Howdy!

Welcome to the first quarterly newsletter for our division. University Advancement is simultaneously the smallest division at UWG yet the most visible one. People watch us daily, whether they are our co-workers at the university or our friends in the community, state and region. Because of that visibility, much is expected of us.

Several wonderful things have already happened during the first quarter of fiscal year 2015. Pledges and gifts secured by our development crew have already exceeded $1.6 million, putting us on track to reach $6 million once again this year. Special “shout outs” go to Baylor Bassett and Bill Norris for leading the way. Coach Will Hall’s football team is 4-0 and already receiving top-25 votes, and both men’s cross-country and men’s golf have won tournaments recently. Alumni Relations has completed another successful homecoming and worked with Danielle Tackett’s team to make Dr. Marrero’s inauguration seamless. In addition, UCM is hard at work delivering the message of all the good things happening at UWG.

I appreciate all that you do to advance the university. I know that Dr. Marrero and the rest of West Georgia feel the same way. I feel honored to work with such a dedicated and professional group.

We all have much to be proud of. Keep up the wonderful work!

Bill Estes, Ed.D.
Vice President for University Advancement and Executive Director of the UWG Foundation
Athletics has started off the year with a bang in terms of involvement with the student community, as the Student Zone Tailgate transitioned into a new format with the advent of “The Hill” overlooking University Stadium. Providing free food, Monster and Coca-Cola products, college football on big-screen televisions, games and the opportunity to participate in on the field promotional activities, “The Hill” is a one-stop shop to help increase and engage the student community with UWG football and athletics as a whole. In addition, Wolves Plaza was recently created as a gathering and tailgating area just behind the student seating section. A bronze wolf that stands over 7-feet tall, 9-feet wide and 3,500 pounds guards the plaza and serves as a pinnacle for new traditions with Wolves Athletics.

Wolves Plaza dedication occurred Friday, September 19, 2014.

Wolves Helping Others had a banner year in the 2013-14 academic calendar, and the Wolves are moving in the right direction this year, as student-athletes, athletic coaches and staff members continue to participate in this outstanding program. Student-athletes are already visiting local schools to encourage the longstanding mantra of “Stay in School” and to help further drive home the important message of a high school and eventually a college education.
The University of West Georgia supports the NCAA Division II initiative with the Make-A-Wish Foundation. The Student Athlete Advisory Committee (SAAC) brought out the buckets for the first time this academic year at “The Howl,” which is quickly becoming a must-attend event for students and the community in preparation for the new athletic year. SAAC had an outstanding response to the fundraising effort this year and will continue to raise funds for the Make-A-Wish Foundation throughout the year. Assistant Athletics Director Laura Clayton heads up the program as an advisor to SAAC, and she indicates that athletics is well on its way to raising this year’s goal of $1,000.

In efforts to increase student engagement at athletic events, Athletics has initiated a kiosk each Tuesday-Thursday from 11:30 a.m. until 1:00 p.m. outside of the UCC. Athletics representatives, including head coaches, are encouraged to meet the student population at this kiosk in order to further increase awareness of athletic events and to have the one-on-one conversations necessary to build a “relationship” that lasts far beyond the time that a student walks across the stage at The Coliseum with a degree in hand.

Athletics has also been actively involved in building and increasing awareness through initiatives such as “Storm the Bus,” “Classroom Takeovers” and “Wallet Drops” through the first few weeks of the academic calendar. With “Storm the Bus,” athletic representatives ride the various buses around campus, handing out handbills about upcoming events. In “Classroom Takeovers,” athletics has coaches and players takeover a classroom, with prior approval from the professor, to talk about this week’s games and fire up the class. “Wallet Drops” are where athletic representatives drop wallets throughout the campus filled with small gifts from Athletics corporate partners and an invitation to this week’s game, where the student can return the wallet for a prize at halftime.

Each week, Athletics hosts “Paws on the Porch,” which provides a meal for a different student group. The program offers the opportunity for coaches and players from all athletic teams to mingle with the various student groups on campus. These events are held each Wednesday on The Porch overlooking University Stadium.

University Advancement

Dr. Estes, our esteemed vice president, took the ALS Challenge following his team’s recent planning retreat at Sunset Hills.
Inauguration

UCM was instrumental in assisting with the inauguration of Dr. Kyle Marrero, with each team contributing to its success. From invitations and creative design work, to videos, photography and press releases, the UCM team worked around the clock to represent the pride that we share in UWG.

The Alumni Relations team was heavily engaged with the inauguration of President Marrero with service on the steering committee as well as volunteer hours at all events. The AR Team also put on a fantastic Homecoming for alumni and friends with record attendance at the President’s Breakfast and the Alumni Tailgate, and an exciting Wolves Capture the Square event. Go West! Go Wolves!

The Alumni Relations primary volunteer organization, the Alumni Board of Directors, led by alumnus Greg Benda, has reached another milestone. For three consecutive years, the board has had 100 percent support of the Annual Fund. The Young Alumni Council also celebrated 100 percent giving.

In 2013 the Alumni Association launched a bid to raise $25,000 to endow a Legacy Scholarship. This new fund will be completely endowed by Dec. 31, 2014. Congrats to the alumni leadership for helping make this happen.

University Communications and Marketing

UCM proudly launched the next evolution of the award-winning Go West brand campaign.

The University of West Georgia is going places: West (of course), north (admissions increases) and through the roof (division, campus and alumni pride)! We in University Advancement realize that UWG is on the cusp of greatness and moving closer daily to becoming the best comprehensive university in America, sought after as the best place to work, learn and succeed. And in the midst of it all lives the Go West spirit that has been enthusiastically embraced by the community – and recognized well beyond the campus. In an ongoing effort to continue to capture the attention – and imagination – of people across the state, region and nation, UCM is proud to announce a bold new iteration of the Go West campaign. Stay tuned in the coming weeks as we roll out newspaper ads, digital ads, radio and outdoor boards, in tandem with the resurgence of our award-winning television campaign. In addition, view our new season ticket football sales spot, as the Wolves continue their quest to be undefeated.

UCM shared many accomplishments during the past months with our division through honoring the legacy of Lillian Williams, supporting homecoming festivities, events and live game productions, and featuring dynamic support and content for the inauguration celebration. Here’s to more divisional and departmental successes as we aspire to become more engaged campus leaders and colleagues. Advance West!

Metrics-Minded

UCM has submitted 35 news distributions in the form of press releases, media advisories or hometown releases this quarter.

We currently have the following social media numbers (cumulative):

- Facebook likes: 17,425
- Twitter followers: 2043
- YouTube views: 101,746
- Instagram followers: 185
- Look for us on Pinterest very soon!
Alumni Relations

This year’s Homecoming king and queen are members of the advancement team! Solomon Seaborn, a senior finance major from Atlanta, and Hayley Wilson, a senior special education major from Lawrenceville, serve as Blue Coats, University Advancement’s student ambassador organization that is supervised by Kevin Hemphill (Alumni Relations).

UA Calendar

10/5  2:00 p.m.  Soccer vs. North Alabama
10/9  7:00 p.m.  iDebate Rwanda vs. UWG Debate
10/10  7:00 p.m.  Volleyball vs. Christian Brothers
10/11  3:00 p.m.  Volleyball vs. Alabama-Huntsville
10/13  Exhibit  “Over Here and Over There: Georgia and Georgians in World War II,” through 12/7
10/14  7:30 p.m.  Cabaret: Community Preview
10/15-18  7:30 p.m.  Cabaret
10/16  8:00 a.m.  Go West For A Day
10/17  7:00 p.m.  Swing Time: Big Band Music from WWII Era
10/18-19  2:30 p.m.  Cabaret
10/18  2:00 p.m.  Football vs. Delta State
10/28  6:00 p.m.  Volleyball vs. Lee
10/28  8:15 p.m.  UWG Wind Ensemble
10/29  5:30 p.m.  Soccer vs. West Alabama
10/30  8:15 p.m.  UWG Opera Workshop Scenes
11/1  2:00 p.m.  Football vs. Mississippi College
11/2  1:00 p.m.  Soccer vs. West Florida
11/4  7:00 p.m.  Volleyball vs. Valdosta State
11/6  7:00 p.m.  Volleyball vs. West Florida
11/8  9:00 a.m.  Alumni Board and Young Alumni Council meetings in LLZ6
12/11  8:00 a.m.–7:00 p.m.  Alumni House Open House

Save the date for Alumni Weekend 2015: April 10-11