



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 |  |