

IMPLEMENTATION OVERVIEW

START	END	BUDGET	STATUS
Academic Affairs with Project Lead Sebastian van Delden			
ACADEMIC PROGRAM INNOVATION <i>Since 2022, Winthrop has been actively engaged in curriculum development. This year, three strategic initiatives will be tracked: Bachelor of Science degree programs in Health Sciences, Advanced Manufacturing Engineering, and Aviation and Business Management.</i>			
Preceded 2024-25	June 30, 2026	\$0	
OFFICE FOR STUDENT SUCCESS <i>The new Office for Student Success serves as a nexus for advising, retention, and success. This launch period includes creating a new shared advising model, SuccessFest event, ACAD course for probationary students, a retention workshop, and a new transfer student advising center.</i>			
Preceded 2024-25	June 30, 2026	\$164,150	
Enrollment Management and Marketing with Project Lead Joseph Miller			
BRANDING AND MARKETING INITIATIVE <i>Create a flexible brand platform that conveys Winthrop's strategic brand purpose and value for all audiences. Elevate our story in support of awareness, reputation, community and alumni engagement, fundraising, and enrollment marketing needs.</i>			
Preceded 2024-25	June 30, 2026	\$500,000	
PRESIDENTIAL STUDENT AMBASSADOR PROGRAM <i>Establish a new student ambassador program designed to provide support for strategic university priorities in new student recruitment, fundraising activities, alumni engagement, and selected Presidential and VIP events.</i>			
July 1, 2025	June 30, 2026	\$120,000	

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Student Affairs with Project Lead Shelia Burkhalter			
MODERNIZATION OF CAREER SERVICES AND INITIATIVES <i>Provide state-of-the-art resources to modernize the Career Center and forge partnerships between Winthrop University, local businesses, and the community to provide learning opportunities for students.</i>			
July 2025	June 30, 2026	\$50,000	
University Advancement with Project Lead Kevin Hughes			
ALUMNI SURVEY <i>Conduct a comprehensive survey of Winthrop's alumni community of nearly 70,000 individuals. The goal of this survey is to determine how alumni most want to be engaged and to inspire them to be more involved and financially supportive of their alma mater.</i>			
July 1, 2025	June 30, 2026	\$25,000	
Athletics with Project Lead Chuck Rey			
CLUB SPORTS <i>Drive enrollment, retention, engagement, wellness, and leadership development through club sports. Generate additional revenue through club sports to help financially support NCAA Division I Athletics, increase student retention through sports, and cultivate expanded philanthropic opportunities through current student-athlete parents and future alumni.</i>			
July 1, 2025	June 30, 2026	\$118,450	

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Human Resources with Project Lead Beverly Gilliam			
PROFESSIONAL DEVELOPMENT AND EMPLOYEE SATISFICATION <i>Development and delivery of enhanced professional development opportunities for faculty and staff resulting in higher levels of employee satisfaction.</i>			
July 1, 2025	June 30, 2026	\$100,000	
Finance and Business Affairs with Project Lead Kevin Butler			
CAMPUS SPACE OPTIMIZATION <i>Use data to create and execute a plan of action to consolidate space use and to lease, repurpose or dispose of excess campus lands and buildings, updating the Campus Master Plan to support the desired outcomes.</i>			
Preceded 2024	June 30, 2026	\$141,410	