








# IMPLEMENTATION OVERVIEW

| START                                                                                                                                                                                                                                                                                                                                | END           | BUDGET    | STATUS                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------|---------------------------------------------------------------------------------------|
| <b>Academic Affairs with Project Lead Sebastian van Delden</b>                                                                                                                                                                                                                                                                       |               |           |                                                                                       |
| <b>ACADEMIC PROGRAM INNOVATION</b><br><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       |    |
| <b>OFFICE FOR STUDENT SUCCESS</b><br><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 |    |
| <b>Enrollment Management and Marketing with Project Lead Joseph Miller</b>                                                                                                                                                                                                                                                           |               |           |                                                                                       |
| <b>BRANDING AND MARKETING INITIATIVE</b><br><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 |   |
| <b>PRESIDENTIAL STUDENT AMBASSADOR PROGRAM</b><br><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 |  |

# IMPLEMENTATION OVERVIEW

| START                                                                                                                                                                                                                                                                                                                                                                                    | END           | BUDGET    | STATUS                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------|---------------------------------------------------------------------------------------|
| <b>Student Affairs with Project Lead Shelia Burkhalter</b>                                                                                                                                                                                                                                                                                                                               |               |           |                                                                                       |
| MODERNIZATION OF CAREER SERVICES AND INITIATIVES<br><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  |    |
| <b>University Advancement with Project Lead Kevin Hughes</b>                                                                                                                                                                                                                                                                                                                             |               |           |                                                                                       |
| ALUMNI SURVEY<br><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  |    |
| <b>Athletics with Project Lead Chuck Rey</b>                                                                                                                                                                                                                                                                                                                                             |               |           |                                                                                       |
| CLUB SPORTS<br><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 |  |

# IMPLEMENTATION OVERVIEW

| START                                                                                                                                                                                                                                                  | END           | BUDGET    | STATUS                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------|------------------------|
| Human Resources with Project Lead Lisa Cowart                                                                                                                                                                                                          |               |           |                        |
| PROFESSIONAL DEVELOPMENT AND EMPLOYEE SATISFICATION<br><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 | <div><div></div></div> |
| Finance and Business Affairs with Project Lead Kevin Butler                                                                                                                                                                                            |               |           |                        |
| CAMPUS SPACE OPTIMIZATION<br><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 | <div><div></div></div> |