Board of Trustees

Report

February 13, 2014

Report: Quarterly unit reports for the External Affairs Committee
Alumni Relations Report
Athletics Report
Community Partnerships Report
University Advancement Report
Office of University Relations Report

Summary

Enclosed are the quarterly reports for the External Affairs committee members. The reports outline the quarterly activities, special accomplishments and challenges for each area.
Executive Summary Statement:

The Alumni Relations staff has continued outreach through regional, affinity and reunion programs. The process of implementing new communication and registration programs/platforms has begun and will take several months. These tools will improve efficiency and effectiveness. The staff is continuing to assess programming and is working with Advancement Division colleagues to develop measurable performance metrics to guide strategic planning and evaluate programmatic impact.

Quarterly Activity (performance measures, etc.):
- The Alumni Relations staff planned and executed 11 chapter, reunion and affinity events with 775 total attendees.
- There were 9 targeted luncheons and volunteer committee meetings hosted with alumni of influence and affluence.
- 66 (41 unique) communication pieces (emails, electronic newsletters and direct mail pieces) were designed, created and sent as part of the Alumni Association’s strategic communication plan.

Special Accomplishments and Highlights:
- The UNCW Alumni Association hosted its annual alumni reception in Washington DC at the Willard Intercontinental Hotel directly behind the White House. More than 100 alumni networked with UNCW staff, US Congressmen and other dignitaries.
- The Triangle Area Alumni Chapter broke its attendance record with more than 150 attendees. The evening featured UNCW Chancellor Gary Miller as the keynote speaker at the chapter’s fall reception at the Prestonwood Country Club.

Challenges and items of special focus:
- Implementation and training for IModules (event registration, email communication and online giving platform) will take significant time to leverage functionality, improve efficiency and better interface with alumni constituents.
- Creating/improving the campus culture of involvement and support is an ongoing initiative. This includes a focus on outreach to faculty, staff and administrators to educate them about the role and impact they have on the institution’s ability to connect, positively cultivate and obtain support (both philanthropic and intellectual) from alumni, friends and the community.
- Homecoming has been set for the weekend of February 22-23. The Alumni Relations office will host 13 events (reunions, receptions and an awards program) throughout the weekend designed to connect and cultivate positive relationships with the institution’s alumni.
Executive Summary Statement:

Focus for the Department of Athletics during the last quarter has been on finishing the Outdoor Facilities Enhancement Plan in conjunction with a campus committee, formulating an Athletic Facilities Advancement Plan with University Advancement, continuing the Human Resources process to hire key senior staff members (Chief Financial Officer, Senior Woman Administrator and Director of Facilities and Operations), completing an annual audit required by the NCAA, Seahawk Club resource development and preparing teams for spring competition.

Quarterly Activity (performance measures, etc.):

- Seahawk Club donations up 92% YTD (12/30/13)
- Seahawk Club membership total for 2013 is 1,068 (goal was 750)
- Dub Club start-ups now 13
- Softball stadium improvements totaling $400,000 (private giving and gift-in-kind donations)
- Brooks Field improvements totaling more than $150,000
- Leadership gift of $100,000 secured for volleyball locker room renovations
- Corporate sponsorship revenue has exceeded $330,000 goal

Special Accomplishments and Highlights:

- Adam Fearing hired as Seahawk Club Assistant Director
- Beth Bridger hired in Student Athlete Academic Services
- Student athletes completed 5,337 hours of community service during the Fall semester
- Fall 2013 overall GPA of 3.29 for all student athletes

Challenges and items of special focus:

- Completing interview process for key senior staff positions
- Beginning leadership gifts phase for Athletic Facilities Improvement Plan
Executive Summary Statement:
The Office of Community Partnerships finalized a number of data-rich assessments that help support the priorities of UNC General Administration’s strategic goals for university engagement. As we continue to establish mutually beneficial partnerships for community and economic development, and as we continue to have a seat at the table for community, industry and government discussions around needs and challenges, we are able to help find solutions by linking our applied learning, community service, internships and engagement to those issues, giving students a broader scope of citizenship.

Quarterly Activity (performance measures, etc.): As per our priority areas:

Data Analytics:
- Finalized 3 year Engagement Inventory (2010-2013) Report
- Created Engagement Flow Analysis chart to show broader vision for reciprocal engagement
- Analyzed Engagement Inventory to find trends across three year span
- Analyzed Engagement Inventory to find trends within reported departmental engagement
- Cross-referenced Engagement Inventory to find several and one major opportunity for collaboration
- Found trends for four major areas of focus: education, environment, health and human services and cultural arts
- Developed Levels of Engagement Matrix to measure current engagement status and maximum opportunity potential for partners
- Created measurement tool for self-assessment of community and economic engagement
- Conducted Self-Assessment of University Engagement
- Completed Institutional Effectiveness report for SACS accreditation
- Will begin Carnegie Re-Classification as Engaged University in February
- Will begin External Stakeholder Engagement Assessment in March

Corporate & Community Engagement:
- Enlarged Campus Outreach Council in response to engagement trends and broader reach
- Finalized MoU for service learning, applied learning and community service partnership with Miracle League, as national model
- Restructured Neighborhood Partnerships for reciprocal engagement
- Facilitated Regional Branding Initiative for Economic Development
- Co-hosted community forums on gun violence with City of Wilmington
- Developing University Urban Task Force and Action Committee
- Re-establishing partnership with Wilmington Housing Authority
- Business Leaders Summit Tourism & Hospitality Profile Study Report, November 2013

Community Relations:
- 5 presentations at Coalition for Urban & Metropolitan Universities annual conference, October 2013
- 2 presentations at NC Campus Compact annual conference, February 2014
- Engagement highlight features on website: faculty, students, staff, (coming soon) partners
- TV news interviews (secured by OUR) for NC Campus Compact conference
- Regional Branding Initiative survey results released
Special Accomplishments and Highlights:

- Hosted NC Campus Compact annual conference “Anchoring Community Vitality,” February 2014
- Selected by APLU as one of 20 national universities for economic engagement cohort, January 2014
- Appointed to APLU measurement and metrics for engagement committee, November 2013
- Branding Initiative Model selected by Secretary of Commerce as model to be used by state
- (Chancellor) appointed to CUMU Executive Committee, December 2013
- Appointed to CUMU Research Agenda & Data Collection Task Force
Executive Summary Statement:

The Division for University Advancement continues to endeavor to heighten UNCW’s philanthropic giving and alumni relations programming through effective engagement of alumni, parents, faculty, staff, students, friends, corporations and foundations. Although positive activity and results occurred in the first quarter, it is anticipated that a more focused effort in front-line fundraising, especially in major and principal gifts, will position UNCW to more effectively secure much-need private support. Conversion to a new software solution (Raiser’s Edge) to more effectively drive business and expand fundraising capabilities is underway and is on track.

Activity (YTD performance measures, etc.):
- $4.87M in gifts secured as of 12/31/2013 (6,552 gifts; up 74% over same time last year)
- 151 major gift proposals submitted
- Proposal value - $3.07M
- Commitments made - $1.31M
- 1,459 contacts made with major gift prospects
- 5 new planned gift valued at $667,866
- 5 new merit scholarships established

Special Accomplishments and Highlights:
- 1,784 individuals in the Clocktower Society (donors giving for at least 3 consecutive years)
- 1,141 individuals in the UNCW Society (donors making annual gifts over $250)
- Hired Charity Feeney as Events Coordinator (filled the position Kelli Queen vacated when she accepted the position of Assistant Director of DR – Stewardship & Engagement)
- Hired Meredith Morris as Stewardship and Administrative Coordinator
- Events: 36 events; 2,600 guests engaged with the university
- Personalized ‘13 in 2013’ email sent to board members, Wilmington Society and UNCW Society members; generated an average open rate of 59% with 15% click throughs to the website (this type email generally has an average open rate of 15% and 3% click throughs).
- 610 Endowment Reports were sent to donors and honorees.
- Phonathon pledges between $250 - $499 have grown 54% since last year. This is attributed to our recurring ask of $50 for five months and the introduction of the new UNCW Society.
- Parent acquisition rate is 44% versus 38% last year. Overall revenue per parent donor is up $55.
- Hosted 65 graduating seniors and their guests at the Kenan House in December for the annual Senior Toast, which honors graduates who participate in the Senior Class Giving Campaign.

Challenges and items of special focus:
- Critical vacancies in major gifts and division leadership continue to hinder operations.
- We continue to experience considerable “donor fatigue” at the major and principal gifts level.
- Special focus on donor engagement through giving society recognition and taking better advantage of campus activities to engage donors.
- Retention of alumni donors is a challenge. Currently at 25% retention rate vs. 29% YTD.
- Examining all opportunities to increase alumni participation to include face-to-face visits with alumni leaders, one-day giving challenge promoted through social media, better integration and collaboration between UA and other campus to advance alumni engagement.
Executive Summary Statement:
This past quarter, the Office of University Relations (OUR) produced “13 of ‘13,” a digital publication focused on UNCW’s research achievements in 2013, distributed to local and regional media, the community and leaders at peer and aspirant institutions across the nation, achieving a 29% open rate (national average for email newsletters: 19%). The publication resulted in a front-page placement (StarNews) locally and will serve as a springboard to engagement with regional and national media. OUR also completed the 2014 institutional (brand) spot, a key promotional tool used during sports telecasts and in online promotion of the university to current and prospective students, donors, and media. The Office of University Relations also secured media coverage for major campus programs and events (see below).

Quarterly Activity (performance measures, etc.):

- Media placements for programs/events: the Star News, Greater Wilmington Business Journal, Port City Daily, WWAY, WECT, Lumina News, Wrightsville Beach Magazine, Beach Carolina Magazine and News14. OUR also secured a Greater Wilmington Business Journal interview with Chancellor Miller to discuss the potential for new doctoral degrees at UNCW.
- Promotional, design, and/or video services were provided for: the School of Health and Applied Human Sciences Paws4People program, a campus concert with Grammy winners Emmylou Harris and Rodney Crowell and a $50,000 innovation grant application for the Watson College of Education; a revised outlook from Moody’s Investor Service; a Top 30-ranking from Kiplinger’s Personal Finance; the campus’s Martin Luther King Jr. Celebration with Nikki Giovanni; and the regional branding identity project involving the Cameron School of Business, Community Partnerships and local/regional civic leaders.
- OUR is actively working on key design/web/video projects for University Studies, Athletics, Randall Library, Watson College, Cameron School and others.
- OUR produced a video about the revised University Studies program, based in part on the faculty presentation at the last BOT meeting. The video was a “hit” with UNC system faculty representatives.
- OUR worked closely with Emergency Health & Safety and other campus partners to distribute timely, accurate inclement weather information during the Jan. 28-30 ice storm, via numerous communication channels (the homepage, UNCW Alert page, UNCW Alert hotline, campus-wide emails, social media and media relations).

Special Accomplishments and Highlights:

- The “13 of ‘13” digital publication, and the brand spot, and emergency communications during the ice storm serve as highlights of the past quarter.
- In January OUR welcomed Jeff Janowski, manager of photo services; and former Fayetteville Observer reporter Venita Jenkins, who joins the team in February as a public communications specialist.

Challenges and items of special focus:

- OUR will require Information Technology support this semester to upgrade various systems used to maintain websites and conduct effective communications in time-sensitive situations, e.g. if the team needs to work remotely during inclement weather or other emergencies.