in March to UNCW students, faculty, staff and alumni and a random sampling of 1,000 NC residents. The results are expected in May and will be used to guide the next steps in university-level brand awareness strategy. In addition, OUR launched a multi-platform marketing campaign in March using social mirroring, social media, streaming, billboards, digital and print ad placements in UNCW's key recruiting markets.





## **Executive Summary Statement**

During the third quarter of FY25, University Advancement fostered philanthropy through impactful events, supported campus-wide growth through grants, and celebrated a historic gift in addition to bringing in unrestricted support for each of the five colleges.

## **YTD Activity, July 1 – February 28, 2025**

Total Productivity: \$44,591,766

- \$17,158,675 in Gifts Received (Cash)
- \$25,126,091 in Balance on New Pledge Commitments
- \$2,307,000 in New Planned Gift Commitments
- Major Gift Proposals Made: \$44,735,273 (125)
- Major Gift Proposals Funded: \$37,144,275 (118)
- 2,981 Contacts Made with Prospects

## **Special Accomplishments and Highlights, January 1 – March 31, 2025**

- Hosted and supported 12 alumni events during Homecoming 2025. 248 alumni attended for the first time
- Celebrated \$25 million historic gift to support education and healthcare workforce with a special event and media campaign
- Staff attended and presented at CASE District III conference
- Collaborated with OUR on Spring/Summer issue of *UNCW Magazine*
- Hosted Mardi Gras themed cultivation event to continue to build excitement among potential donors for Kenan Auditorium renovation
- Contracted with Campus ESP to elevate parent giving efforts, and enhance partnerships with Transition Programs
- Executed *Excellence in Flight* campaign, which collectively raised over \$22,000 in unrestricted support for each of the five colleges. 454 donors participated with 36% being first-time donors to UNCW
- Slated to award \$28,000 in grants to support 23 on-campus initiatives through the Friends of UNCW support fund
- Helped amplify communication and event efforts in support of Men's Basketball CAA conference championship
- Co-hosted CHHS Scholarship Brunch and Cameron Celebration to celebrate the power of philanthropy and create opportunities for donors to connect with beneficiaries

## **Challenges and items of special focus**

- Preparing campus partners to actively fundraise during Seahawks Give April 8-9
- Working with Purchasing on several new contracts to include an RFP for a new software solution to host Advancement websites and online alumni community as well as manage our email marketing and event registrations needs
- Continuing to navigate challenges with space and building renovations
- Identifying and prioritizing post-campaign data clean-up projects
- Preparing to sunset phonathon calling program in FY26 based on return on investment
- 3 current vacancies: Data Processor, Development Officer for Leadership Annual Giving, and Development Specialist for Boards Management