

# **BOLDLY RISING**

***WINTHROP'S CAMPAIGN FOR WHAT'S NEXT***



# WINTHROP IS ON THE RISE

**ENROLLMENT IS GROWING, PARTNERSHIPS ARE EXPANDING, AND OUR UNIVERSITY IS POSITIONED TO PLAY AN EVEN GREATER ROLE IN PREPARING A WORKFORCE FOR OUR REGIONAL NEEDS.** There is real energy behind this positive change. The leaders of our university are dedicated to delivering continued progress for our students, faculty, staff, and alumni. Winthrop is a place where potential is discovered, confidence is built, and lives are transformed. Now is our time to make bold moves to continue our positive trajectory.

Winthrop is at an inflection point. We have launched a \$30 million fundraising campaign to expand opportunities

for our students, strengthen academic programs, and prepare the next generation of leaders for the region. By encouraging greatness from each other — donors, students, alumni, faculty, and staff — the Winthrop family will elevate our university to new heights and be an exceptional pipeline for the local workforce, Charlotte region, and beyond. Today marks a moment which will define what Winthrop can become for generations of future students.

Private financial commitments ensure that Winthrop can equip our students with the confidence to face a rapidly evolving world. We invite you to learn more about our plans to raise funds for scholarship, the Honors College, engineering, health sciences, athletics, and student career readiness.

**WE ARE EXCITED ABOUT WHAT'S NOW AND WHAT'S NEXT. JOIN US TODAY IN OUR BOLD EFFORT TO MEET THIS MOMENT AND RISE.**



FROM THE DESK OF THE PRESIDENT



It is an exciting time at Winthrop University. Our Board of Trustees and staff leadership are confidently pursuing possibilities to grow in size, relevance, and excellence. We are attracting more learners than ever from South Carolina and beyond. In fall 2025, we enrolled more than 5,000 students for the first time in four years. Significant private investment is essential for our university to grow and reach our goals.

As we grow, you—our alumni, friends, and supporters—can be confident in our unwavering commitment to endure as a comprehensive institution which challenges our students to lead in a world of constant flux and transition. We are fostering growth and connectivity within the region encompassing metropolitan Charlotte in order to lift the

possibilities for our students and for regional industry.

Winthrop is once again a trailblazer, offering our students more than many people realize. We produce exceptional results in the classroom, in our sporting arenas, in cultural programs, and in partnership with other schools and businesses. Winthrop is a key driver of positive change in our region.

The ***Boldly Rising Campaign*** represents what's next: meeting and exceeding the important initial steps of our *Winthrop: United in Excellence* strategic plan as we grow toward our 150th anniversary in 2036. This \$30 million campaign marks a critical point in our university's history as we sprint to that historic milestone, and donors to this campaign will bring our well-mapped strategy to life. Every gift will open new opportunities that will shape generations to come.

Please continue reading about our vision for where Winthrop is headed and consider your role in what's next at Winthrop.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Serna'. The signature is fluid and cursive, written over a white background.

Edward A. Serna '02  
President



# THE WINTHROP VISION

**We aspire to be a transformational institution providing an excellent and affordable education within a vibrant and inclusive community offering the gift of learning, the tools for lifelong learning, and the confidence born of a robust and disciplined learning experience.**

# BOLDLY RISING WILL DRIVE CHANGE AT WINTHROP...

Demographic shifts, workforce demands, and rising costs are reshaping higher education. The shrinking pool of college-aged students is a challenge for all colleges and universities. This “demographic cliff” is expected to last over the next two decades. To address it, Winthrop is innovating our education delivery, diversifying our student populations, raising additional philanthropic funding for scholarships, and strengthening

ties with local industry. We plan to meet today’s challenges and thrive.



Winthrop is at the hub of a thriving regional economy. Already established in academic areas including education, the arts, social work, the sciences, and criminal justice, this map illustrates where Winthrop is growing. At the center of this dynamic region, Winthrop is not only preparing graduates—it is shaping the people who will lead, serve, and strengthen these communities.

## ... AS WE PREPARE FOR AND DELIVER ON WHAT'S NEXT.

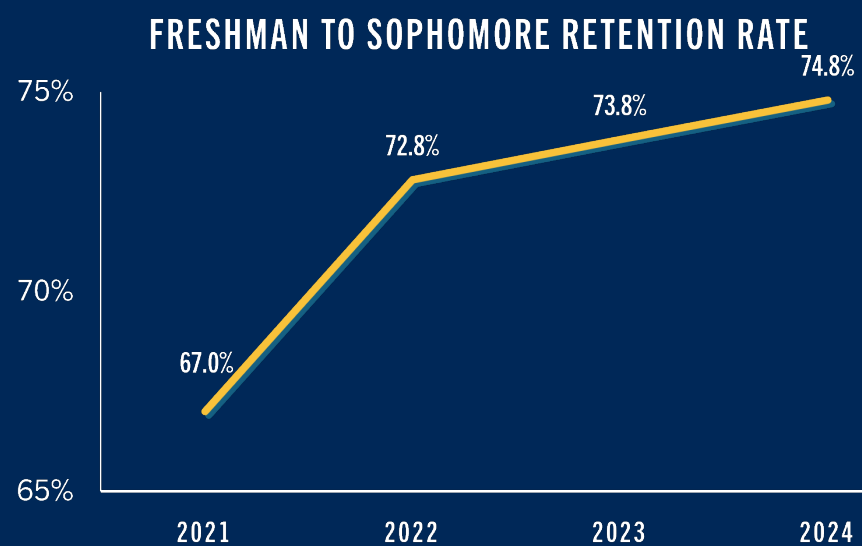
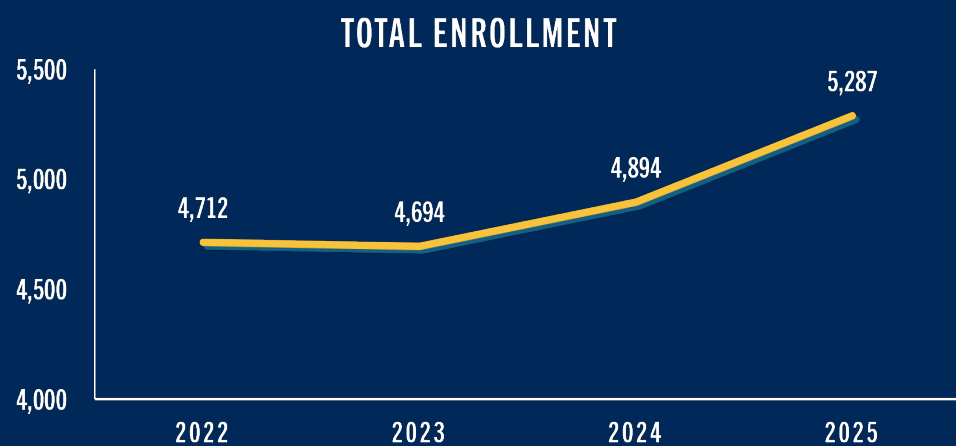


“Winthrop is successfully forging strong relationships with business leaders in our region who desire collaboration with our vibrant faculty and students. We have raised our academic profile, added research and doctoral programs, and expanded our Honors College.”

— Sebastian van Delden, Provost

# OUR TRAJECTORY IS SET

Consistent with our strategic plan, *Winthrop: United in Excellence*, enrollment and retention are trending up. New educational delivery methods such as Winthrop Elevate are gaining traction and allowing opportunities like never before for adult learners.



Overall enrollment has ticked up — 12.2% since Dr. Edward A. Serna '02 became Winthrop University's 12th president.



Elevate is South Carolina's first ever fully online competency-based education (CBE) degree. Adults such as veterans, service members, and full-time workers can get a Winthrop degree with self-directed and self-paced flexibility at an affordable cost. CBE students interact with Winthrop professors and have access to financial aid. Winthrop's first semester saw 25 students and offered Health Informatics, Organizational Leadership, Organizational Operations, Community and Health Services.



"Winthrop is matching its vision statement with action to transform lives through higher education. I believe in our institution's promise, and I hope many supporters will join us as we rise to the occasion to strengthen it."  
 — Joel Hamilton, Chairman of the Board

# A CAMPAIGN TO SHAPE WINTHROP'S FUTURE



Winthrop's enrollment is rising. We have a strong financial position and have established solid partnerships that extend our reach and relevance. We are thriving in a rapidly changing higher education landscape defined by new technologies, evolving workforce needs, and increased competition for students and public resources. Our graduates already power the region's schools, businesses, hospitals, and communities, but to make a larger impact, Winthrop must secure significant philanthropic commitments from those who believe in the power of higher education.

*Winthrop's Campaign for What's Next is a*  
**\$30 MILLION INVESTMENT**  
*in students, programs, and opportunities that*  
*will shape our university for decades to come.*

Your support will empower our university's immediate opportunities:

- » Expand access to a Winthrop education with new scholarship funding
- » Expand and diversify our academic enterprise to align with regional and national workforce needs
- » Support our student-athletes in pursuing excellence in athletics and in the classroom
- » Enhance the student experience with improved pathways for leadership and career readiness

This campaign will *ensure* that Winthrop continues to prepare the kind of graduates the world needs most: confident teachers, innovators, entrepreneurs, creatives, and leaders who embody the values of integrity, curiosity, and service. When you invest in Winthrop, you expand what is possible for our students and for the communities they will go on to serve.

Keep reading to discover the four pillars of Winthrop's ***Campaign for What's Next.***



“Winthrop’s leadership is united in advancing a bold vision for our university. Through this campaign, we are turning that vision into action—expanding opportunity and transforming lives. I invite others to join us in supporting Winthrop’s future.”

— Gary Williams, Campaign Co-Chair



# CAMPAIGN PILLAR ONE

## Expanding the Workforce for Tomorrow

**\$17,000,000**

Winthrop is aggressively pursuing the expansion and diversification of our already strong academic enterprise to align with regional workforce needs and address the enormous retirement shift coming to our country. New programs such as health sciences and engineering will join other successful programs like arts, education, humanities, social and natural sciences as critical components needed to attract students and prepare them to be leaders in the state. We must be able to provide modern equipment and outstanding facilities in which students apply their knowledge for the entire academic enterprise.

Through this campaign, we look toward the future and concentrate on growing into areas where Winthrop doesn't have a historic track record or prominent reputation. In this way, not only do we supply the workforce our region needs, but we also strengthen

existing programs and add new majors to bolster enrollment and student retention. For example, nursing is a sought-after undergraduate major and the demand for professionals in health-related fields has never been greater.

### CAMPAIGN IMPACT: **ACADEMIC EXCELLENCE**

- » Build new teaching labs
- » Recruit faculty
- » Provide scholarships
- » Launch new workforce partnerships
- » Attract and retain talented students



South Carolina, along with neighboring states Georgia and North Carolina, faces some of the largest projected nursing shortages in the nation, according to workforce projections from the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA). Winthrop will become an essential community partner in the regional health infrastructure by helping supply the qualified nurses our local healthcare systems seek.

Other examples include advanced manufacturing and technology-driven industries where South Carolina's economy is evolving. The need for highly skilled engineers and software professionals outpaces supply. Winthrop's first engineering programs — beginning with software engineering in 2025 and followed by South Carolina's first advanced manufacturing engineering program in 2027 — will position the university as a key contributor to our state's growing innovation economy.

Winthrop is strengthening current programs and expanding into new program areas and career pathways where the Upstate and Charlotte regions face critical workforce shortages as a platform for growth of our university and the regional economy:

- Health science and nursing
- Engineering in advanced manufacturing, automotive, mechanical, and industrial
- Aviation
- Artificial intelligence
- Fintech
- Game design
- Cybersecurity

Our residential and online learning experiences empower Winthrop grads to create the future, theirs and ours. Faculty, staff, and students are dedicated to learning and experimenting to strengthen the impact of a Winthrop education. Through **Boldly Rising**, donors have an opportunity to shape the future of Winthrop and help educate the next generation of nurses, engineers, technology specialists, teachers, and innovators our region urgently needs.

A SELECTION OF WINTHROP'S RECENT "FIRSTS" FOR SOUTH CAROLINA INCLUDE THESE NEW PROGRAMS:

- » Artificial intelligence
- » Financial technology
- » Applied software engineering
- » First doctoral degree, an Ed.D. in education and innovation
- » Criminal justice
- » Supply chain
- » Logistics
- » Game design



"I am excited about the renewed energy and fresh ideas coming out of Winthrop and appreciate that we are also respecting our wonderful collegiate traditions. There is no question that now is the time to build and grow for the future. Investing in Winthrop today will create meaningful progress."  
 — Casey Ferri, Campaign Co-Chair



# THE HONORS COLLEGE

The new Winthrop Honors College elevated the former Honors Program into a premier destination for high-achieving students. Here, students are not only challenged academically, they are developed as thoughtful leaders prepared to make a meaningful difference in the world. As a result, Winthrop attracted more honors applicants than ever and hit a historic record high of the number of Honors graduates in 2025.

There is a new comprehensive three-year leadership curriculum which aims to transform promising students into confident changemakers who know how to inspire, influence, and implement

meaningful solutions. Winthrop has integrated national programs, long-term community service projects, and local partners such as the York County Regional Chamber of Commerce to bring the curriculum to life, plus we attract thought leaders and recognized speakers who can share their successes and failures with our students.

Moving forward, we want our Honors College to be the first choice for applicants seeking an honors program. We are expanding high-impact experiences, establishing a Faculty Fellows program, and developing long-term scholarship pipelines. Donors can help attract and retain Winthrop's top academic talent by supporting this priority area.



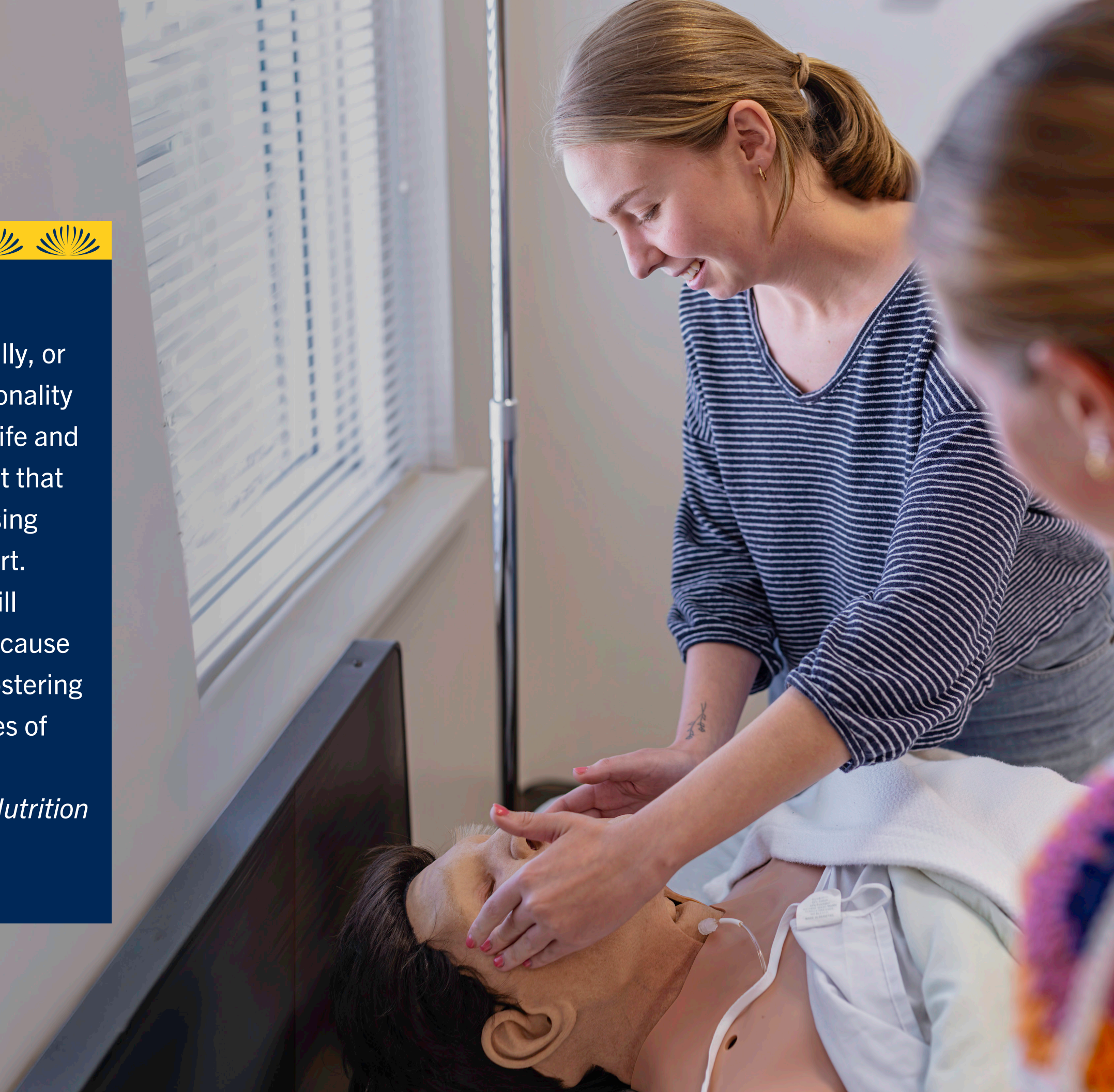
“Winthrop has so much opportunity. Opportunity in our proximity to Charlotte and healthy businesses of the state. Opportunity in our programs and people. Opportunity in growing leaders who can be role models in their communities. Opportunity in the arts, sports, and business partnerships that bring people together on campus. Donations are the fuel that will bring our opportunities to life.”

— *Bob Hambright '74, Honors College Leadership Council and Campaign Steering Committee*



“College is not an easy feat, academically, socially, emotionally, or financially. Your financial intentionality alleviates a huge stressor in my life and the lives of others. I am confident that I made the right choice by choosing Winthrop because of your support. I am confident that I can and I will become a registered dietitian because of your support. Thank you for fostering confidence in my life and the lives of other Winthrop students.”

— *Legacy Student and Human Nutrition Major Anna Beth Cochran '26*



# CAMPAIGN PILLAR TWO

## Expanding Access through Scholarships

**\$6,000,000**

Winthrop is South Carolina's most diverse public university, and more than 40% of our students are Pell grant eligible. As the price of a higher education increases for all college-bound students, more students must be able to access Winthrop regardless of their financial circumstances. Donor support ensures that talent — not financial circumstance — determines who can pursue a Winthrop education and who will become the next generation of leaders in our communities.

Through student scholarship investment, donors broaden access and help Winthrop attract high achievers. In other words, donors offer opportunity. Behind every scholarship lies a story: a student who chose Winthrop because of a donor's generosity, a family whose educational dream became possible, a

graduate whose success can uplift others. With your support, more of these stories will begin — and more futures will be changed.

Once students join our community, we work to ensure they can thrive and succeed within their individual academic journey and be ready to face the world beyond our campus. Need-based scholarships will help promising students pursue their dreams, while additional merit-based scholarships will enable Winthrop to compete to attract the brightest students.

### CAMPAIGN IMPACT: **ACCESS FOR ALL**

- » Cash, pledges, and endowment commitments toward need and merit scholarships





“Pursuing a degree in biology has always been a passion of mine, and this scholarship has allowed me to focus more on my education and research without the constant worry of financial strain. It’s opened doors for me to explore hands-on learning opportunities, participate in labs, and plan for future goals like graduate school or a career in healthcare or research. Your generosity has made a real impact on my journey, and I hope you know that you’re helping shape the future of science. Thank you for believing in me and so many others like me.”

— *Biology Grad Student Josh Harkins '28*

# CAMPAIGN PILLAR THREE

## Athletic Excellence at the Highest Level

**\$5,000,000**

Winthrop is the Campus of Champions. We are the winningest program in a highly competitive and well-funded conference, and we have the most Academic All Americans among our peer D1 schools. We are riding high at our best-ever student-athlete GPA at 3.45. The Eagles empower extraordinary camaraderie for Winthrop alumni and students alike. Athletics at Winthrop builds more than champions — it builds discipline, resilience, and pride that lasts a lifetime.

Athletics investors are fueling the success of our programs and supporting our student-athletes at record levels. Even so, Winthrop falls in the lower 25% of athletics funding when compared with competitors. Athletics staff have consistently maximized resources to stay competitive in comparison, but the landscape and urgency for more resources has changed in the age of NIL (Name, Image, Likeness).

Home to incredible land and campus, a strong alumni base and history, and the right ingredients for an amazing winning

future, Winthrop is poised to burst back onto the athletics scene in several varsity sports, club sports, and esports. Our professional staff want in on the action too by offering unique experiences such as when Winthrop faculty work hand-in-hand with our student-athletes to bridge athletics with coursework in nutrition, broadcasting, and analytics.

Additional philanthropic investment will allow Winthrop to compete at a higher level and will enable us to recruit game-changing student-athletes. Your campaign contribution can elevate Winthrop Athletics, strengthen school pride, and provide student-athletes with the resources to compete — and succeed — at the highest level of Division I competition.

### CAMPAIGN IMPACT: **PRIDE IN ATHLETICS**

- » Increased scholarship dollars for student-athletes
- » Revenue sharing dollars for immediate recruitment





**A CHAMPIONSHIP  
TRADITION:**

**EXCELLENCE IN  
COMPETITION AND  
THE CLASSROOM**

**81** BIG SOUTH CONFERENCE CHAMPIONSHIPS

**17** CoSIDA ACADEMIC ALL-AMERICANS

**27** ALL-AMERICANS

# CAMPAIGN PILLAR FOUR

## Launching Careers and Lifelong Success

**\$2,000,000**

Today's college students must have demonstrated skills and real experience before they graduate to excel in a competitive work environment. The objective of the Winthrop Center for Career Development and Internships (CDI) is to provide state-of-the-art resources and learning opportunities to students and forge partnerships between the university, our communities, and area businesses.

Winthrop is determined to help every student meet career-ready milestones, to minimize barriers for both students and employers in finding one another, and to create a campuswide career ecosystem where students and faculty alike are focused on our graduates securing the best jobs in their chosen field.

More than 40% of Winthrop's student body are first generation college students, and not all of them can afford to take the internships and short-term jobs needed to build experience due to low pay, not to mention housing and transportation expenses. Financial support for career readiness can get them to the next step in their career, whether it's an internship or their dream job. When Winthrop students

succeed, they strengthen their families, their communities, and the future of our region.

We must ensure Winthrop students are at the top of the list for regional and national industry. Reaching our goal means supporting more students participating in our programs and helping Winthrop students stand out in a competitive workforce.

### CAMPAIGN IMPACT: **CAREER READINESS**

- » Moving to the center of campus where foot traffic is highest
- » Increasing staff and infrastructure
- » Supplementing reimbursement for students related to job-seeking
- » Delivering career readiness in healthcare, engineering, finance, and advanced manufacturing
- » Creating employer partnerships to match with our students with ease





**TOGETHER**

we will ensure that the next generation of

**Winthrop students**  
has the opportunity to  
rise, lead, and make a lasting

**DIFFERENCE**

# BOLDLY RISING

*WINTHROP'S CAMPAIGN FOR WHAT'S NEXT*

## **CAMPAIGN PILLAR ONE: ACADEMIC EXCELLENCE**

Expanding the Workforce for Tomorrow

**\$17 Million**

HONORS COLLEGE — \$2M

HEALTH SCIENCES — \$10M

WINTHROP'S FIRST ENGINEERING PROGRAMS — \$5M

## **CAMPAIGN PILLAR TWO: SCHOLARSHIP FUNDING**

Expanding Access through Scholarships

**\$6 Million**

## **CAMPAIGN PILLAR THREE: ATHLETICS**

Athletic Excellence at the Highest Level

**\$5 Million**

## **CAMPAIGN PILLAR FOUR: STUDENT EXPERIENCE & SUCCESS**

Launching Careers and Lifelong Success

**\$2 Million**

## FOR MORE INFORMATION



KEVIN HUGHES

Vice President  
University Advancement

614/560-3038 mobile

[hughesk@winthrop.edu](mailto:hughesk@winthrop.edu)



ASHLEY BLANCHARD

Associate Vice President for  
University Advancement and  
Campaign Director

803/579-0389 mobile

[blancharda@winthrop.edu](mailto:blancharda@winthrop.edu)





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**University Advancement**  
206 Tillman Hall  
Rock Hill, SC 29733  
[www.winthrop.edu/advancement](http://www.winthrop.edu/advancement)