MARKETING AND BRAND STRATEGY PHASE III

Start: July 1, 2026	Budget: $500,000
Finish: June 30, 2027	Actual YTD: $280,000

MARKETING AND BRAND STRATEGY WORKFLOW

Task	October	November	December
Digital Marketing Planning and Execution			
Brand Development Projects			
New Mascot Launch			

RISK/MITIGATION

The success of this initiative depends on strong collaboration across the university and timely execution by both internal and external partners. Regular project reviews, clearly defined responsibilities, and consistent communication will help ensure the project remains on schedule and aligned with institutional priorities.

Q1 HIGHLIGHTS

- ✓ Continued strengthening collaboration through the BLAST committee to ensure coordinated messaging and streamlined communications across the university.
- ✓ Established a digital asset management platform, providing campus partners with centralized access to approved brand assets.

Q2 OBJECTIVES

- Implement targeted campaigns to promote Winthrop's brand, academic programs, and enrollment growth across the Carolinas.
- Expand branded materials, digital content, merchandise, and promotional initiatives.
- Integrate Winthrop's brand and mascot strategy across academics, athletics, advancement, and campus initiatives.

Status:
Lead: Amanda James
Pillar: Excel, Engage
Date: 10/09/2026

DESCRIPTION

Advance the implementation of Winthrop's new brand by expanding its presence across marketing, communications, and campus initiatives while ensuring a consistent and engaging experience for all audiences.

