“We are what we repeatedly do. Excellence, then, is not an act, but a habit.... Happiness depends on ourselves.”

— Aristotle, Ancient Greek philosopher
Dear Friends:

Throughout civilization, historians have been challenged to come up with a name for pivotal eras — a shorthand way to sum up cross-cutting events that are of such a profound nature that they impact virtually every aspect of human endeavor.

It remains to be seen what label history will give recent economic shockwaves that even now continue to be felt at the global, national, state, community, family and individual levels. Meanwhile, however, consensus seems to be building around the notion that rapid changes of this magnitude may be the “new normal,” and that certainty may even come to be viewed as a quaint artifact from the 20th century.

Winthrop University has responded to these circumstances by defining the work of this era as “managing the demands of the present while also enabling Winthrop’s future.” Of course, these tandem purposes long have been inherent in initiatives developed through Winthrop’s dynamic Vision of Distinction planning process — initiatives that over the years have resulted in national recognition and a growing level of national prominence for Winthrop.

Winthrop’s approach to changing times is both values-based and market-wise. As a result, the campus initiatives for the coming academic year demonstrate a commitment to meeting evolving circumstances by marshalling the resources essential to enhancing Winthrop’s quality and value, while continuing to guide students in developing capacities to live, learn and lead for a lifetime. As citizen-professionals of the future, each generation of Winthrop students will be equipped to adapt to whatever the “new normal” becomes over the course of their lives.

All of us at Winthrop welcome your continuing interest and involvement in the initiatives articulated within these pages as our work plan for 2009-10. Please join us as we continue to fulfill Winthrop University’s Vision of Distinction.

Sincerely,

Anthony J. DiGiorgio
President
Winthrop University will be— and will be recognized as— one of the best universities of its kind.

THE NATURE AND CHARACTER OF WINTHROP UNIVERSITY

Winthrop is South Carolina’s distinctive public comprehensive university.... Committed to serving the educational needs of the citizens of the state and the region, we bring the world to Winthrop and Winthrop to the world.

As a community of learners:

- We center the Winthrop experience on student development inspired by our commitment to the liberal arts traditions, to national-caliber professional education, and to developing leadership and civic responsibility;
- We nurture collective and individual growth, enlightenment, and transformation;
- We value the search for truth through reasoned and disciplined inquiry, innovation, and free expression;
- We embrace multiculturalism and the broadest possible diversity of people and perspectives;
- We share a strong sense of place—a beautiful, historic campus with a collegial and caring atmosphere; and
- We fulfill and enhance the nature and character of the university through policies and resources that reflect and advance these ideals and aspirations.

—Excerpted from the Report of the President’s Task Force on the Nature and Character of the University
In partnership with the American Association of Colleges and Universities (AAC&U) and the John Templeton Foundation, Winthrop University has joined with a select cadre of other leading institutions across the country to affirm and emphasize that dimensions of personal and social responsibility are a fundamental aspect of meaningful higher education for the 21st century.

At Winthrop, this important initiative manifests itself through institutional expectation that all members of the campus community will dedicate attention to development of the following dimensions of personal and social responsibility, as articulated by the AAC&U:

1. Striving for excellence
2. Cultivating personal and academic integrity
3. Contributing to a larger community
4. Taking seriously the perspectives of others
5. Developing competence in ethical and moral reasoning.

By infusing these commitments across institutional life, Winthrop will offer students the means to deepen and strengthen their capacities to live, learn and lead for a lifetime.
Winthrop University will be a community of learners, dedicated to intellectual, cultural, personal and social growth. All students will be involved in the academic and co-curricular life of the campus. Faculty and staff will encourage the full involvement of students in their own education, in and out of the classroom. The climate of Winthrop will be one in which understanding of differences is a way of life and the integrity of each person is a given. Individuals will be valued for the creations, achievements, and contributions with which each enriches the campus. Winthrop will cherish the gifts of all its people of both genders and all races, religions and ethnic origins. Winthrop will provide an environment that establishes a sense of common purpose and school spirit, promotes an inclusive cultural environment, and fosters the overall maturation, intellectual and ethical development of each student.
STRATEGIC INITIATIVES

1. To ensure Winthrop’s ability to maintain the quality, value and special nature of the Winthrop Experience over time, Winthrop in 2009-10 will continue to refine and implement a long-range plan that integrates acquisition and development of key resources (staffing, land, facilities, technology) with plans for incremental student body growth in a manner consistent with Winthrop’s legislative mandate to be “a first-class institution of higher education” offering learners such features and programs “as the progress of the times may require.”

2. To broaden and deepen defined opportunities for a full five days of engaged campus life characterized by an enriched array of academic and developmental experiences involving all members of the campus community, Winthrop will implement its new academic calendar by utilizing newly established common meeting times to:
   - facilitate the conduct of university business through standing committee meeting times;
   - offer an expanded array of professional development and enrichment opportunities for faculty and staff;
   - broaden opportunities for the over 200 student clubs and organizations to carry on their expanding range of activities;
   - expand both the array and accessibility of presentations, performances and discussions by and for various members of the Winthrop community of learners;
   - explore additional means of increasing efficiency and user-friendliness of campus space reservation processes to accommodate a broadened array of such opportunities.

3. To build on its record of nationally recognized quality and value while ensuring the continued availability of the distinctive Winthrop Experience for students of the future, Winthrop in 2009-10 will:
   - Continue to institutionalize processes to ensure ongoing compliance with accreditation standards of the Southern Association of Colleges and Schools (SACS);
   - Complete the SACS Compliance Report, including identification and appropriate documentation demonstrating compliance with core requirements, comprehensive standards, and federal requirements;
   - Identify the topic and scope of an institutional “Quality Enhancement Plan” consistent with SACS protocols, utilizing Winthrop’s existing dynamic planning process and principles of continuous quality improvement to inform that activity.

4. To increase the number of students enrolled and retained to degree completion, to achieve greater institutional flexibility in recruitment, and to maximize net tuition revenue, Winthrop will:
   - Continue incremental enrollment growth with appropriate proportions of in-state and out-of-state students that maintains an in-state percentage of no less than 75 percent of undergraduate enrollment;
   - Implement a refined financial aid and scholarship program that includes restructuring the current use of fee waivers in order to better align resources to the maximum benefit of students;
   - Facilitate enrollment of transfer students via new formal articulation agreements between Winthrop and two-year institutions and simplify the transfer process from all institutions in order to enable qualified students to enroll at Winthrop via an orderly and expedited process;
THE WINTHROP COMMUNITY STRATEGIC INITIATIVES

- Support efforts in University College and the Student Success, Retention and Graduation Task Force to coordinate the development of a five-year master plan as part of a comprehensive, campus-wide and ongoing commitment of intentional efforts to boost student engagement and success to graduation.

5. To enhance students’ preparation for their emerging and future roles in the world of work and civic life, while also increasing potential employers’ awareness of Winthrop’s distinctive approach in this regard, Winthrop’s Center for Career and Civic Engagement will:
- Continue to develop and promote pre-requisite guidance for students going into experiential opportunities to ensure students are prepared for their experiences;
- Explore exemplary approaches to establishing documentation of shared expectations and responsibilities of all parties involved in providing each experience, for possible replication across the university as a means of regularizing such experiences for students;
- Continue to integrate and broaden student opportunities by expanding outreach to key employers in the region.

6. To ensure that opportunities for engaged growth and development are encouraged and available for members of the university community of learners on an individual and collective basis, Winthrop will expand its array of professional development programs that address respective needs of faculty and staff, e.g., emphasis on development of students’ critical thinking capacities and options for technological pedagogy that has particular relevance to 21st century learners.

7. To incorporate awareness of the value of wellness and health to intellectual and creative activity and overall institutional and community life, Winthrop’s Wellness Council will:
- Serve as a resource for members of the campus community regarding overall wellness issues, including personal nutrition, exercise and stress management, as well as an advisor on policies relating to tobacco, alcohol and other substances.
- Continue to incorporate healthy living information and activities into all first-year students’ Winthrop Experience.
8. To build upon its statewide recognitions in energy management and recycling, Winthrop will explore broadening the work of the Sustainability Committee to:

- Continue encouraging the campus community to utilize various environmentally friendly practices that reduce energy consumption and conserve resources, implement recommendations from the recent tree survey working group, and investigate environmentally friendly university transportation alternatives (including potential external support funding for such options.)
- Develop a campus-wide purchasing initiative based on environmentally preferred products.

9. To build upon Winthrop’s dedication to the concepts of life-long learning and engagement, Winthrop will explore possible frameworks for establishing a Lifelong Learning Institute at Winthrop, as well as other opportunities for deepening the engagement of Winthrop’s retirees and emeriti faculty in campus life.

10. To ensure the progress of Winthrop’s intercollegiate athletic program remains apace with the growth and progress of the overall institution, Winthrop will continue to review and update its 2007 10-year plan for the programmatic and facilities development of the Winthrop University Athletics program, with initial focus on women’s swimming and women’s lacrosse.

11. To affirm Winthrop’s commitment to the artistic and intellectual quality of life in the region, Winthrop will determine the dimensions of and resources necessary to inaugurate a regular signature series of regionally and nationally noteworthy cultural and performing arts events at Winthrop.

12. To raise awareness of both the values-based history and heritage of Winthrop while concurrently celebrating its many successes in transforming itself to a nationally recognized first-class institution of higher learning, Winthrop will develop a plan for special events and commemorations to mark the institution’s 125th anniversary.

13. To build on its commitment to preparing students for a life infused with a commitment to social responsibility and civic engagement, Winthrop will explore the requirements for being designated a national “Campus of Service” under the terms of the recently adopted federal “Serve America Act,” and develop a plan to seek such designation.
Winthrop University will enroll an achievement-oriented, culturally diverse and socially responsible undergraduate student body that will benefit from a challenging education offered in a residential setting, supported by a full array of services that are consistent with the best practices nationally.

Successful undergraduate applicants will have demonstrated both academic competence and a commitment to meaningful community involvement. Winthrop will increasingly attract South Carolina’s best students as well as those highly qualified students from beyond South Carolina whose presence will add to the diversity and enrichment of the student body. Winthrop will be an institution of choice for historically underrepresented students who will have demonstrated achievement through both traditional and non-traditional measures.

Winthrop will also enroll a cadre of graduate and continuing students in a selected array of high-quality graduate and continuing professional education programs. Successful graduate applicants will have demonstrated ability for advanced study at the master’s degree level and beyond.
STRATEGIC INITIATIVES

1. To fulfill its commitment to achieve progress toward planned enrollment growth and student academic success while ensuring the presence of demographically diverse perspectives that will enrich the Winthrop Experience for all students, Winthrop this year will:
   - Continue the work of the Student Success, Retention and Graduation Task Force to develop a related campus master plan to broaden and inculcate into the Winthrop culture student engagement and success throughout every area, to include a replicable plan of meaningful reports using identified data sources and applying a variety of resources to affect positively the retention of students;
   - Fine-tune and begin implementation of processes established to facilitate enrollment of transfer students via use of new formal articulation agreements between the various colleges of Winthrop University and York Technical College, while exploring extension of similar agreements to other two- and four-year institutions to increase transparency and predictability of credit transfer and financial aid, as well as clarify benefits to and responsibilities of students who may be enrolled simultaneously in dual institutions;
   - Develop a plan to create an Academic Success Center at Winthrop, coordinate its offerings with existing academic support services for student-athletes, and identify and prepare a space for such services to be available on main campus for all students;
   - Build on its documented successes in increasing student retention and academic success by:
     - Continuing its all-institutional commitment to work through TRiO and companion student support services programs to provide guidance and assistance to the university’s first-generation, low-income and disabled students to equip them to achieve academic and personal development success at Winthrop;
     - Seeking additional federal grant resources to continue TRiO programming at Winthrop;
     - Implementing plans for offering two special sections of Winthrop’s foundational ACAD 101 course, designed specifically for TRiO students.

2. To ensure Winthrop’s ability to maintain the quality, value and residential nature of the Winthrop Experience as the student body grows, Winthrop will:
THE STUDENT BODY STRATEGIC INITIATIVES

- Continue to monitor various market expectations and opportunities and explore as appropriate options and timetables to increase/replace housing capacity incrementally to enable Winthrop to meet current and projected student housing needs and/or preferences, and align with plans to take selected spaces off-line in 2010-11 for upgrades and/or adaptive re-use to other purposes.
- Continue to explore locations, design options and timetables for development of special interest housing, including analysis of implications of all Honors Program students residing in dedicated housing, beginning in fall 2010.

3. To encourage students to reflect on and to document the scope and depth of their overall Winthrop Experience in ways that will foster and advance their academic, personal and eventual professional success, Winthrop will continue to monitor developments and emerging technologies related to “e-portfolio” initiatives through which students can record and manage documentation of all aspects of their progressive learning at Winthrop, including assessing options and recommending as appropriate if/how to integrate this capacity into the new comprehensive administrative computing system to which Winthrop currently is converting its mission-critical operations.
Winthrop University will offer academic programs that challenge high-achieving students and meet nationally established standards of quality. These programs will be continually reviewed with the assistance of external consultants and accrediting agencies to ensure that students are challenged at their highest level of ability. Further, these reviews will ensure that courses of study and the knowledge offered are consonant with current research and methodology. Winthrop will impart to its students the knowledge, skills, experience and values necessary to enrich their lives, and to meet the needs and challenges of the society in which they will live as citizens and professionals.

To this end, Winthrop will recruit and maintain a diverse and inclusive faculty of national caliber. It will support its faculty as they enhance their abilities as effective teachers and as they develop and enrich their knowledge and skills as scholars, researchers, practitioners and creative artists in their disciplines. Moreover, Winthrop will support high-quality instruction and research in every field of study offered by developing and maintaining at an appropriate level its classrooms, studios and performance spaces, as well as its informational and instructional technology resources.
ACADEMIC LIFE STRATEGIC INITIATIVES

1. To support and advance Winthrop University academic life as one infused with deep, meaningful and sustained learning for life and leadership, Winthrop will develop a set of guiding principles and concepts by:
   - Infusing “Core Commitments for Personal and Social Responsibility” — as defined by the Association of American Colleges and Universities (AAC&U) — across all aspects of the Winthrop Experience in ways that are systemically operationalized and institutionally transformative, while concurrently pursuing any resource opportunities made available by the AAC&U to support this continued work. (Please see: “Winthrop University and Core Commitments” near the front of this publication.)
   - Implementing agreed-upon recent revisions to the academic governance process to reflect the nature, character and values of Winthrop University as a learning community, with student learning at its heart.
   - Completing the work of the Faculty Committee on Roles and Rewards to refine and redefine appropriate criteria for tenure and promotion to ranks of associate professor and professor at an institution of Winthrop’s nature and character.

2. To deepen and enrich the manner in which Winthrop University fulfills its mission as a community of learners with individual student academic and personal development at its heart, Winthrop will continue to create and articulate a series of progressively developmental experiences that are designed to prepare students to become citizen-professionals, prepared to live, learn and lead successfully throughout their lives. In 2009-10, Winthrop will:
   - Continue to utilize various assessment data regarding the greater levels of engagement and persistence reported by students who live in on-campus Academic Success Communities compared to non-residential students to inform decisions regarding the appropriate number and nature of such communities in future academic years, and to refine and enhance related programming accordingly;
   - Continue to analyze various assessment data and make recommendations for refinement of Winthrop’s signature foundational curriculum, including the “Touchstones” core program, to deepen what students learn and to broaden development of students’ key capacities for successful decision-making by:
     - Implementing a plan and process for systematically reviewing Winthrop’s foundational curriculum against the progress of the times.
     - Establishing a timeframe for initial recommendations from this ongoing systematic review to be considered.
   - Review and analyze experiences in testing initial academic content and experiential dimensions for inclusion in the Distinction in Leadership program that is under development as an elective value-added dimension of students’ respective degrees programs by:
     - Exploring evolving concepts regarding capacities essential among those who will lead in a global society;
     - Broadening consultation between and among the Distinction in Leadership program director, the campus-based program development committee and an external program advisory board, while concurrently exploring ways to strengthen linkages among Winthrop’s student leadership opportunities and the Distinction in Leadership program;
Making recommendations for adapting initial program elements and concepts to the progress of the times as appropriate.

3. To ensure Winthrop continues to fulfill its mandate to be a “first-class institution of higher education” that from time to time adds “programs and features as the progress of the times may require,” Winthrop in 2009-10 will continue to:
   • Develop and implement program options attractive to 21st century students, including:
     o five-year bachelor’s/master’s programs;
     o certain ‘professionalized’ programs, i.e., those that augment the professional application of bachelor’s degrees by inclusion of a minor in business administration and expanded internship opportunities;
     o cross-disciplinary/personalized majors for Honors Program students.
   • Explore market demand and resources required to develop new degree programs (including identifying appropriate pre-requisite degrees, specialized tracks, or five-year options where necessary.)

4. To ensure its continued leadership in offering national-caliber academic programs consistent with emerging best practices, Winthrop will maintain its existing 100 percent national program accreditation by:
   • Preparing for fall 2009 site visits by the Council for Interior Design Accreditation (CIDA) and Commission on Accreditation of Athletic Training (CAATEE).
   • Complete related self studies in fall 2009 and prepare for spring 2010 site visits by the Association to Advance Collegiate Schools of Business Administration (AACSB), the American Chemical Society (ACS), and the National Association of the Education of Young Children (NAEYC), as well as a spring 2010 review by the National Association of School Psychologists (NASP).

5. To ensure that Winthrop’s leadership in offering national-caliber academic programs extends to programs for which no national accrediting body exists, Winthrop will develop a template process for systematic program reviews leading to evaluation and continuous improvement of such programs.

6. To enhance the role of the university in graduate education in the region, emphasize the presence of graduate programs on campus, enhance the size, quality and diversity of the graduate student body, and enhance students’ persistence and on-time completion of degree requirements, the Graduate School at Winthrop in 2009-10 will develop specific strategies to:
   • Raise the profile of the Graduate School within the greater Charlotte, N.C., metropolitan area;
   • Streamline and improve program delivery alternatives for both on-campus and off-campus locations;
   • Enhance Summer Session and other inter-session academic offerings.

7. To enrich the range of perspectives contributing to the academic community, Winthrop will explore best practices among Executive-in-Residence programs and develop a framework for expanding the program at Winthrop.
Facilities and Environs

Vivian M. Carroll Hall will be brought on line in fall 2009.

Strategic Value

Winthrop University will provide and maintain instructional, research, performance, exhibition and recreational facilities that contribute to the realization of its mission as a distinctive, comprehensive, residential learning university. In so doing, Winthrop will preserve the unique, historic character of its campus while adapting existing facilities for contemporary use and broadening its range of housing options in order to provide a contemporary physical environment of exceptional beauty in which students, faculty and staff live, learn and work. Studio and performance spaces, as well as informational and instructional technology resources, will be upgraded regularly to provide students with professional environments similar to those they will encounter in their careers or in advanced study.
1. To facilitate high-quality instruction and promote informal learning opportunities by establishing a new “crossroads” for a growing, yet compact, pedestrian-oriented campus community, Winthrop will:

- Complete construction of the Anthony J. and Gale N. DiGiorgio Campus Center, while concurrently developing and implementing a plan for summer 2010 occupancy, and scheduling an appropriate array of programmatic offerings for 2010-11;
- Bring on line Vivian M. Carroll Hall by inaugurating classes and events there beginning in fall 2009, with building dedication ceremonies to be conducted on Sept. 25, 2009;
- Continue creation of a variety of outdoor gathering places and performance venues for the campus community, including:
  - Completing the remainder of Scholars Walk as a heart of campus pedestrian promenade connecting the northern and southern sides of the main campus;
  - Continuing phased implementation of plans for a multi-disciplinary outdoor learning venue and sculpture garden north of Roddey Apartments as a culminating destination for Scholars Walk;
  - Implementing a heart of campus drainage-impact reduction plan by integrating an environmentally friendly landscape/hardscape drainage system into the area between the DiGiorgio Campus Center and the Amphitheater;
  - Enhancing the Winthrop Amphitheater’s capacity for use as a meeting and performance venue.

2. To ensure that renovation of Tillman Hall will be carried out in a manner consistent with Winthrop quality and value as well as the building’s special historic character and status, Winthrop will utilize the resources provided by the General Assembly for this purpose by:

- Awarding bids and beginning work on upgrades to the building’s mechanical and electrical systems.
FACILITIES AND ENVIRONS STRATEGIC INITIATIVES

- Developing a plan for adaptive re-use of fourth and fifth floor spaces.

3. To preserve the unique character of the campus while updating facilities for contemporary use, Winthrop will complete priority elements of its deferred maintenance plan, utilizing as appropriate state resources or other funds for:
  - Bringing on line Macfeat House as a meeting/reception/dining center.

  - Utilizing athletic debt service resources as needed to complete improvements to athletics facilities, such as upgrades to the Winthrop softball complex that are being undertaken in conjunction with the City of Rock Hill.

4. To ensure appropriate academic space is available over time to meet needs of the College of Visual and Performing Arts (CVPA), Winthrop will:
  - Complete plans for conversion of Dinkins Student Center to CVPA program needs;
  - Complete plans for conversion of Roddey Apartments to CVPA program needs;
  - Review and conduct acoustical testing of The Bookworm space against CVPA program needs and determine its future use.

5. To guide and inform long-term decision-making and resource identification, Winthrop will conduct a space use study to identify long-term program space needs and possible redevelopment opportunities for properties now occupied by uses that will or may shift over time, including:
  - Space needs of the Department of Health and Counseling Services, including the Office of Students with Disabilities;
  - Future use of the Student Activities Center;
  - Future use of the current Facilities Management Operations Center on Cherry Road;
  - Disposition process for The Lodge property on Oakland Avenue;
  - Future use of other spaces being vacated in 2010 move to the DiGiorgio Campus Center, including Java City in Margaret Nance Hall and Student Publications offices in Bancroft Hall.
Winthrop University will provide support systems and services to advance its goals and the work of its faculty, staff and students in pursuing those goals. In addition, Winthrop will have the organizational flexibility and human resource policies necessary to support the professional growth and development of faculty and staff, and to make the most effective and efficient use of their talents and experiences.

Winthrop will provide a framework for the management of information technology, and will ensure that information technology resources are used effectively and efficiently in support of the mission, goals and objectives of the university. Information technology resources at Winthrop will conform to national and international standards and exist as convenient and dependable utilities.

All fiscal, logistical, technological, human resources, and other support services will be consistent with the best practices nationally and will enable the smooth and efficient operation of the university.
1. To ensure that Winthrop’s technological capacity remains current with the needs and expectations of an institution of its mission and quality, Winthrop will continue to develop and implement its multi-year rolling plan for training and phased migration to newly enhanced mission-critical administrative computing capabilities through the Banner system, with the least possible disruption to provision of services to various stakeholders as all or some of the following systems are converted over 2009-10:
   - Finance
   - Admissions
   - Catalog/Scheduling
   - Financial Aid
   - Records
   - Registration

2. To ensure continued availability of quality amenities reflecting the needs of various segments of the campus community, with particular emphasis on resident students, Winthrop will expand its extensive public- and academic-area wireless capacities.
Winthrop University will be an effective advocate for its needs and those of higher education in general. The university will maintain active communications and relationships with its alumni, other institutions of higher education, educational associations, primary and secondary schools, elected and appointed public officials, and business and other external communities.

Winthrop will engage in an active program to heighten public awareness of its educational and cultural resources in the state, the region and the nation. In addition, Winthrop will be a source of significant public service in economic, educational, and cultural affairs in South Carolina and in the Rock Hill-Charlotte-Metrolina region.

The Winthrop University Alumni Association will provide assistance by communicating with alumni and offering programs for current and former students to foster their lifelong relationship with Winthrop, and by encouraging continued support of the university’s development, traditions and reputation. The Winthrop University Foundation and Real Estate Foundation will provide private financial support for initiatives that enhance the Winthrop Experience, particularly in the areas of scholarship endowments, faculty enrichment, and specific projects that help ensure the university’s success in meeting its goals.
PARTNERSHIPS AND COLLABORATIONS
STRATEGIC INITIATIVES

1. To ensure Winthrop’s continuing capacity to manage and respond to changing economic circumstances in the state and nation while concurrently enabling Winthrop to develop as needed for future students, Winthrop will continue to engage with a variety of public officials to:
- Obtain timely information essential to the Winthrop community being informed about and responding appropriately to emerging trends;
- Broaden and deepen officials’ understanding of Winthrop’s role in helping South Carolina and South Carolinians to adjust to current trends, future demands and opportunities for economic and civic progress;
- Advance Winthrop’s cause at the federal level, as additional federal funding opportunities become available for public higher education.

2. To advance its contribution to activities that assist South Carolina in meeting changing workforce needs, creating economic development opportunities and positioning the state to be competitive in a global economy, Winthrop will continue to engage and inform a wide variety of existing and new businesses and business-related entities that are partners and stakeholders in South Carolina’s future.

3. To enhance opportunity for relationships between and among alumni, current students preparing for the world of work or further study, prospective students, friends of the university and other stakeholders with whom Winthrop works, Winthrop will research best practices and develop a plan for an alumni advocacy initiative that can contribute to increasing Winthrop’s overall reputation for quality and value and advance its causes through coordinated outreach activities.

4. To help meet needs of today’s students and assist in preparing the university and its transformational educational experience for the challenges and opportunities of the future, Winthrop will develop a timeline and strategies for its next capital campaign.

5. To promote progress in meeting student expectations for a contemporary ‘college town’ feel to campus environs, including along Cherry Road across from campus, Winthrop will work with the City of Rock Hill to develop a Request for Qualifications for a consultant to assist in gathering community input to generate strategies for improvement, covering all directions around campus, as part of creating a cooperative “College Town Action Plan.”

6. To build on Winthrop’s reputation for academic excellence and to provide youth of the regional community with learning opportunities to prepare for college, Winthrop will explore options and develop a plan for academic enrichment activities.