

WINTHROP UNIVERSITY CAMPAIGN CASE SUMMARY

CONFIDENTIAL







With the recent launch of Winthrop's strategic plan - Winthrop: United in Excellence – the Winthrop community is now focusing on the implementation of this plan, which will chart a course of growth for the university over the next three years. This strategic plan builds upon the early momentum that has already been achieved under the leadership of President Edward Serna.

Winthrop is on the rise! Student interest in Winthrop is increasing substantially, which has translated into enrollment growth the past two years. Construction is abundant on campus, and fundraising is on the upswing as well. Additionally, the university continues to forge new partnerships in the local region, which is

enhancing the university's presence and recognition.

Now, to dovetail with the implementation of Winthrop: United in Excellence – Winthrop anticipates embarking upon its first comprehensive fundraising campaign since 2015. The aim of the proposed Campaign for Winthrop is to secure philanthropic investments, which will help fund the ambitious goals of Winthrop: United in Excellence and further support the future growth of Winthrop. A successful campaign will enable Winthrop to effectuate positive change and address the human and economic development needs of the region and state of South Carolina.

The proposed Campaign for Winthrop will:

- Support the evolution, growth and re-envisioning of Winthrop's academic programs
- Support the establishment of new scholarships to make a Winthrop education accessible for all students, and to attract the best and brightest students from South Carolina and the Southeast region
- Support continued excellence of the Eagles athletic programs and enhance our ability to compete at the highest levels of Division I
- Support a robust co-curricular program and series of experiential learning opportunities for our students

ACADEMIC EXCELLENCE — \$30 MILLION

A key factor in the enrollment decline experienced by Winthrop between 2017-2023 was the inability of its curriculum to evolve and be responsive to the demands of the marketplace. However, under the leadership of President Serna, this is quickly changing. First, Winthrop has introduced several new academic programs during Serna's first two years at the helm, with more under development. Additionally, the university recently unveiled Winthrop Elevate, a Competency-Based Education (CBE) modality, which will be a transformative, adult and professional learning program. Beyond these additions, though, further work remains as Winthrop responds to the interests of students and the needs of regional employers.

Honors College — \$5 million

In April 2024, Winthrop announced the establishment of the Honors College that leads with leadership. Officially accepting students to begin in the fall 2025 semester, Winthrop's Honors College will be a high impact workforce talent incubator for the region. Regardless of academic major, Honors College students will hone their leadership acumen by participating in a series of leadership development seminars, events, and mentorship sessions that will include economic development and community leaders.

To fully realize the vision of Winthrop's Honors College, philanthropic investment is needed to support the infrastructure of the College. This level of investment will determine the pace at which the Honors College is able to scale and attract the best and brightest students from across South Carolina. Funds will primarily support scholarships, faculty positions and a faculty fellows program, which will recruit faculty from each of Winthrop's academic colleges to provide teaching and advising support to the Honors College.



College of Health & Natural Sciences — \$15 million

Currently, the most popular major at Winthrop is Biology, which is primarily a by-product of student interest in pursuing medical school. However, Winthrop's curriculum lacks other academic and career pathways in the health sciences, despite the fact that Health Professions is one of the most popular majors in the country and the abundant career opportunities available in these fields. Therefore, Winthrop is proposing a two-phased approach, which will eventually culminate in the creation of a new College of Health & Natural Sciences by the fall 2027 semester.

The first step in this approach is the creation of a School of Health Sciences to be launched in the fall 2026 semester. A degree program in Health Sciences would be the cornerstone of this new school, which would serve students who are interested in a public health oriented curriculum or a separate pathway for students wishing to pursue graduate/professional school and/or employment in programs and fields that require more extensive preparation in the sciences.

The second step in this approach would feature the introduction of a Bachelor of Science in Nursing program, as well as the consolidation of existing, academic programs that prepare



students for health-related careers under the umbrella of the newly created College of Health & Natural Sciences.

In order to fully realize this vision, philanthropic support will be necessary to provide funding for facility renovations, equipment, staff and faculty infrastructure, as well as scholarships to attract top students.



Engineering — \$10 million

The lack of an engineering program is yet another example of an in-demand academic discipline that Winthrop lacks, which means that a number of potential students do not even consider Winthrop for their college education. While there exists a number of robust engineering programs throughout the state of South Carolina, workforce needs in Winthrop's geographic region necessitate the need for more engineers.

With a projected launch date of fall 2025, Winthrop intends for Software Engineering to be the institution's first engineering program, which will be an adaptation of the current Applied Software Development program within the College of Business & Technology.

With the intended launch of Industrial & Systems Engineering in the fall 2026, Winthrop seeks to create a new College of Business, Engineering & Technology in order to foster the growth of additional engineering programs over the next decade. Similar to our efforts to launch offerings in the health sciences, philanthropic funding for faculty, staff, facility renovations, equipment and scholarships will be vital to successfully moving forward with these and future engineering programs.

ATHLETIC EXCELLENCE — \$20 MILLION

New Construction — \$10 million

A vision to develop the Winthrop World Class Sports and Wellness Village will propel a small, under-resourced Division I Eagles Athletics program to compete as a high mid-major program – with the potential to elevate to the highest level of power programs. The Winthrop Athletics Complex, recognized as “The Farm,” is prime property to add amenities and facilities to differentiate Winthrop Athletics amongst South Carolina institutions and the South Region to match some of the best collegiate athletic programs in the nation.

An enhanced and elongated outdoor Soccer/Lacrosse/Track & Field facility is the first project towards the realization of the Winthrop World Class Sports and Wellness Village. Men’s and Women’s Soccer, as well as Lacrosse locker rooms, are currently located in the Coliseum. Track & Field student-athletes do not have a locker room. In addition, new office spaces, meeting space, and a mental health research and development lab will be included in this new project. Providing this new facility will best position Winthrop’s student-athletes for competitive success. Additionally, relocating these programs from the Coliseum will increase

available space to Men’s & Women’s Basketball, as well as Volleyball in the Coliseum to add learning, development, and mental wellness spaces for these indoor programs

Scholarship Endowment — \$5 million

The single most effective way to attract elite athletes to Winthrop is to provide robust, competitive scholarship packages. Athletics annually allocates more than \$3.3 million for athletic scholarships for student-athletes in our 12 sponsored NCAA Division I sports, Esports, and club sports. The Big South Conference average is \$4.6 million. Fully funding this recurring expense best positions each of our athletic programs for success.

Competitive Excellence Fund — \$5 million

Winthrop has an existing fund dedicated to ensuring that Eagles athletics has flexible resources to recruit and retain the best coaching staffs possible for its 12 sponsored NCAA Division I sports, Esports, and club sports. As compensation for coaches and support staff continues to increase, it is imperative that Eagles Athletics grow its Competitive Excellence Fund to provide the best instruction and leadership for Winthrop’s 400+ student-athletes.



SCHOLARSHIPS - \$20 MILLION

Need-Based Scholarships

Winthrop boasts the most diverse student body of any public institution in the state of South Carolina, which includes over 40% of students who are Pell eligible and nearly 40% who are first generation in college. Thus, there is significant financial need on the part of many Winthrop students in order to make their education possible. The good news is that close to 50% of Winthrop students are recipients of either the HOPE, LIFE or Palmetto Fellows scholarships. Nonetheless, significant need remains and recruitment opportunities exist at traditionally underserved regions throughout the state.

Merit-Based Scholarships

Merit-based scholarships enables Winthrop to compete for the most academically prepared stu-

dents in South Carolina. These students elevate conversations inside and outside of the classrooms. Many also provide leadership for various student organizations and endeavors. They also help to elevate the profile of Winthrop, making the University more attractive to other outstanding students and highly qualified faculty. At the same time, while close to 90% of Winthrop students are from South Carolina, additional merit-based scholarships will enable Winthrop to more intentionally recruit out-of-state students, primarily those in the southeast region. As one of the few areas of the country that continues to experience population growth, we are observing institutions from outside the state of South Carolina more aggressively recruiting the state, which means that Winthrop must diversify its recruitment strategies outside of the state's borders.

STUDENT AFFAIRS - \$5 MILLION

Career Development — \$3 million

To ensure an ideal environment in which career services can prepare our students for post-graduate employment, significant upgrades are needed to the physical space of Winthrop's Center for Career Development & Internships (CDI). Additionally, modernization is needed in order to provide our students with the necessary technology and state-of-the-art resources for career development.

Beyond the physical infrastructure needed to support career development, additional investment is needed in evolving Winthrop's advising, mentorship and internship programs. Each of these elements are key towards providing Winthrop's students with robust experiential learning opportunities and require investments in staff infrastructure and technology platforms.

Student Life/Activities — \$2 million

Investment is required in an effort to enhance student life on the Winthrop campus. Once the home of a robust Greek life system, Winthrop proposes the establishment of a Greek Life Excellence Program to reinvigorate and support the growth of Greek life on the campus. While rea-

sons for the decline of Greek life on Winthrop's campus are numerous, lack of staffing to support the Greek community has been a key, contributing factor. Funding to properly support both a stable staff infrastructure, as well as ongoing programming is necessary to re-establish a robust Greek life system.

Beyond Greek life, additional investments will be made in enhancing co-curricular opportunities for students outside the classroom, which encourage more participation in campus activities both during the week and on the weekend. Funding will primarily support additional programming for students, which has been scaled back over time due to declining enrollment, and in turn fewer student fees, as well as limited state funding for such programs and activities.

Additionally, investments in student's well-being and their residential experience will ensure their overall success and satisfaction as a Winthrop student, thus encouraging increased retention rates. Funding in this area will provide additional support services for students, as well as targeted residential life facility renovations.

Campaign for Winthrop Overview

Academic Excellence
\$30 Million

Athletic Excellence
\$20 Million

Scholarships
\$20 Million

Student Affairs
\$5 Million

When Eagles soar together, we can fill the sky.

Thank you for being part of the Winthrop University philanthropic community.



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