

The Winthrop Plan

*A Strategy to Become a
National Model for a
Student-Centered
University Experience*

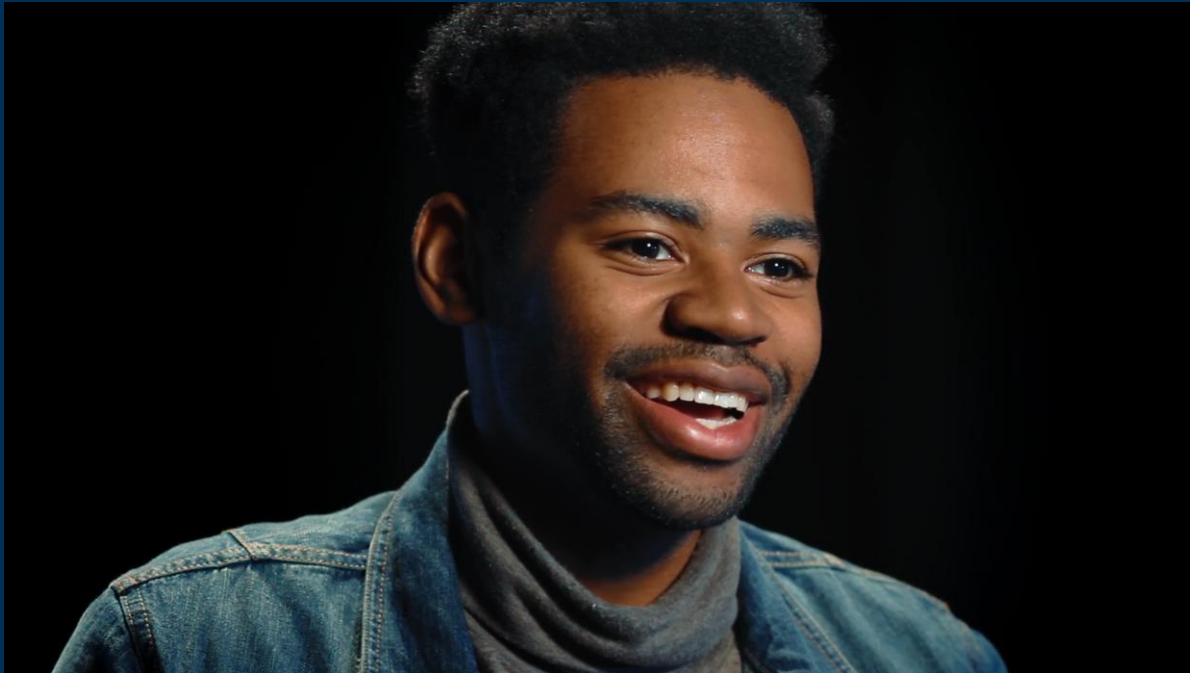


GOAL

1

THE WINTHROP PLAN

Support inclusive excellence by expanding our impact on students and our communities through enrollment growth and increases in retention and graduation rates.

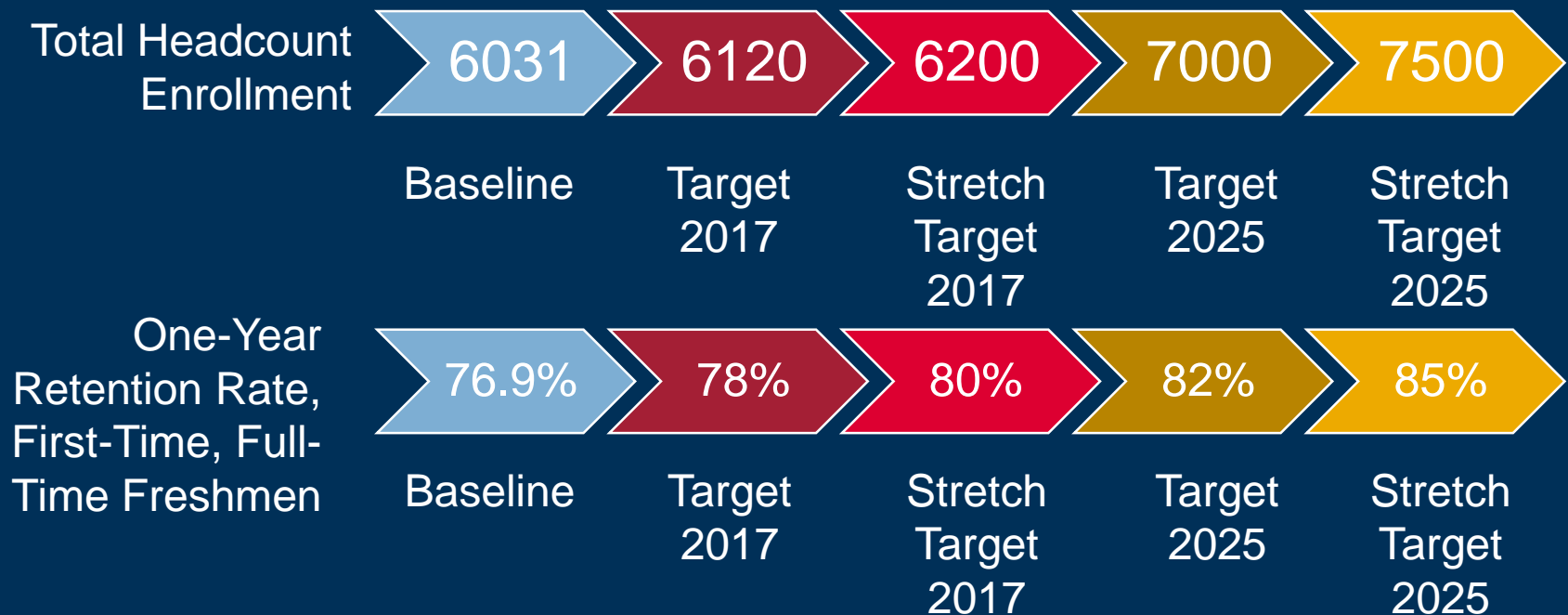


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Six-Year Graduation
Rate, First-Time,
Full-Time Freshmen

55.5%

56%

59%

60%

65%

Baseline

Target
2017

Stretch
Target
2017

Target
2025

Stretch
Target
2025

Undergraduate
Student
Placement Rate

90%

90.5%

92%

92%

95%

Baseline

Target
2017

Stretch
Target
2017

Target
2025

Stretch
Target
2025

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Percentage of
Students who are
AALANA/ Asian/
International

39%

Baseline

40%

Target
2017

41%

Stretch
Target
2017

43%

Target
2025

45%

Stretch
Target
2025

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1.1. Improve student success with new and refined co-curricular programs and services that emphasize measurable impacts on retention and graduation rates.



Support inclusive excellence by expanding our impact on students and our communities through enrollment growth and increases in retention and graduation rates.

1.2 Enrich our academic program mix by developing new and innovative programs (degree programs, certificate programs, continuing education programs) and by refining existing academic programs to meet the emerging needs and interests of diverse student populations and the community.

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THE WINTHROP PLAN

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1.3 Develop and implement a clear marketing strategy that refines and highlights the university's competitive advantages.



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1.4 Refine and implement a long-term student recruitment plan with an emphasis on expanding our reach domestically, both inside and outside South Carolina, and internationally while increasing diversity.

GOAL

2

THE WINTHROP PLAN

Continually enhance the quality of the Winthrop experience for all students by promoting a culture of innovation, with an emphasis on global and community engagement.



GOAL
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Percentage of Undergraduate Students with at Least Two High Impact Practices
National Avg. 62%



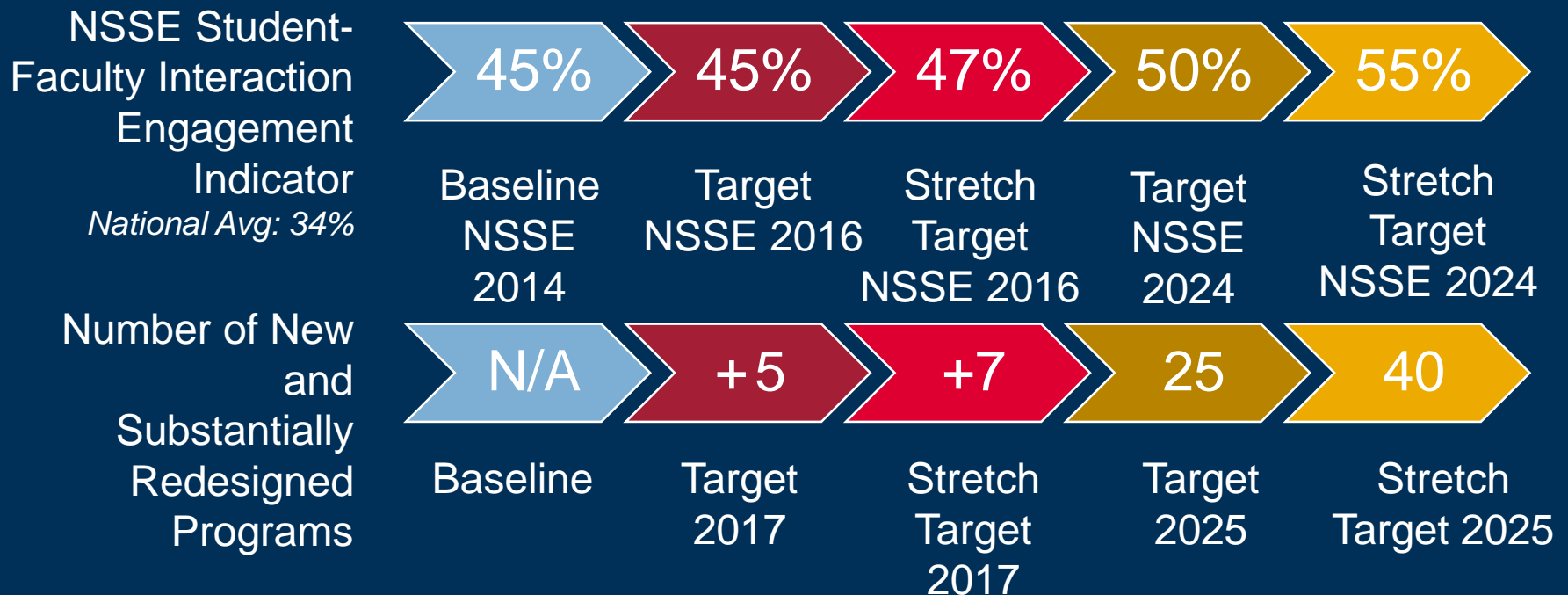
NSSE Diversity Indicator
National Avg. 72%



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Continually enhance the quality of the Winthrop experience for all students by promoting a culture of innovation, with an emphasis on global and community engagement.

2.1 Develop new programs and enhance current ones that have the potential to be national models.



Continually enhance the quality of the Winthrop experience for all students by promoting a culture of innovation, with an emphasis on global and community engagement.

2.2 Increase opportunities for students, faculty, and staff to interact with organizations in the community, with an emphasis on enhancing our impact on the surrounding community.

GOAL

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THE WINTHROP PLAN

Continually enhance the quality of the Winthrop experience for all students by promoting a culture of innovation, with an emphasis on global and community engagement.

2.3 Maintain and enhance the university's commitment to global learning.



GOAL

3

THE WINTHROP PLAN

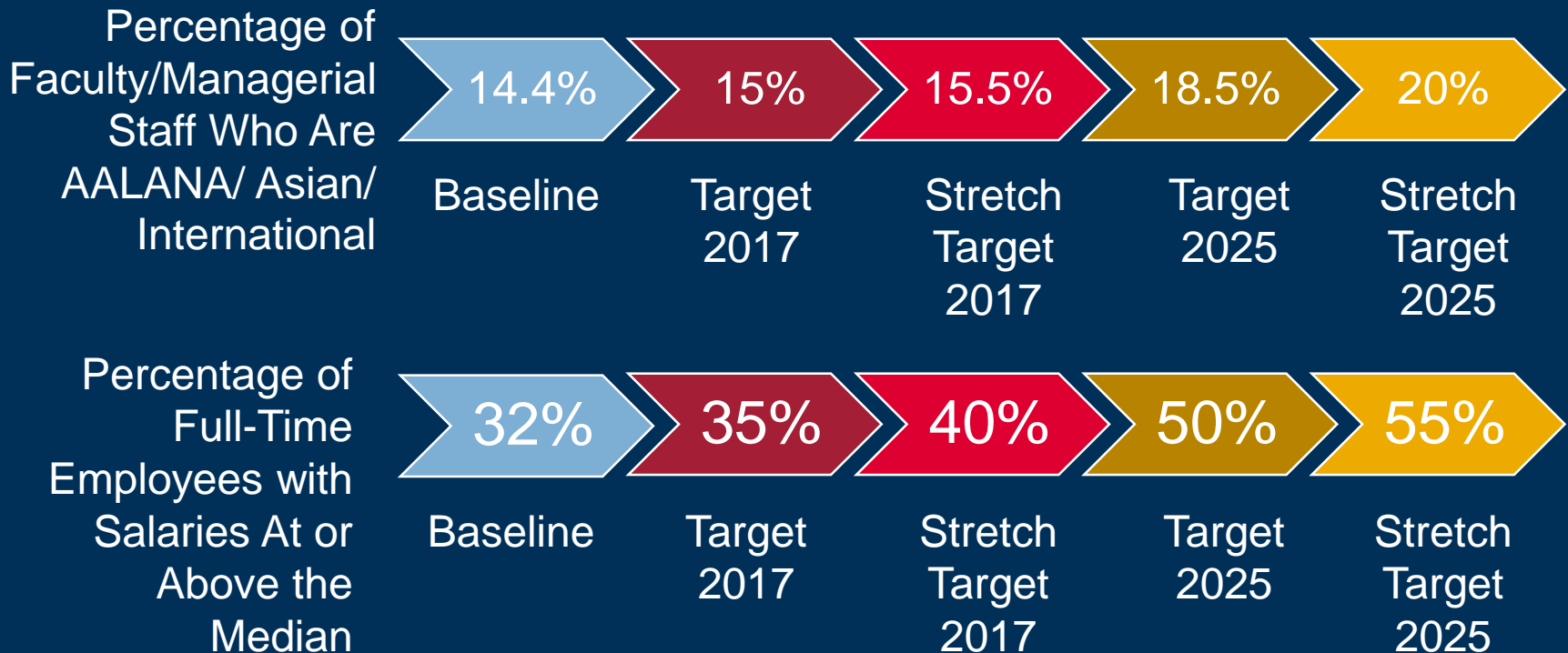
Attract and retain high quality and diverse faculty, staff, and administrators.



GOAL
3

THE WINTHROP PLAN

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THE WINTHROP PLAN

Attract and retain high quality and diverse faculty, staff, and administrators.

Satisfaction of
Faculty, Staff, and
Administrators
Based on One Or
More Rating
Systems



GOAL

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THE WINTHROP PLAN

Attract and retain high quality and diverse faculty, staff, and administrators.

3.1 Develop innovative approaches for increasing the diversity of the candidate pools for all faculty and staff positions and for increasing our success in attracting, hiring, and retaining diverse employees.



GOAL

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THE WINTHROP PLAN

Attract and retain high quality and diverse faculty, staff, and administrators.

3.2 Develop and implement a long-term competitive compensation plan.



Attract and retain high quality and diverse faculty, staff, and administrators.

3.3 Enhance professional development and training opportunities for faculty, staff, and administrators that increase the potential of the university to reach the various goals in the strategic plan.

GOAL

4

THE WINTHROP PLAN

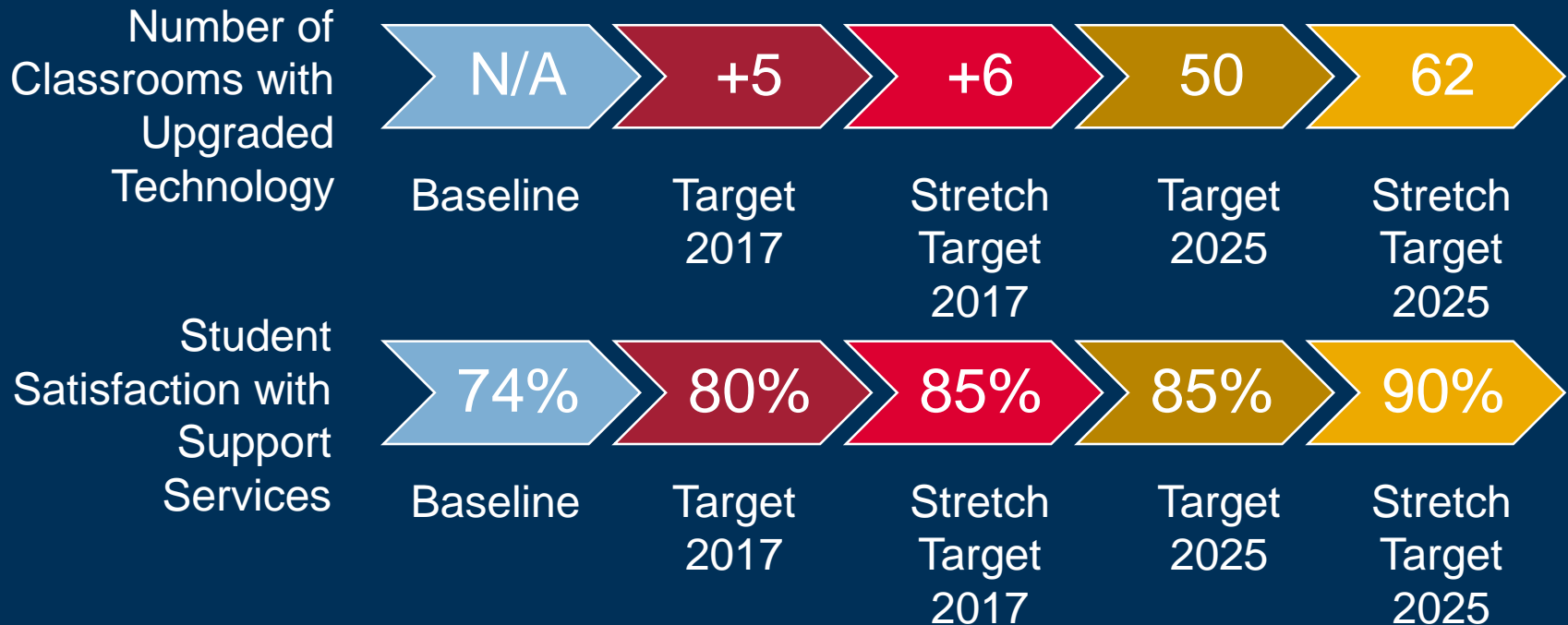
Provide facilities, technology, and programs that support Winthrop students and the overall Winthrop experience.



GOAL
4

THE WINTHROP PLAN

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Provide facilities, technology, and programs that support Winthrop students and the overall Winthrop experience.

Number of
Online/Hybrid
Programs



Expenditures on
Facilities



Provide facilities, technology, and programs that support Winthrop students and the overall Winthrop experience.

4.1 Increase the use of technology in order to provide more programs and enhance access through alternative delivery methods while maintaining the quality of the Winthrop Experience.



GOAL

4

THE WINTHROP PLAN

Provide facilities, technology, and programs that support Winthrop students and the overall Winthrop experience.

4.2 Develop and initiate a campus master plan that focuses both on maintenance and new construction.



GOAL

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Provide facilities, technology, and programs that support Winthrop students and the overall Winthrop experience.

4.3 Identify critical facility renovations with a high impact on the student experience and raise money to support those renovations.



GOAL

5

THE WINTHROP PLAN

Ensure financial stability and sustainability.



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Alumni
Giving Rate

8.6%

9.5%

10%

13%

15%

Baseline

Target
2017

Stretch
Target
2017

Target
2025

Stretch
Target
2025

Scholarship/
Grant Dollars for
Students
from University
and Foundation

\$16.4M

\$16.8M

\$17M

\$20M

\$22M

Baseline

Target
2017

Stretch
Target
2017

Target
2025

Stretch
Target
2025

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5.1 Develop and implement innovative approaches to fundraising.



GOAL
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THE WINTHROP PLAN

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5.2 Emphasize raising scholarship dollars to support the needs of our students.



GOAL
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5.3 Increase fundraising efforts related to facilities and technology/equipment that will enhance the student experience.



GOAL
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THE WINTHROP PLAN

Ensure financial stability and sustainability.

5.4 Build a network of alumni who will be donors, volunteers, and leaders, advancing the Winthrop Experience and its impact on the world.



GOAL
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THE WINTHROP PLAN

Ensure financial stability and sustainability.

5.5 Increase fundraising capacity by expanding the number of people actively engaged in advancement efforts including students, faculty, staff, alumni, and friends.



GOAL

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THE WINTHROP PLAN

Ensure financial stability and sustainability.

5.6 Develop a new budget model for the university that is more transparent and more clearly aligns with institutional goals.



GOAL
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THE WINTHROP PLAN

Ensure financial stability and sustainability.

5.7 Maintain and enhance fiscal integrity by decreasing institutional debt as a portion of total assets.



THE WINTHROP PLAN

Vision for 2025

Winthrop will be a national model for providing a supportive, high quality, and affordable educational experience that has a positive impact on the students and the community.