IMPLEMENTATION OVERVIEW

START	END	BUDGET	STATUS
Academic Affairs with Project Lead Sebastian van Delden			
ACADEMIC PROGRAM INNOVATION *Winthrop has been actively engaged in curriculum development. This year, three strategic initiatives will be tracked: Bachelor of Science degree programs in advanced manufacturing engineering, aviation and business management, and business administration, the latter in the CBE modality.*			
July 1, 2026	June 30, 2027	$0	
FORT MILL INSTRUCTIONAL SITE *The Fort Mill instructional site will be home to a three-pronged initiative that brings a comprehensive higher education solution to the nearby community.*			
July 1, 2026	June 30, 2027	$0	
Enrollment Management with Project Lead Amanda James			
MARKETING & BRAND STRATEGY PHASE III *Winthrop continues to build momentum as this initiative moves more broadly to implementation across campus. Current efforts are focused on executing a flflexible brand platform that strengthens awareness, enhances Winthrop's reputation, and supports community and alumni engagement, fundraising, and enrollment marketing through consistent, strategic storytelling.*			
Preceded 2026-2027	June 30, 2027	$500,000	
Student Affairs with Project Lead Shelia Burkhalter			
MODERNIZATION OF CAREER SERVICES AND INITIATIVES *State-of-the-art resources will transform the Center for Career Development and Internships while partnerships among Winthrop, local businesses, and the community will provide enhanced student learning opportunities.*			
July 1, 2025	Jun 30, 2027	$50,000	

IMPLEMENTATION OVERVIEW

START	END	BUDGET	STATUS
University Advancement with Project Lead Kevin Hughes			
SOFTWARE PURCHASE & IMPLEMENTATION *University Advancement will purchase and utilize the ThankView software to enhance donor outreach efforts and better personalize the way in which the team initially connects with potential prospects and stewards existing donors.*			
July 1, 2026	June 30, 2027	$33,000	
Human Resources with Project Lead Beverly Gilliam			
PROFESSIONAL DEVELOPMENT AND EMPLOYEE SATISFACTION *Professional development and employee satisfaction programs and initiatives will be imagined, developed, and offered to faculty and staff based on employee feedback from previous satisfaction survey and strategic planning processes.*			
July 1, 2026	June 30, 2027	$125,000	
Finance and Business Affairs with Project Lead Jenni Lewis			
PAYROLL SOFTWARE IMPLEMENTATION *Finance and Business Affairs will replace fragmented legacy payroll processes with an integrated, scalable enterprise platform for payroll and related workforce processes to create a streamlined system that will ensure continuity of operations.*			
July 1, 2026	June 30, 2027	$70,000	