







IMPLEMENTATION OVERVIEW

START	END	BUDGET	STATUS
Academic Affairs with Project Lead Sebastian van Delden			
ACADEMIC PROGRAM INNOVATION <i>Criminal Justice, Supply Chain and Logistics, and Design with Game Design Concentration launched this fall. Ed.D. In Leadership and Innovation, AI, FinTech and Software Engineering to launch fall 2025.</i>			
Preceded 2024-25	June 2025	\$190,000	
WINTHROP ELEVATE LAUNCH <i>Adult degree completion program based on Competency-Based Education modality. Bachelor of Professional Study application open for spring enrollment.</i>			
Preceded 2024-25	June 2025	\$150,000	
HONORS COLLEGE LAUNCH <i>Transformation of longstanding program into a college that "leads with leadership" under the direction of recently tapped Dean Nick Grossoehme.</i>			
Preceded 2024-25	June 2025	\$50,000	
Enrollment Management and Marketing with Project Lead Joseph Miller			
BRANDING AND MARKETING INITIATIVE <i>Evaluation and strengthening of brand to create a comprehensive strategy that will unify marketing efforts across the university. Potential partner currently being determined through RFP.</i>			
Preceded 2024-25	June 30, 2025	\$500,000	
TUITION TRANSPARENCY INITIATIVE <i>Following an 8 percent tuition reduction this fall, the initiative's year 2 will evaluate both the undergraduate and graduate tuition and fees structure to strategically optimize costs of delivery with net price.</i>			
Year 1 was 2023-24	June 30, 2025	\$0	

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Student Affairs with Project Lead Shelia Burkhalter			
CAMPUS LIFE ELEVATION <i>Enhancement of student life and traditions by offering varied, meaningful events that help students to feel connected and build lasting relationships.</i>			
Preceded 2024-25	June 30, 2025	\$108,214	
University Advancement with Project Lead Kevin Hughes			
DATA HEALTH INITIATIVE <i>Full wealth screening of Winthrop's alumni/donor database, as well as an audit and update of alumni contact information.</i>			
July 1, 2024	June 30, 2025	\$51,000	
ANNUAL GIVING INVESTMENT <i>Addition of frontline fundraiser to focus on growing the number of leadership annual fund donors (gifts of \$1,000+) and upgrading existing donors.</i>			
July 1, 2024	June 30, 2025	\$18,497	
Athletics with Project Lead Chuck Rey			
ATHLETICS FUNDRAISING INITIATIVE <i>Development officer position with dual reporting to Athletics and University Advancement to increase donor sponsorships, annual and major gifts, and more.</i>			
July 1, 2024	June 30, 2025	\$98,000	
Human Resources with Project Lead Lisa Cowart			
PROFESSIONAL DEVELOPMENT INITIATIVE <i>Development and delivery of enhanced professional development opportunities for faculty and staff resulting in higher levels of employee satisfaction.</i>			
July 1, 2024	June 30, 2025	\$31,200	

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Finance and Business Affairs with Project Lead Kevin Butler			
BUDGET PROCESS OVERHAUL <i>Evaluation of resource allocation at Winthrop and creation of a simplified, transparent and inclusive budget process.</i>			
Preceded 2024	May 2025	\$0	
CAMPUS ROADMAP <i>With partner Gordian Sightlines, alignment of strategic plan, campus master plan and academic master plan to produce a 10-year roadmap for facilities and computing/technology projects.</i>			
Preceded 2024	June 30, 2025	\$181,000	