



INSTITUTIONAL EFFECTIVENESS PRESENTS:



CONVERSATIONS
ABOUT WINTHROP DATA

**WHO WAS ENROLL'D 'MONGST WONDERS:
STUDENT ENROLLMENT WITH DR. JOSEPH MILLER**

NOVEMBER 11, 2025

www.winthrop.edu/ie/ssp



Department of IE Staff



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Agenda

- Introduction to the Student Success Partners Series
- Student Enrollment Data
- Door Prize Drawing
- Table Conversations
- Large Group Conversations
- Wrap-up
- Next Session





Student Success Partners: Conversations about Winthrop Data

- Data Transparency
- Student Success
- Conversations
- Partners





About the Data

Dr. Joseph Miller, VP for Enrollment Management & Marketing



DATA



SORTED



ARRANGED



PRESENTED
VISUALLY

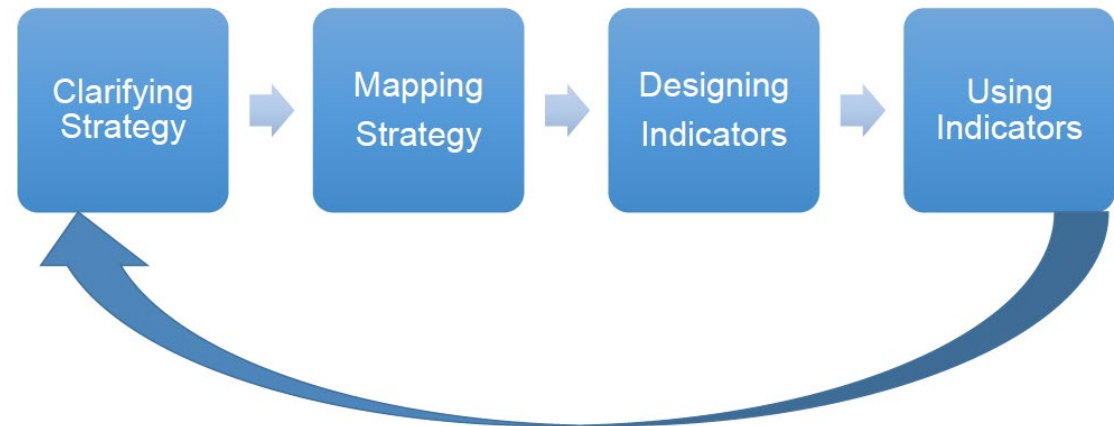


EXPLAINED
WITH A STORY



Why Data Analysis Matters...

- Synthesis, not summary
- Analysis and Insights
- Evidence-Based Management
- Support of Strategy
- Measure, Assess, Revisit
 - a continuous evaluation process for quality improvement





Types of Data Analytics, Data Maturity, and Statistics in Enrollment Management:

- Enterprise Tools (CRM, SIS, Reports, Dashboards)
 - Data Analytics Tools
- Descriptive Analytics
 - Descriptive Statistics (Comparative Analytics, etc.)
- Inferential Statistics (Z-scores, T-scores, ANOVA, Chi-square)
- Predictive Analytics
 - Predictive Statistics
 - Predictive Modeling
- Prescriptive Analytics
- Machine Learning
 - ROC AUC models, etc.





Samples of Weekly Enrollment Data Tracking:

- Persisting Enrollment & Priority Registration (Semester by Semester)
- Admissions Strategic Overview (Prospects, Inquiries, Applicants, etc.)
- New Student Application Status Comparison Data
- Applied Student Trendline Data
- Admitted Student Comparison Data
- Admitted Student Trendline Data
- Deposited Student Comparison Data
- Deposited Student Trendline Data
- Fall Orientation Sign-up Comparison Data
- New Student Financial Aid and Net Tuition Revenue Data





Enrollment and Priority Registration Data





UNOFFICIAL Summer 2025 and Summer 2024 Comparison (as of 05/20/25)							
MORNING OF SECOND DAY OF SESSION A							
	Summer 2025	Summer 2024		Final Summer 2024	Final Summer 2023		
HEADCOUNT							
ENROLLMENT							
UNDERGRADUATE:	761	744		823	831		
Senior:	299	322		389	426		
Junior:	262	237		218	226		
Sophomore:	151	141		157	132		
Freshman:	33	37		32	25		
UG DEGREE SEEKING							
SUBTOTAL:	745	737		796	809		
Non-Degree Seeking:	16	7		27	22		
Undergrad Out of State:	92	86		93	90		
Undergrad Part Time:	761	744		749	763		
New Freshmen:	1	17		19	18		
New Transfers:	10	5		15	14		
GRADUATE:	645	563		627	625		
* Degree Seeking:	623	553		562	579		
* Non-Degree Seeking:	22	10		65	46		
Grad Out of State:	165	134		138	196		
Grad Part Time:	645	563		510	501		
Total UNDERGRAD and GRAD:	1406	1307		1450	1456		
CREDIT HOUR PRODUCTION							
Total:	8942.50	8110.00		8707.00	8598.50		
Undergrad:	4516.00	4373.00		4708.00	4639.50		
Grad:	4426.50	3737.00		3999.00	3959.00		

Summer '25
Priority
Registration



UNOFFICIAL Fall 2025 Registration (as of 05/20/25)

	Fall 2025	Fall 2024	Fall 2023	Final Fall 2024	Final Fall 2023
HEADCOUNT					
ENROLLMENT					
UNDERGRADUATE:	2361	2235	2111	3969	3787
Senior:	775	788	829	953	1009
Junior:	798	662	683	838	846
Sophomore:	650	603	531	841	709
Freshman:	109	152	59	894	860
UG DEGREE SEEKING					
SUBTOTAL:	2332	2205	2102	3526	3424
Non-Degree Seeking:	29	30	9	443	363
Undergrad Out of State:	355	333	253	540	457
Undergrad Part Time:	315	283	316	664	608
New Freshmen:	18	93	0	900	867
New Transfers:	1	0	2	315	268
GRADUATE:	227	150	188	925	907
* Degree Seeking:	221	144	180	792	792
* Non-Degree Seeking:	6	6	8	133	115
Grad Out of State:	56	39	55	219	241
Grad Part Time:	88	46	80	621	655
Total UNDERGRAD and GRAD:	2588	2385	2299	4894	4694
CREDIT HOUR					
PRODUCTION					
Total:	35027.50	32919.00	31112.00	59837.50	57364.00
Undergrad:	32974.50	31541.50	29490.00	53265.00	51199.50
Grad:	2053.00	1377.50	1622.00	6572.50	6164.50

Fall '25
Priority
Registration



Fall Advising and Registration Data

Total Number of Students by College					
College	Eligible	Not Registered	Percent of Eligible	Not Advised	Percent of Eligible
AS	1037	152	14.66	82	7.91
BU	689	102	14.8	57	8.27
VP	539	76	14.1	22	4.08
ED	422	41	9.72	24	5.69
UC	33	11	33.33	7	21.21
GC	23	23	100	1	4.35
Total	2743	405	14.76	193	7.04
Total Number of Students by Class Standing					
Class Standing	Eligible	Not Registered	Percent of Eligible	Not Advised	Percent of Eligible
Freshman	611	55	9	31	5.07
Sophomore	778	119	15.3	61	7.84
Junior	871	111	12.74	47	5.4
Senior	481	120	24.95	54	11.23

NOTE:

- Includes undergraduate students registered for 202550 OR 202510 who are NOT registered for 202580 and have not graduated with an undergraduate degree from Winthrop.
- Excludes non-degree students and students with an academic standing that prohibits registration.
- Students in this report have not applied to graduate in 202550 OR 202510.





Fall Registration Holds Data

Number of Students with Holds	AS	BU	ED	VP	UC	GC	Total
Dean of Students	3	1	0	0	0	0	4
Balance Due Registration Hold	29	21	9	23	1	0	83
Student Athlete Hold	0	0	0	0	0	0	0
Immunization	0	0	0	0	0	0	0
LEAP Pgm No Reg Changes	0	0	0	0	0	0	0
Reg Hold-Veterans Benefits	0	0	0	0	0	0	0
Int'l Student hold	0	0	0	0	0	0	0
Student Success Consent	1	0	0	0	0	0	1
Admissions-Final Transcript	2	1	0	0	0	0	3
Student Financial Services	21	9	4	8	0	0	42
RecandReg-Registration	4	1	1	1	0	0	7
RecandReg-Senior Citizen	0	0	0	0	0	0	0
Graduate School	0	0	0	0	0	0	0
Judicial Suspension	0	2	0	1	0	0	3
Peer Coaching Req Not Met	0	0	0	0	0	0	0

NOTE:

- Includes undergraduate students registered for 202550 OR 202510 who are NOT registered for 202580 and have not graduated with an undergraduate degree from Winthrop.
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Prospect, Inquiry, and Application Data





CY Prospects

93,106 ▲16.7%

79,776 LY YTD

80,086 LY Final

8.0% Application Submission Rate

By Cohort

IN STATE		OUT OF STATE		INTERNATIONAL	
52,137	▲7.4%	40,137	▲32.9%	130	▼39.8%
FEMALE		MALE		STUDENTS OF COLOR	
36,048	▲38.6%	27,321	▲42.5%	55,682	▲5.1%

Top 5 US States for Prospects

[View all US States](#)

State	CY Name Buys	LY Name Buys (YTD)	YOY Change
South Carolina	52,137	48,537	▲7.4%
North Carolina	21,326	16,786	▲27.0%
Georgia	16,123	11,119	▲45.0%
Florida	620	403	▲53.8%
Texas	251	149	▲68.5%

Top 25 US Counties for Prospects

[View all US Counties](#)

County	State	CY Name Buys	LY Name Buys (YTD)	YOY Change
Mecklenburg	North Carolina	6,588	4,997	▲31.8%
Greenville	South Carolina	5,612	5,478	▲2.4%
Gwinnett	Georgia	4,959	2,699	▲83.7%
Richland	South Carolina	4,441	3,784	▲17.4%
York	South Carolina	3,925	3,750	▲4.7%
Charleston	South Carolina	3,818	3,289	▲16.1%



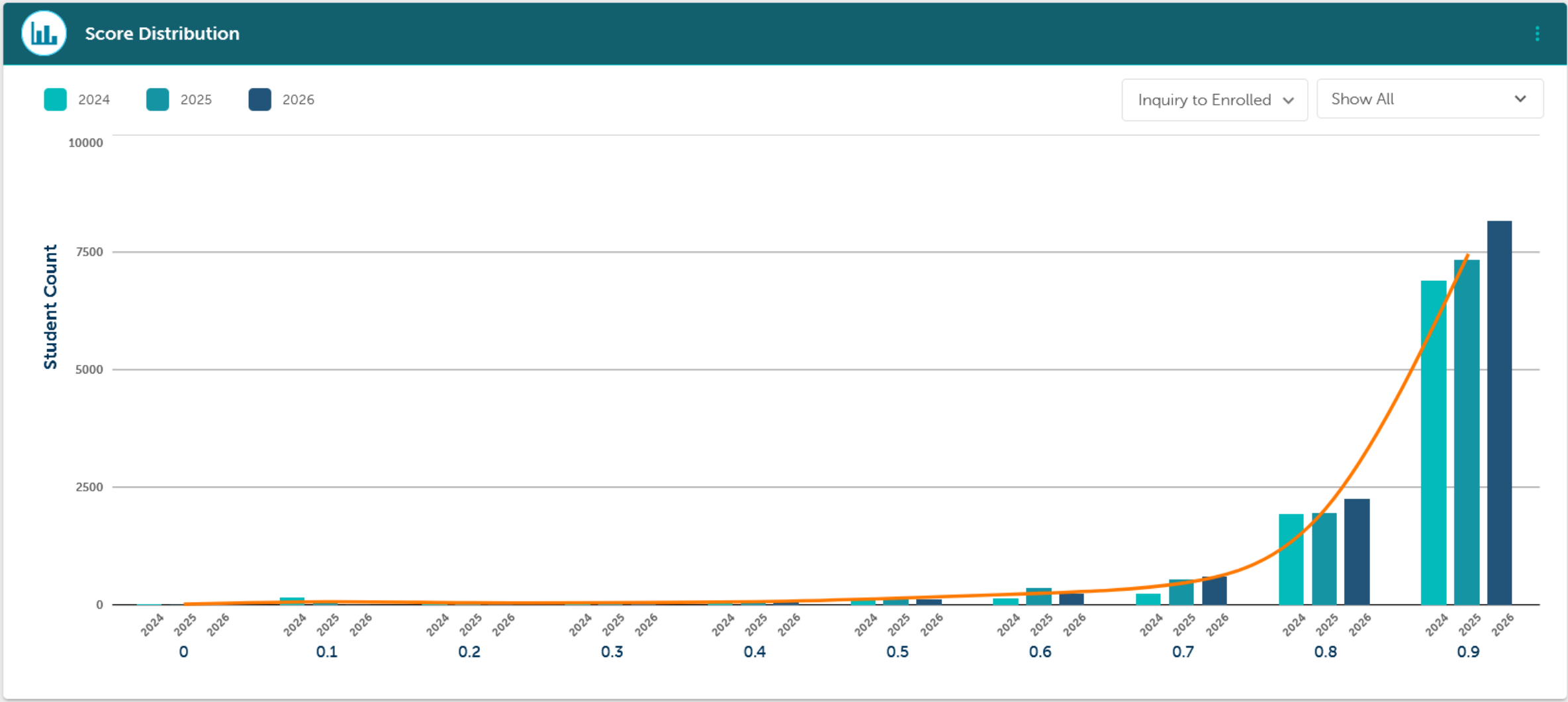


Smart+ Score Distribution by Funnel Point

Display ☐ 2024 as of 10/27/2023 ☐ 2025 as of 10/27/2024 ☒ 2026 as of 10/27/2025

Score Range	Inquiries	Δ	Applicants	Δ	App Completed	Δ	Accepts/Admits	Δ	Deposits/Confirms	Δ	Enrolled
0.90-1.00	8,163	26.40%	2,155	76.19%	1,642	76.74%	1,260	2.94%	37	75.68%	28
0.80-0.89	2,243	9.45%	212	64.15%	136	66.91%	91	2.20%	2	100.00%	2
0.70-0.79	591	6.43%	38	78.95%	30	80.00%	24	4.17%	1	0.00%	0
0.60-0.69	226	6.64%	15	80.00%	12	91.67%	11	9.09%	1	100.00%	1
0.50-0.59	118	8.47%	10	60.00%	6	100.00%	6	0.00%	0	0.00%	0
0.40-0.49	63	6.35%	4	100.00%	4	75.00%	3	0.00%	0	0.00%	0
0.30-0.39	32	15.63%	5	40.00%	2	0.00%	0	0.00%	0	0.00%	0
0.20-0.29	15	13.33%	2	50.00%	1	100.00%	1	0.00%	0	0.00%	0
0.10-0.19	5	20.00%	1	100.00%	1	100.00%	1	0.00%	0	0.00%	0
0.00-0.09	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

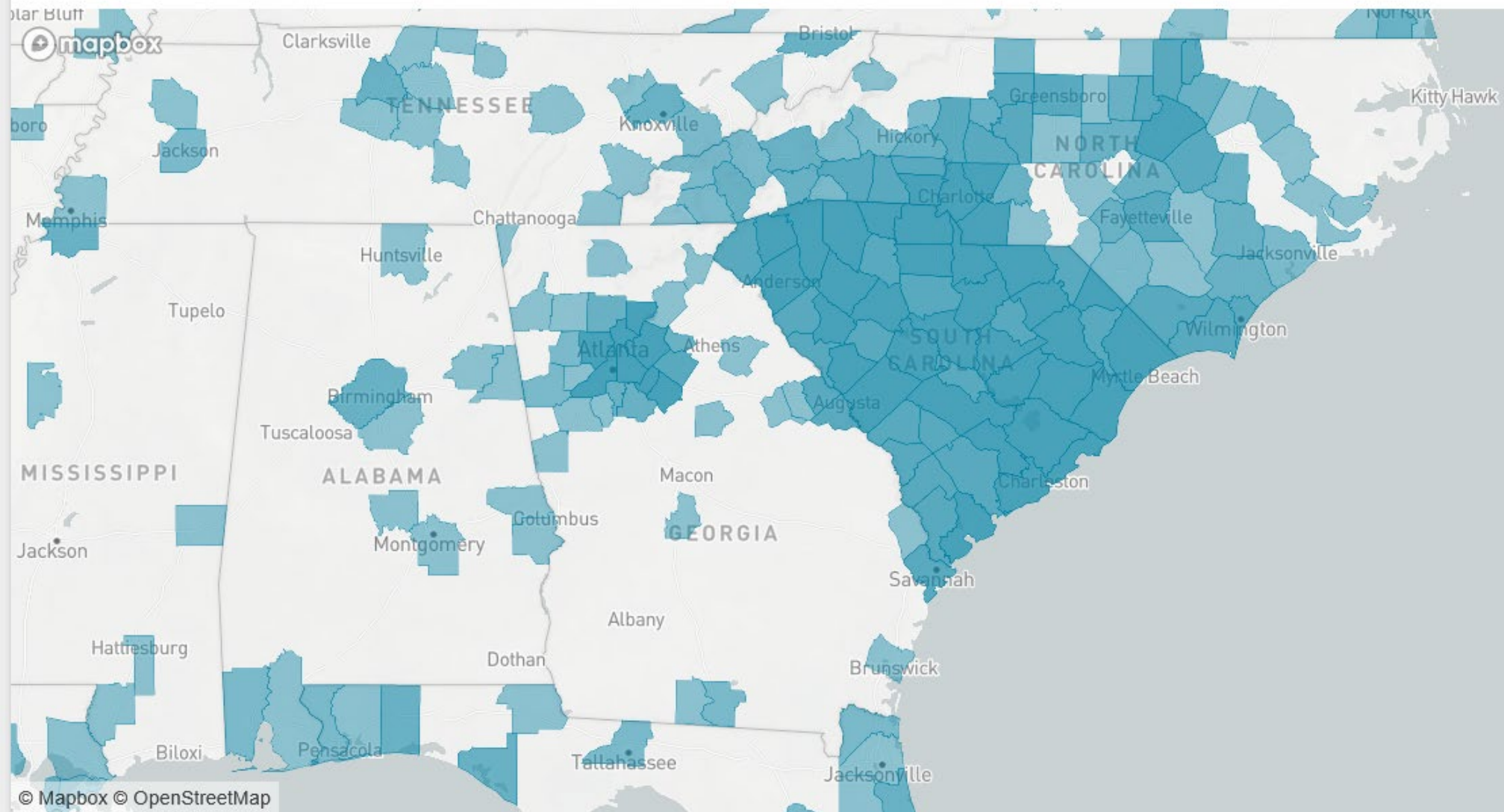






Score Distribution by Location

Display ● 2024 as of 10/27/2023 ● 2025 as of 10/27/2024 ● 2026 as of 10/27/2025

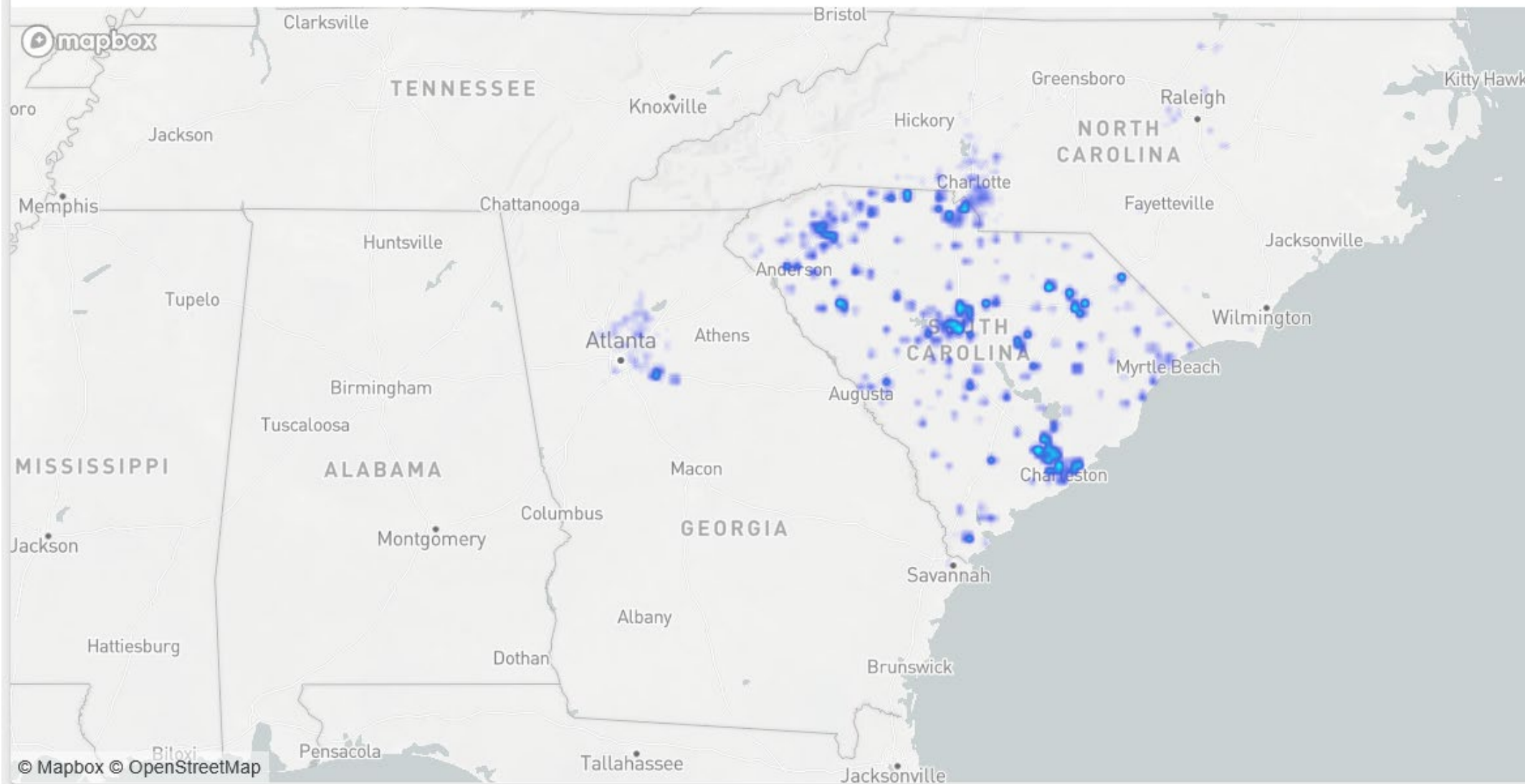


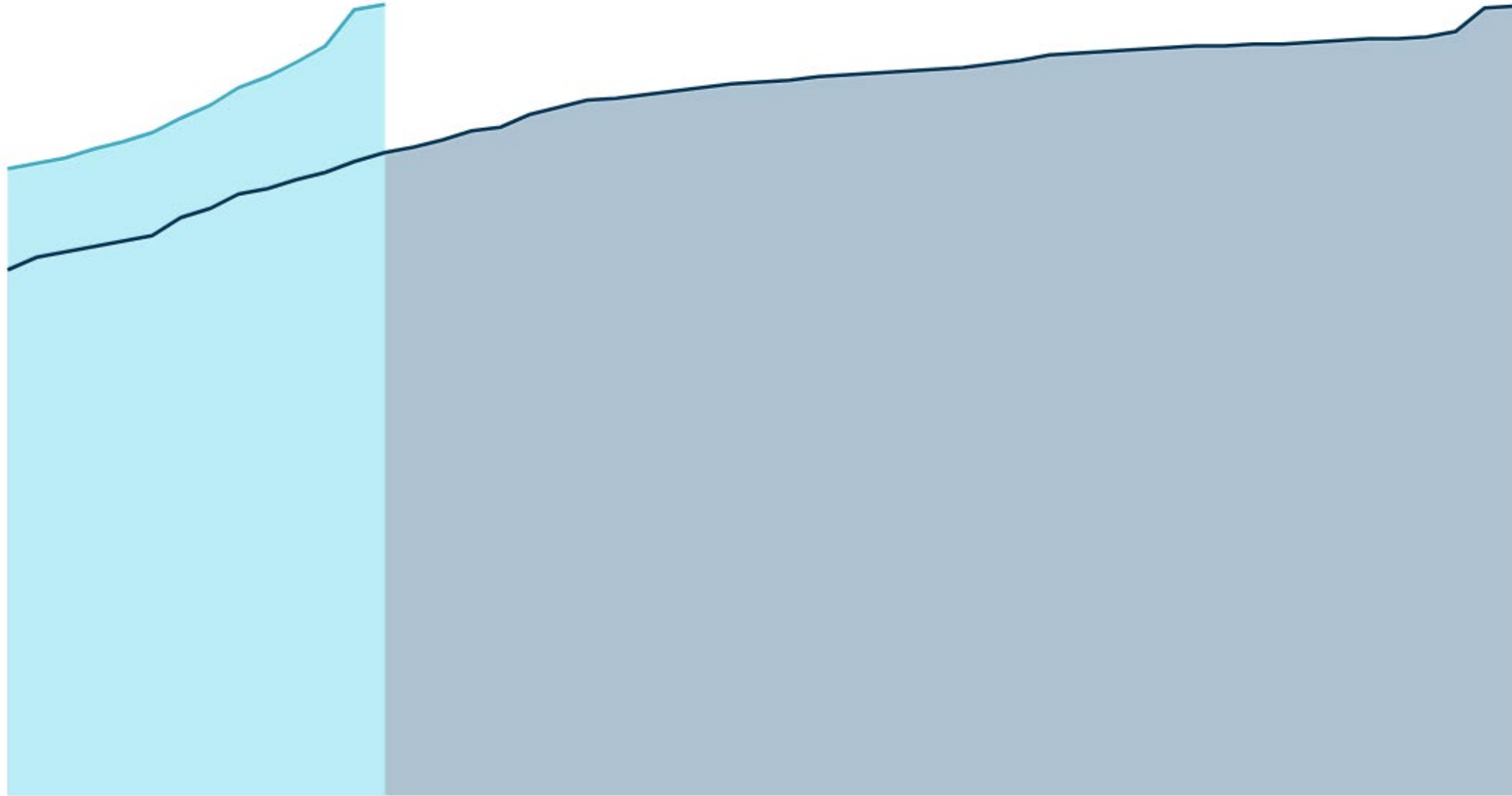


Score Distribution by Location

Display ☐ 2024 as of 10/27/2023 ☐ 2025 as of 10/27/2024 ☒ 2026 as of 10/27/2025

[Inquire](#)





■ LY ■ CY

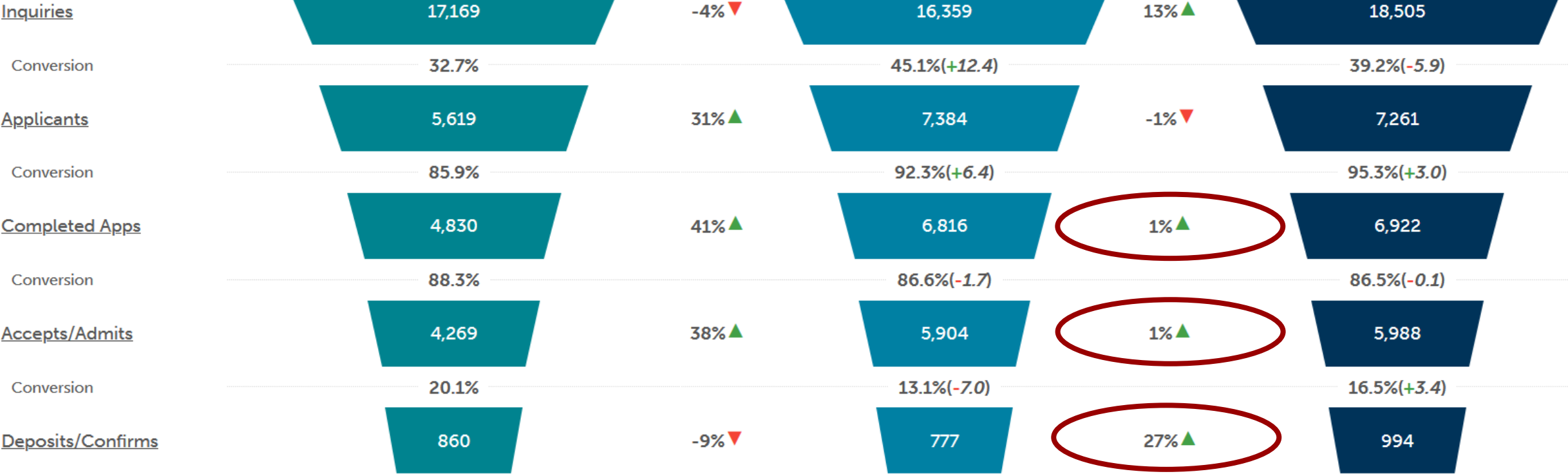


Fall Freshmen Strategic Overview

2023 students as of 5/19/2023

2024 students as of 5/19/2024

2025 students as of 5/19/2025





Funnel Summary												
2024 Students as of 10/27/2023					2025 Students as of 10/27/2024				2026 Students as of 10/27/2025			
	Prospect	Declared Student Connection	Affinity Connection	Automated Online Search	Prospect	Declared Student Connection	Affinity Connection	Automated Online Search	Prospect	Declared Student Connection	Affinity Connection	Automated Online Search
Inquiries	6,942	564	463	191	7,385	492	558	154	8,130	520	591	111
Applicants	1,968	170	72	32	1,873	175	89	21	1,825	196	79	17
Accepts/ Admits	859	87	40	19	834	83	46	10	1,058	141	52	10
Deposits/ Confirms	9	2	0	0	12	1	0	0	28	10	3	1
Enrolled	0	0	0	0	0	0	0	0	21	8	2	1





Rate Summary

	2024 Students as of 10/27/2023				2025 Students as of 10/27/2024				2026 Students as of 10/27/2025			
	Prospect	Declared Student Connection	Affinity Connection	Automated Online Search	Prospect	Declared Student Connection	Affinity Connection	Automated Online Search	Prospect	Declared Student Connection	Affinity Connection	Automated Online Search
Prospect to Inquiry (Response) Rate	22.59%	112.13%	67.00%	0.00%	23.96%	109.33%	80.87%	0.00%	27.23%	85.95%	82.77%	0.00%
Inquiry to Applicant (Conversion) Rate	28.35%	30.14%	15.55%	0.00%	25.36%	35.57%	15.95%	0.00%	22.45%	37.69%	13.37%	0.00%
Inquiry to Enrolled Rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	1.54%	0.34%	0.00%
Applicant to Accept/ Admit (Admit) Rate	43.65%	51.18%	55.56%	0.00%	44.53%	47.43%	51.69%	0.00%	57.97%	71.94%	65.82%	0.00%
Accept/ Admit to Enrolled (Yield) Rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%	5.67%	3.85%	0.00%





Application Status

2025 Year over Year

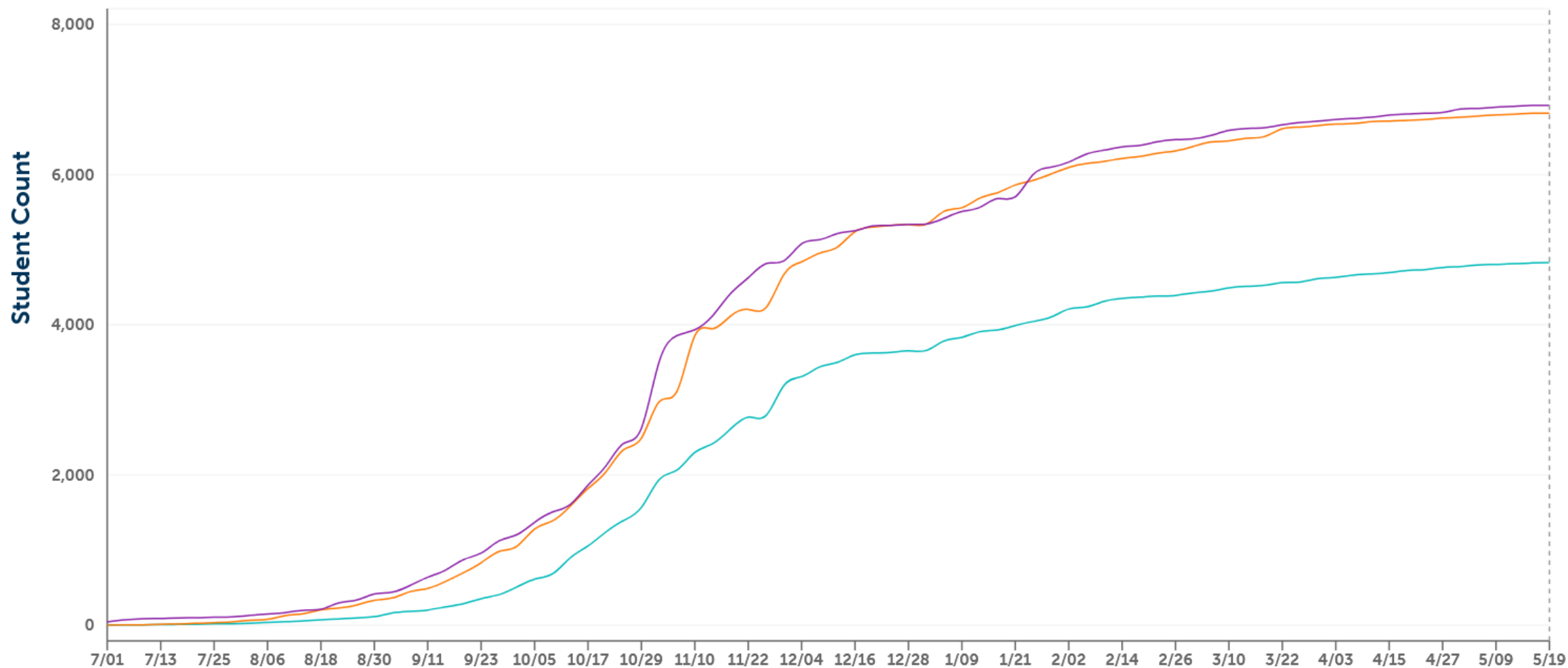
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	2023		2024		2025	
Metric	Started	Submitted	Started	Submitted	Started	Submitted
Student Type						
Audit	13	13	15	13	15	12
First Time Freshman	6488	5837	8266	7566	8051	7372
High School Dual Enrollment	31	27	45	38	120	103
Non-Degree	24	13	22	5	26	15
Readmit - 5 or more years	34	24	31	26	31	29
Second Undergraduate	43	37	49	37	46	38
Transfer	920	868	1012	935	1199	1118
Transient/Visiting	28	24	25	22	25	21
Winthrop LIFE	10	10	15	15	36	32
Total	7591	6853	9480	8657	9549	8740



Fall Freshmen Completed Application Comparison

2023 2024 2025





Admit Data





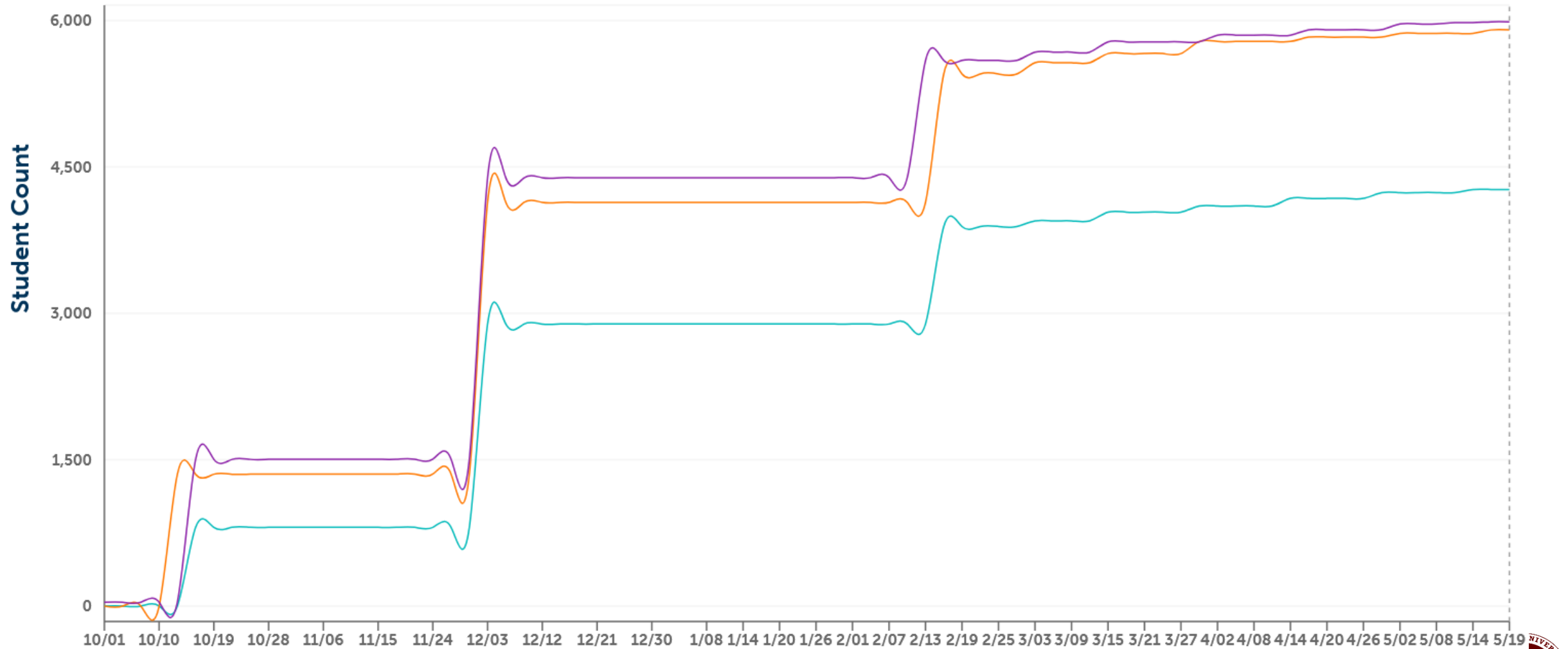
Completed & Admitted Status: Year over Year Comparison (23, 24, 25)

Metric	Created	Submitted	Completed	Submitted to Completed	Admitted
Term					
August 2023	6925	6247	5203	83.3%	4599
August 2024	8772	8014	7216	90.0%	6238
August 2025	8704	7898	7270	92.0%	6290
January 2023	509	431	274	63.6%	232
January 2024	599	486	285	58.6%	226
January 2025	701	556	329	59.2%	287
May 2023	174	149	83	55.7%	68
May 2024	132	102	62	60.8%	58
May 2025	179	151	99	65.6%	89



Fall Freshmen Admission Comparison Data

2023 2024 2025





Deposit Data





Fall Enrollment Deposit Comparison Data

Metric	Admit	
	2024	2025
First Time Freshman	5554	5958
Transfer	261	388
Winthrop LIFE	14	14
Total	5829	6360

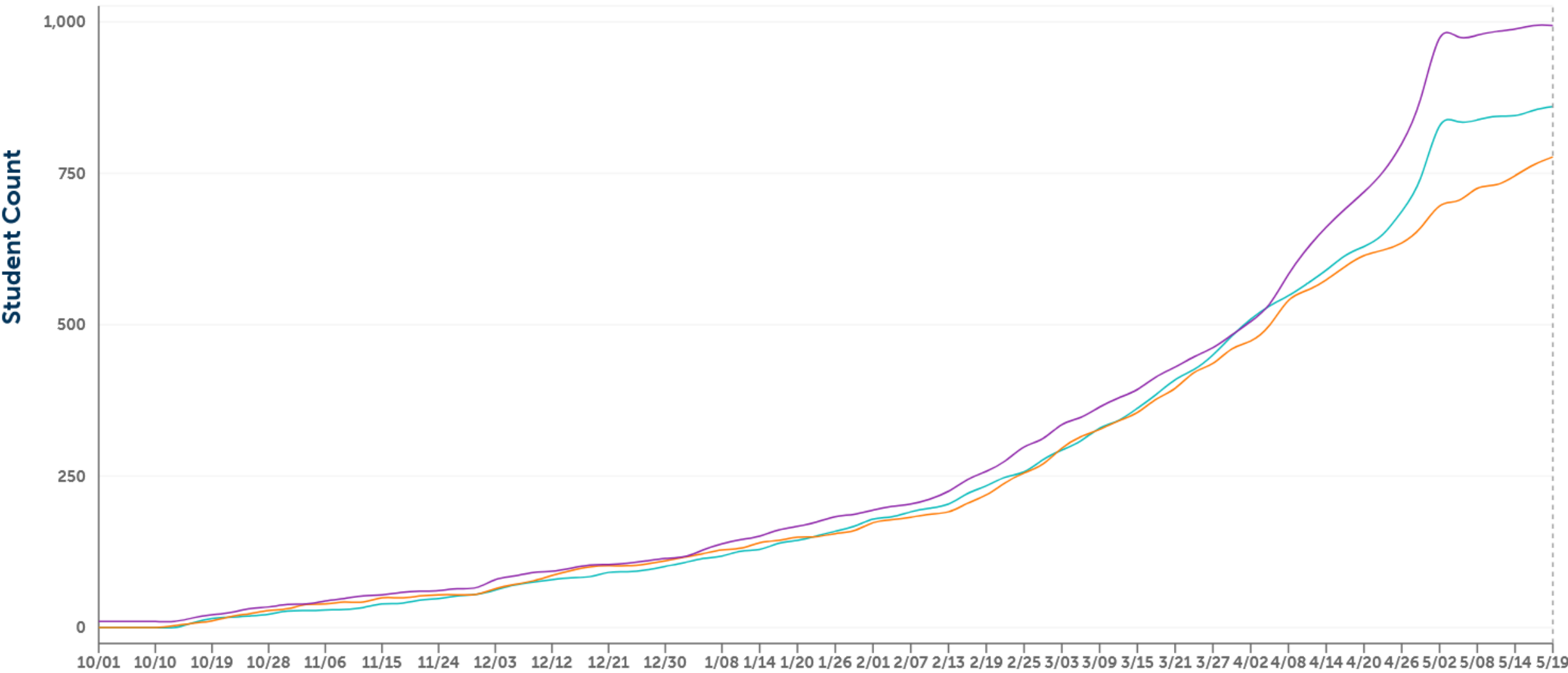
	Deposit	
	2024	2025
	759	990
	150	212
	11	11
	920	1213





Fall Freshmen Deposit Comparison Data

2023 2024 2025





Fall Orientation Sign-up Data

	2025	
Metric	Registered	Admits
Students		
First Time Freshman	881	5958
Transfer	105	388
Winthrop LIFE	7	14
Total	993	6360

	2024	
Registered	Admits	
676	5932	
118	321	
8	14	
802	6267	





Financial Aid Optimization & Net Tuition Revenue





Conducting Tuition and Pricing Modeling

Using Sensitivity and Breakeven Analysis to Help Determine Merit Strategy

Approach:

Statistical modeling on price response for Fall 2023 class involved 4 models with 26 variables, including market, major, financial strength, academic quality, and others.

Outcomes:

All models suggested a similar enrollment for breakeven points, which suggested keeping the scholarships consistent with the market.

Examples

Market Level Scholarships

180-304

Students projected to enroll

242

Breakeven enrollment

-500K to +700K

Tuition revenue change

Lower than Market Scholarships

142-227

Students projected to enroll

193

Breakeven enrollment

-875K to +386K

Tuition Revenue Change



Exploring Policy Trade-Offs with Live Iterative Model

Winthrop University

3.95,65k Promise, 1K Need (from 500), 2s+3s	938	\$5,383,492	\$10,639,944	
	20	\$255,491	\$90,725	
3.95Promise,65K,1K need, 7% increase in FAFSAs	985	\$5,529,566	\$11,214,485	Tuition Reduction
	67	\$401,565	\$665,266	\$388,753
200 increase in Admits (same as directly above)	1005	\$5,592,168	\$11,460,717	
	88	\$464,168	\$911,498	
Lower merit, no need, no admit increase with promise	889	\$4,840,928	\$10,198,353	
Lower merit by 1k in 4-5 and 500 in 2-3	-28	-\$287,073	-\$350,866	
Lower merit, no need, no Promise award	880	\$4,712,512	\$10,141,503	
Lower merit by 1k in 4-5 and 500 in 2-3	-38	-\$415,489	-\$407,716	
2% Tuition Reduction Scenarios				
3.95,65 Promise, 1K Need (from 500), 2s+3s	938	\$5,377,942	\$10,377,286	
	20	\$249,941	-\$171,933	
3.95Promise,65K,1K need, 7% increase in FAFSAs	985	\$5,523,650	\$10,937,971	
	67	\$395,650	\$388,753	
200 increase in Admits (same as directly above)	1005	\$5,586,097	\$11,178,265	
	88	\$458,096	\$629,046	
Lower merit, no need, no admit increase with promise	889	\$4,849,833	\$10,443,085	
Lower merit by 1k in 4-5 and 500 in 2-3	-28	-\$278,168	-\$106,134	
Lower merit, no need, no Promise award	880	\$4,712,512	\$10,392,161	
Lower merit by 1k in 4-5 and 500 in 2-3	-38	-\$415,489	-\$157,058	
Promise Only, 2% reduction	925	\$5,237,557	\$10,324,647	
	7	\$109,556	-\$224,571	

▶ Together with EAB experts, the Winthrop team walked through a live simulation, allowing us to test different scenarios and see likely outcomes ahead of time

▶ Excel program served as a window into the **statistical modeling that was taking place in real time** in the background



Marrying Aid Strategy to New Tuition Pricing

Ensuring Winthrop's Agile Aid Strategy Evolves to Fit Updated Tuition

SAI in Context: Tuition Change

	Enrolled	Inst Grant	Net Rev.
Census Base	867	\$5,124,343	\$10,648,871

Change with only SAI turned on, **no change in tuition**:

Enrolled	Inst Grant	Net Rev.
881	\$5,172,937	\$10,836,726
14	\$48,595	\$187,856

With SAI, could enroll 1 *fewer* student and still break even with Fall 2023 due to higher Pell awards

Change with SAI **and Tuition Decrease**, flat merit awards:

Enrolled	Inst Grant	Net Rev.
939	\$5,359,094	\$10,215,255
72	\$234,751	-\$433,615

Breakeven would require an additional ~39-40 students

EAB's team helped ensure Winthrop's aid policy was complementary to the new pricing structure, while **continuing to support their enrollment goals.**

New Merit Strategy

RESIDENT

Total Points	1	
	Old Merit	New Merit
1	\$0	\$0
7	\$2,000	\$1,500
12	\$3,000	\$2,000
18	\$4,500	\$3,000
25	\$6,000	\$4,000
29	\$7,000	\$5,000

NON-RESIDENT

Total Points	1	
	Old Merit	New Merit
1	\$0	\$0
7	\$1,000	\$1,000
12	\$1,500	\$1,500
18	\$2,500	\$2,500
25	\$4,000	\$3,500
29	\$6,000	\$4,500

Enrolled	Inst Grant	Net Rev.
910	\$4,607,007	\$10,554,145
44	-\$517,336	-\$94,726

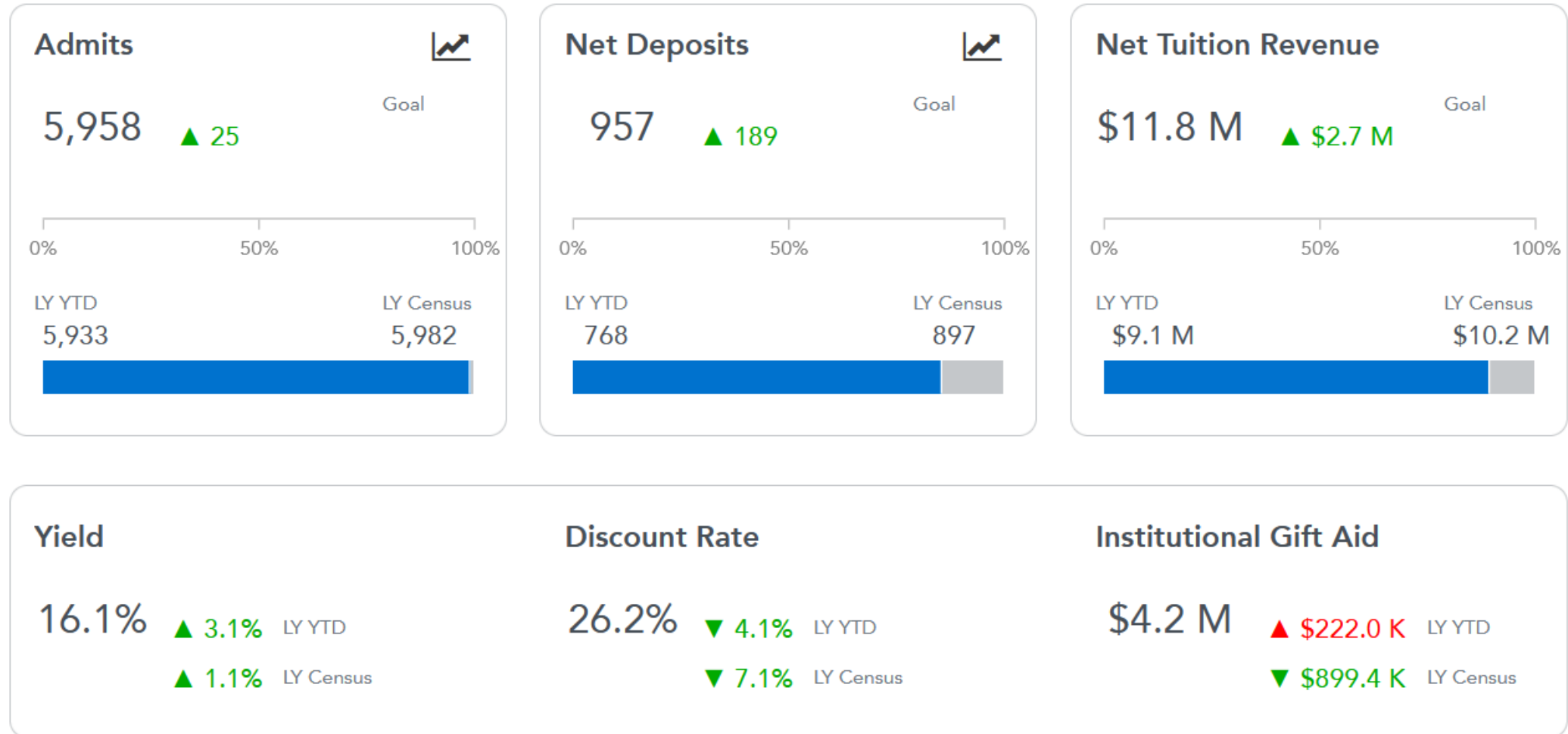
Additional students needed to break even, ~8-10

The FAO team and Winthrop's leadership worked together to **prepare data, recommendations, and results for the board** during the transition.





FR Financial Aid Comparison Update



Year-to-date data is derived from datasets dated: 05/21/2024 and 05/22/2023

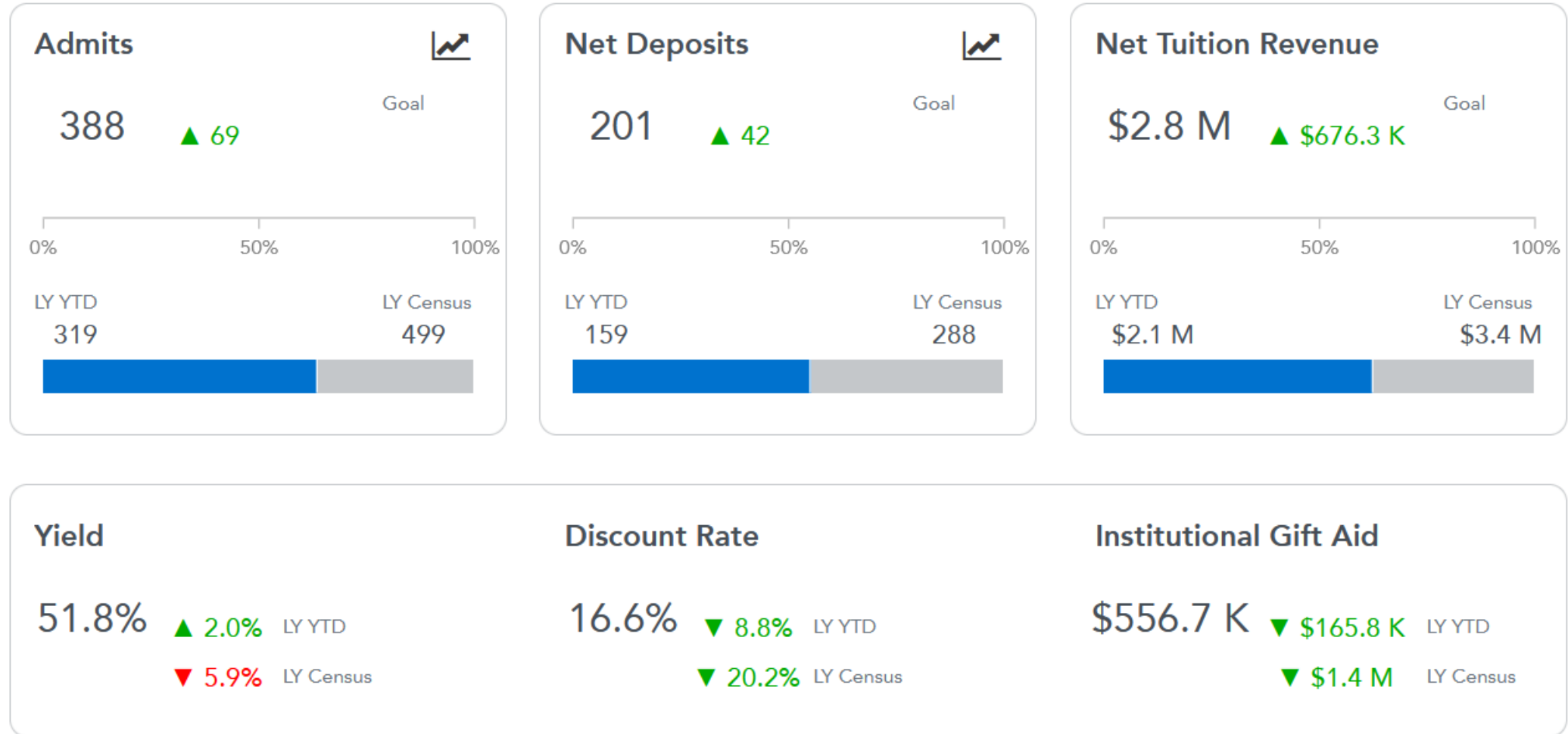
Where dates are available, year-to-date data reflects the current data date: 05/19

Version 2.15.0





TR Financial Aid Comparison Update



Year-to-date data is derived from datasets dated: 05/21/2024 and 05/22/2023

Where dates are available, year-to-date data reflects the current data date: 05/19

Version 2.15.0





Comparative Summary

Year	2023 Census	2024 Census	2023 Year-to-Date	2024 Year-to-Date	2025
# of Admits	4,397	5,982	4,332	5,933	5,958
Yield	19.7%	15.0%	19.9%	12.9%	16.1%
# of Net Deposits	867	897	860	768	957
Average Institutional Gift Aid	\$5,932	\$5,680	\$5,005	\$5,173	\$4,384
Total Institutional Gift Aid	\$5,143,332	\$5,094,515	\$4,304,664	\$3,973,134	\$4,195,104
Average Unmet Need	\$5,989	\$7,291	\$7,441	\$8,125	\$9,165
Average Net Tuition Revenue	\$12,266	\$11,366	\$13,308	\$11,903	\$12,338
Total Net Tuition Revenue	\$10,635,052	\$10,195,561	\$11,444,672	\$9,141,138	\$11,807,112
Discount Rate	32.6%	33.3%	27.3%	30.3%	26.2%



Academic and Ability to Pay Comparisons

ENROLLMENT STATUS*

Net Deposit

Year	2023 Census	2024 Census	2023 Year-to-Date	2024 Year-to-Date	2025
# in Selection	867	897	860	768	957
Average GPA	4.24	4.20	4.19	4.18	4.08
Average Test	1101.6	1100.2	1102.4	1111.9	1087.5
Median Adjusted SAI**	\$4,755	\$3,775	\$8,691	\$12,410	\$14,863
Average Adjusted SAI**	\$13,662	\$12,631	\$15,950	\$17,044	\$17,801
Median SAI (Aid Applicants)	\$3,670	\$2,670	\$4,134	\$5,451	\$4,484
Average SAI (Aid Applicants)	\$19,840	\$21,288	\$19,948	\$25,071	\$26,237



*An "Enrollment Status" of "All" represents admits.
**Adjusted SAI is created by imputing full budget for non-aid applicants and capping SAI at yearly budget for aid applicants.

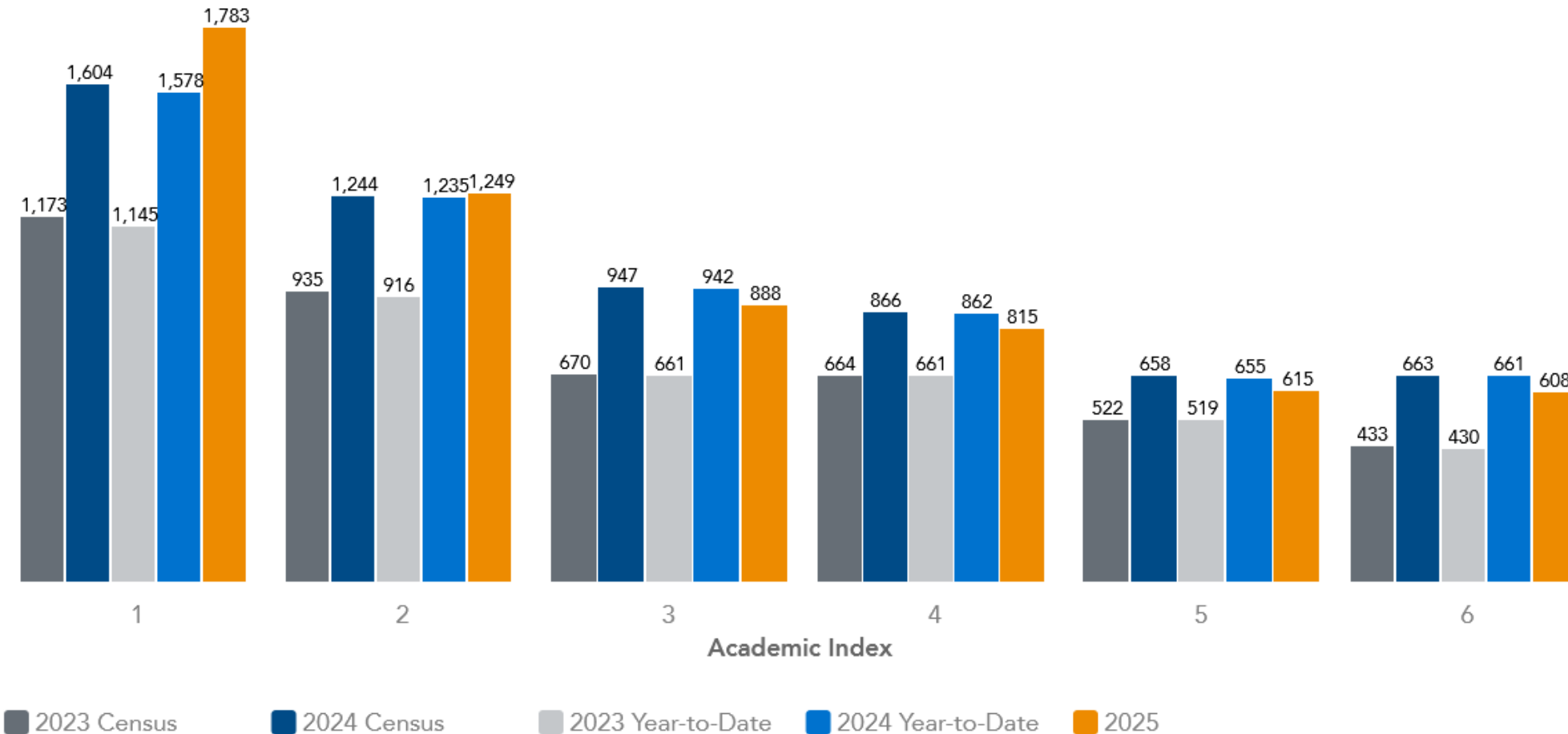




Counts by Academic Index

with an Enrollment Status of all*

CY Total: 5,958

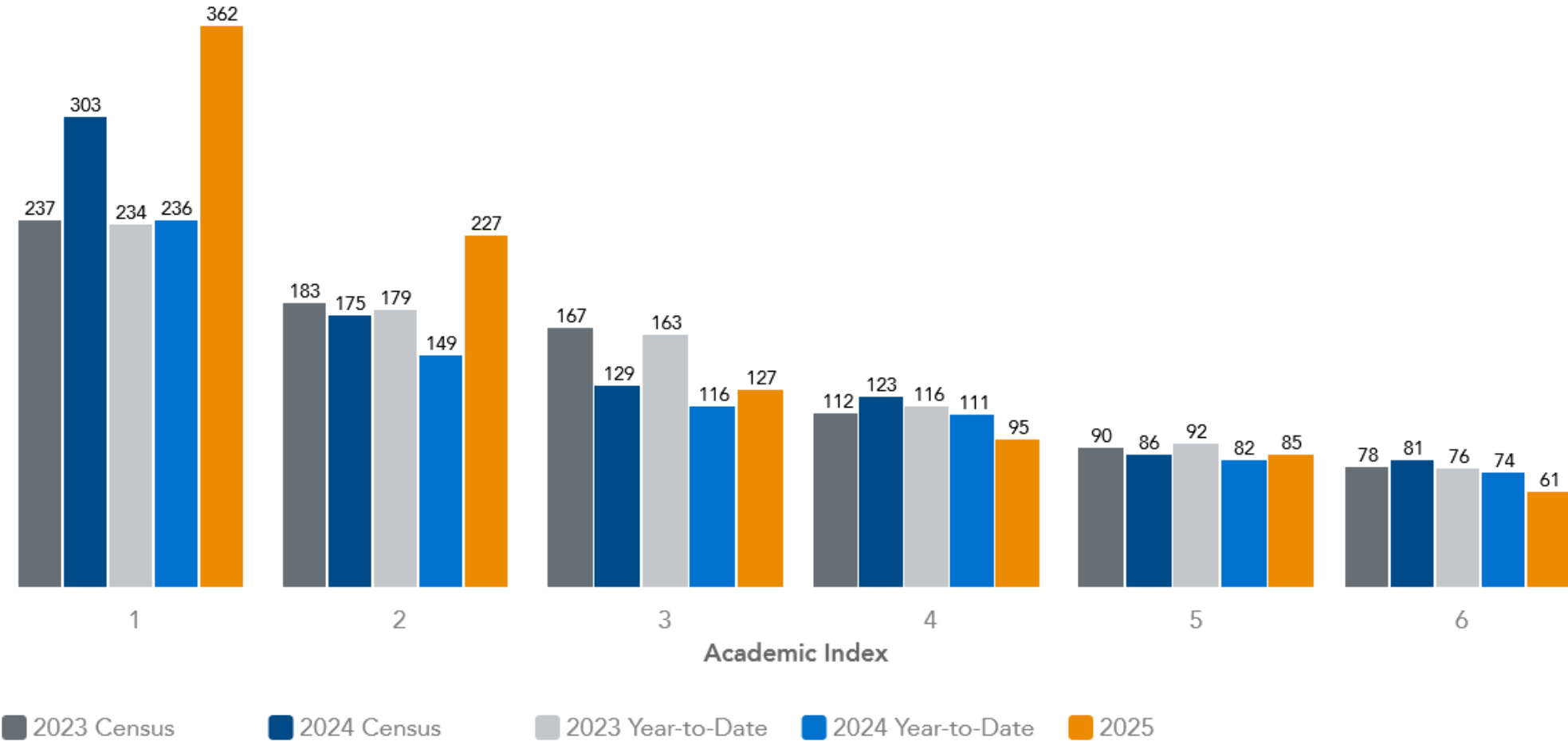




Counts by Academic Index

with an Enrollment Status of Net Deposit*

CY Total: 957

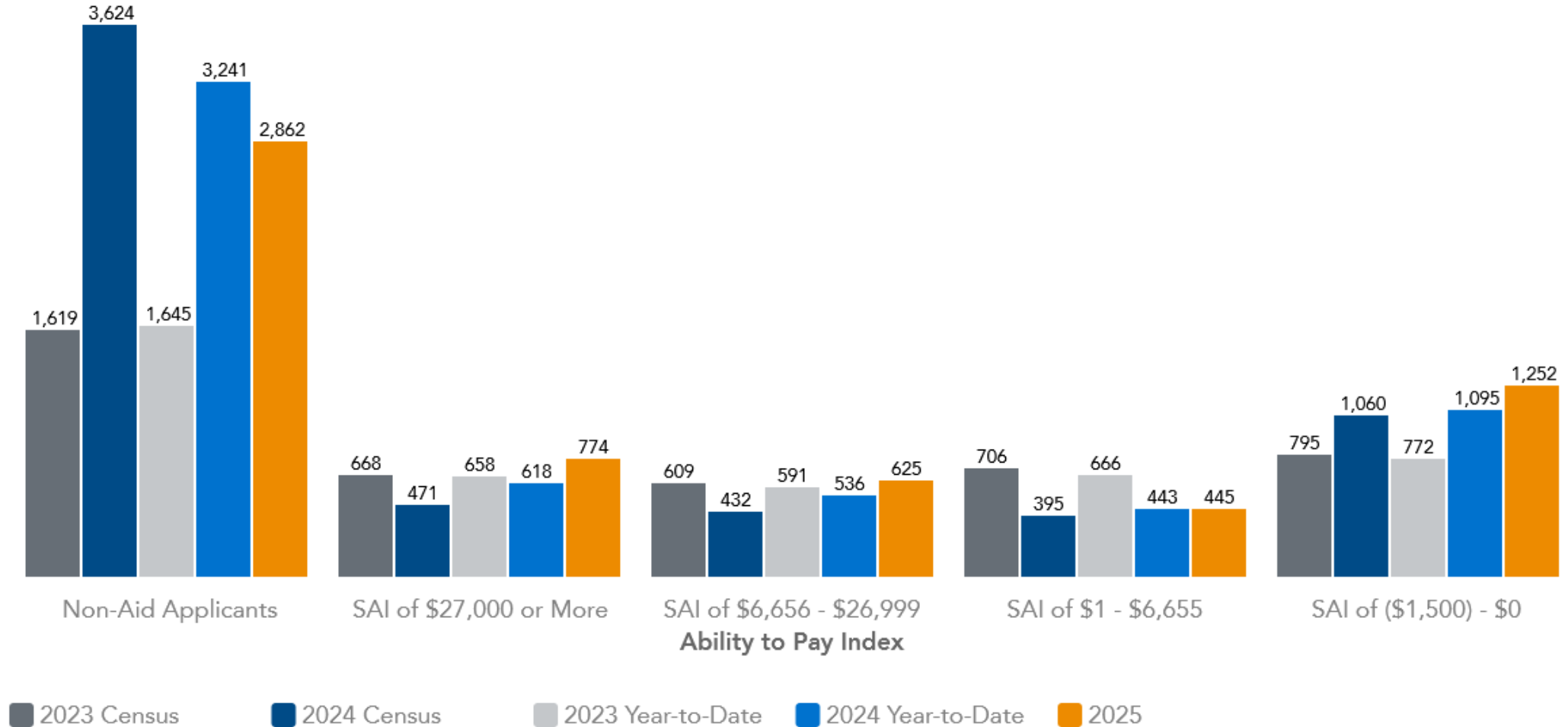




Counts by Ability to Pay Index

with an Enrollment Status of all*

CY Total: 5,958

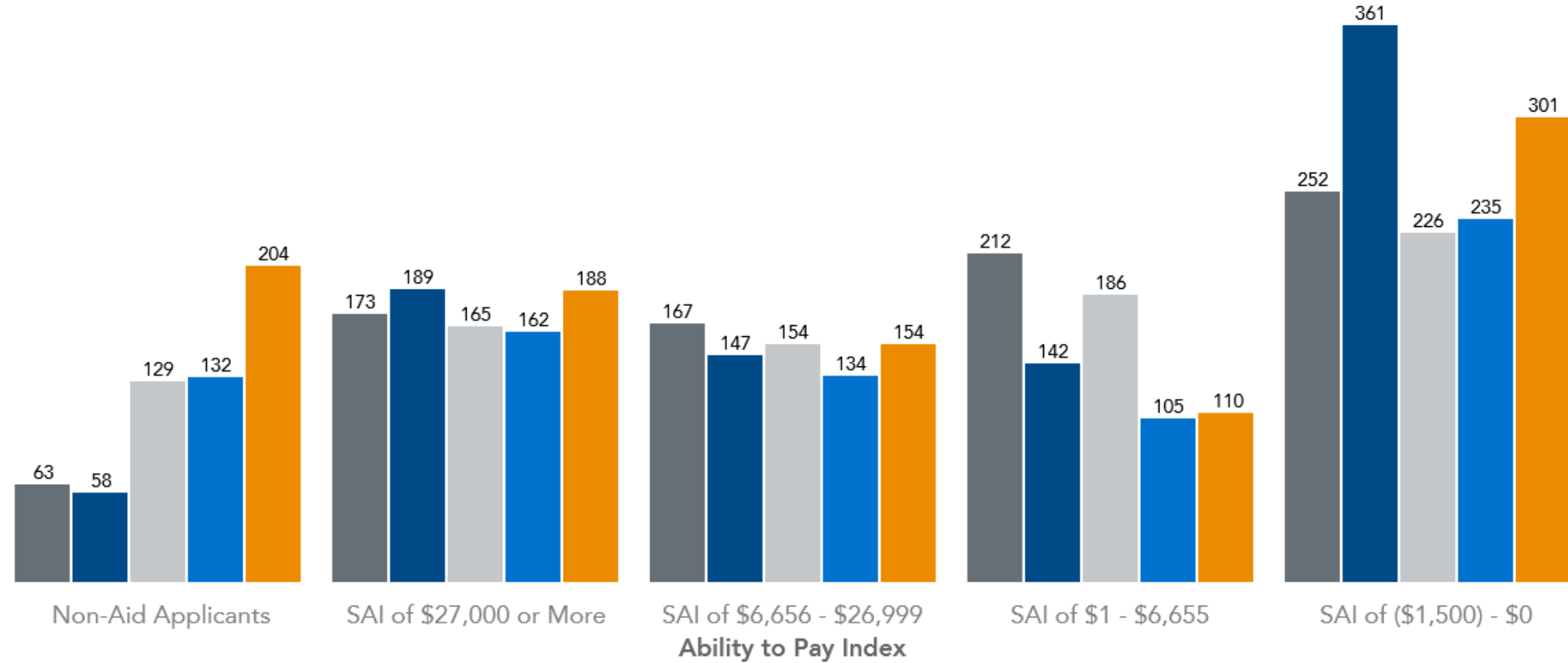




Counts by Ability to Pay Index

with an Enrollment Status of Net Deposit*

CY Total: 957

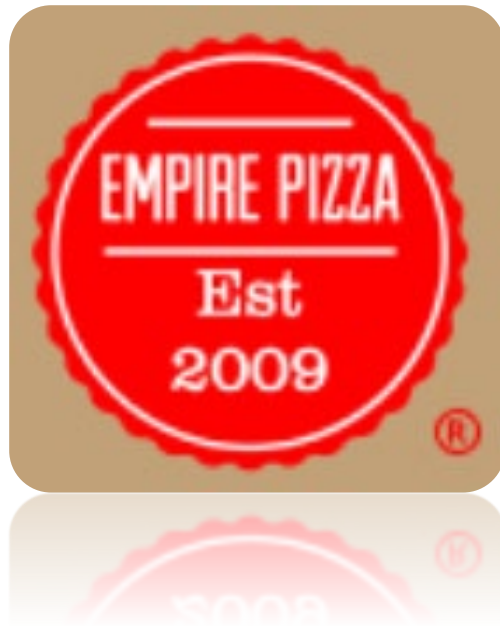


■ 2023 Census ■ 2024 Census ■ 2023 Year-to-Date ■ 2024 Year-to-Date ■ 2025



Door Prize Drawing

It takes fuel to analyze data!





What enrollment data are available & where?

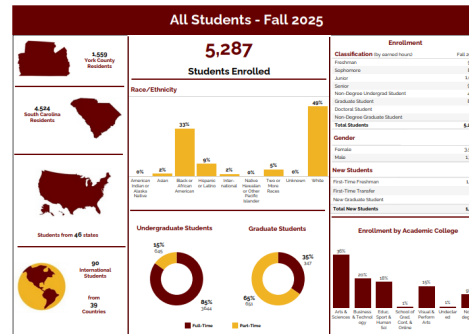
Quick Facts



QUICK FACTS

Brochure-style student profiles published each fall, including some one-year comparisons

[Learn More!](#)



Fact Book



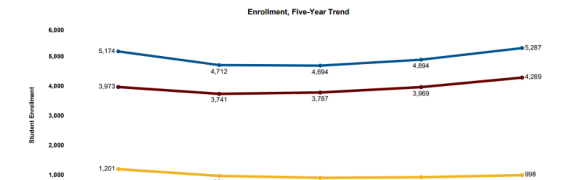
FACT BOOK

Historical data related to enrollment, new students, student outcomes, and faculty

[Learn More!](#)

Winthrop University
Enrollment - All Students
Fall 2021 - Fall 2025

	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Undergraduate	3,973	3,741	3,787	3,959	4,285
Graduate	1,201	971	907	925	998
Full-time	3,884	3,497	3,467	3,652	3,991
Part-time	1,290	1,215	1,227	1,242	1,296
Total	5,174	4,712	4,694	4,894	5,287



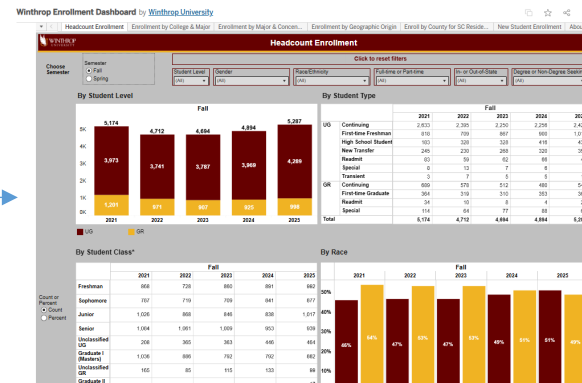
Dashboard



ADDITIONAL RESOURCES

More resources including public interactive dashboards

[Learn More!](#)



Winthrop Data (login required)



WINTHROP DATA

Internal reports, dashboards, & frequently requested data resources

[Login Required](#)

Documents

Back to Institutional Research

Documents

See all

Documents

- Home
- Credit Hour Production
- Degrees Conferred
- Enrollment Data
- Faculty Data
- Faculty Load
- Grade Distributions
- Institutional Surveys
- Retention Reports and Graduation Rate Data
- SU Analysis

Interactive Dashboards

WARNING: Please do not share these dashboards, their images, or URLs outside of Winthrop faculty and staff. Thank you.

[Click image to go to interactive dashboard](#)

Data shared here are intended for the sole use of members of the Winthrop community and are to be used only for legitimate business needs. Data users have an obligation to use the data provided responsibly, respect the privacy and rights of other users, and comply with the Winthrop University Policy on the Appropriate Use of Information Technology Resources, and the IL Privacy Statement. Under no circumstances should a member of the Winthrop community provide confidential information about students or faculty to any other person who has not been authorized to receive such information, including students (even for classroom use or research purposes).

If you have any questions about the data files found here, please contact Maria Linn, Director of Institutional Research, at ext 3806 or email linnm@winthrop.edu.

If you need technical assistance with accessing files in this site, please contact Kelly Scott, Sr. Data Analyst in Institutional Research, at ext 4657 or email scottk@winthrop.edu.





Let's Navigate to the Dashboard

URL: www.winthrop.edu/ie/sharepoint-site

Then scroll down to the first dashboard on the left

Or click through from www.winthrop.edu:

1.

Apply Now Quick Links

s Life

About

Athletics

Art

My Winthrop Experience


History & Traditions

Office of the President

Strategic Plan


Institutional Effectiveness

2.



Institutional Research


3.



FACT BOOK

Historical data related to enrollment, new students, student outcomes, and faculty


Learn More!



QUICK FACTS

Brochure-style student profiles published each fall, including some one-year comparisons


Learn More!



COMMON DATA SET

A set of standard data points often incorporated into external surveys


Learn More!



INSTITUTIONAL SURVEYS

Results from Graduating Senior, Alumni, & NSSE surveys


Learn More!



WINTHROP DATA

Internal reports, dashboards, & frequently requested data resources

Login Required



ADDITIONAL RESOURCES

More resources including public interactive dashboards

Learn More!

4.

Additional Resources

Interactive Data Tools

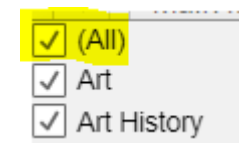
WU Interactive Enrollment Dashboard

- An interactive tool created and maintained by Winthrop's Office of Institutional Research, including official, historical headcount data filterable by a variety of demographic variables.



Tableau Tips & Tricks

- Preferred browsers: Microsoft Edge or Google Chrome
- Zoom settings may need to be adjusted (67%) – click refresh after adjusting for best results
- Navigate using gray tabs along the top or buttons on main menu
- When filtering the data, keep in mind that results will be masked for numbers less than 5
- Several options to clear filters:
 - Click the RESET ALL FILTERS button
 - Click the clear filter icon on each filter
 - Choose (All) in each filter's drop-down menu





Guiding Questions

Choose an area of interest and explore and discuss the data with a partner. Jot down notes to share with the group.

1. What patterns or trends did you notice in the data?
2. Did anything surprise you about the data?
3. What are some ways you might use the data to inform your work?





Wrap-Up

- **Thank you** for attending! **Coaster** is our departing gift to you.
- Feel free to take the **handout** with you for future reference.
- Please, complete an **evaluation form** – on paper or scan the QR code.





PULLING BACK THE CURTAIN
ON OUR NEXT SESSION:

TO STAY OR NOT TO STAY, THAT IS THE QUESTION: RETENTION DASHBOARD DEBUT

CONVERSATIONS
ABOUT WINTHROP DATA



JANUARY 28, 2026
10:00 - 11:15 A.M.
DIGS 114

www.winthrop.edu/ie/ssp

STARRING:

