



*Staff Conference*

**Friday, April 26, 2024**  
**Whitton Auditorium**



STAFF CONFERENCE 2023-2024

# MISSION: S.P.A.C.E.

WINTHROP UNIVERSITY

**S**UPPORT  
**P**OSITIVITY  
**A**DVOACACY  
**C**OLLABORATION  
**E**MPowerment

# Staff Assembly – Leadership Update

Please help us welcome our  
2024–2025 Staff Assembly Leadership:

Chair

**Taylor Degen**

*Facilities Management*

Vice Chair

**Amanda Hackney**

*Student Financial Services*





FACULTY & STAFF

# SOCIAL





## **University Updates**



**Dr. Edward Serna**  
**Strategic Plan**



**Maria Linn**  
**Institutional Research**

# Institutional Effectiveness & Institutional Research

## Who We Are & What We Do

### About Us



### Mission Statement

The mission of the Office of Institutional Research (IR) is to provide accurate institutional data and analyses to the campus community and external stakeholders by conveying mandated accountability data to the state and federal government, supporting institutional and specialized program accreditation and academic program review efforts, and working collaboratively with other units on campus to support and encourage evidence-based planning and decision making.

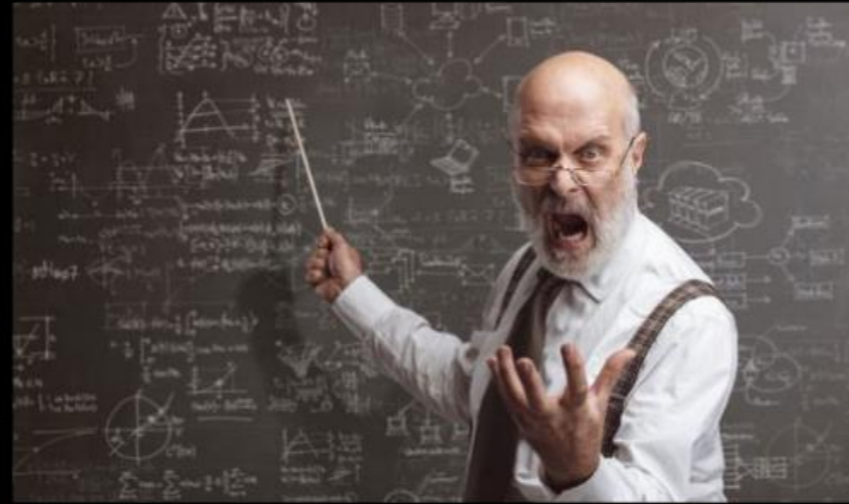




# INSTITUTIONAL RESEARCH



WHAT SOCIETY THINKS I DO



WHAT DATA CUSTODIANS THINK I DO



WHAT SENIOR LEADERS THINK I DO



WHAT DATA REQUESTERS THINK I DO



WHAT I THINK I DO

Accountability	Improvement
It just has to get done <b>48%</b>	Makes Winthrop better, solves problems, helps students/faculty/staff <b>52%</b>
Routine	Ad hoc
Occurs at predictable times <b>67%</b>	Surprises + requests we know are coming but don't know when <b>33%</b>

WHAT I REALLY DO

# IR's deliverables include:

- State & federal reports
- Data analysis for senior leadership
- Data to support accreditation
- Electronic repository of official, historical data
- Interactive data tools for use by all faculty/staff
- Publisher surveys (ex., U.S. News)
- Institution-wide student surveys
- Ad hoc data requests from faculty/staff
- Data stewardship – accuracy, privacy, security

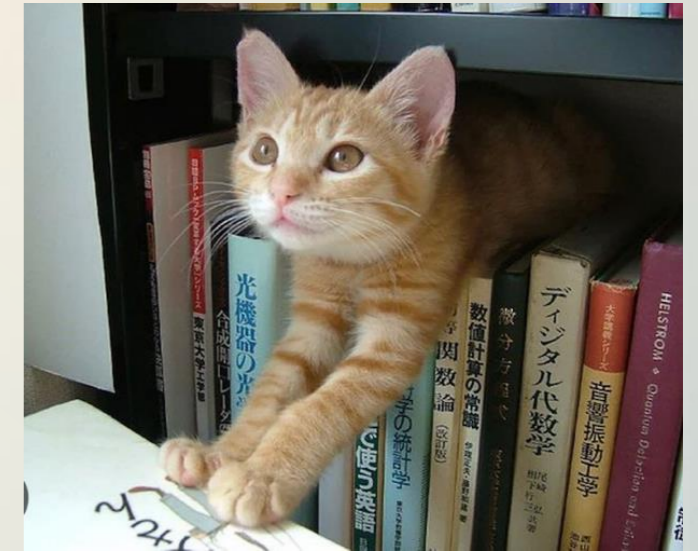




## Official Data Requests Which office should I contact?

Winthrop University has two offices that provide reports on essential metrics and academic data (student enrollment, retention, faculty teaching, etc.). The guide below will help you choose the best office for your needs.

Office of Business Intelligence and Data Management (BIDM)	VS.	Institutional Effectiveness (IE) includes Institutional Research (IR)
<a href="#">BIDM DATA REQUEST FORM LINK</a>		<a href="#">IR DATA REQUEST FORM LINK</a>
Helps support decision making across the university by providing <b>timely</b> and accurate reports and data from the student information system	<b>Responsibilities</b>	Provides <b>official, public</b> data reported to the SC Commission on Higher Education (CHE), the US Department of Education through IPEDS, and other official entities
Contact for <b>up-to-the-minute</b> data or information to assist in making decisions based on current information	<b>Data Timeliness</b>	Source of official ( <b>historical</b> ) data for a given term, which can be used for <b>comparison</b> to different terms or to other institutions
Provides information on current students, daily reporting, or other questions based on <b>current data</b>	<b>Reporting Types</b>	Responsible for administering and analyzing results from <b>institution-wide</b> surveys (including NSSE, Graduating Senior Survey, and Alumni Survey)
Interfolio (Faculty180, Faculty Search, and the Review, Promotion and Tenure modules), Qualtrics, and technical assistance for Navigate	<b>System(s) Oversight</b>	OARS system for Assessment Plans and Reporting; PICS system for faculty credentialing; and the management of institutional and programmatic accreditation



But nobody minded



**Pickles, the smallest Library Assistant ever, took ages returning the books to their shelves**

# Before website redesign vs. AFTER

Home > Institutional Effectiveness

About Us  
Assessment  
SACSCOC Accreditation  
Academic Program Review  
Contact Us

Related Links  
OARS 2.0 Assessment  
PICS - Primary Credentialing  
Student Achievement Goals  
Student Consumer Information

Contact Information  
Institutional Effectiveness  
102 Tillman Hall  
Rock Hill, SC 29733, USA  
803/323-1460  
ie@winthrop.edu

## Department of Institutional Effectiveness

The Department of Institutional Effectiveness (IE) supports the University's mission by providing leadership in the areas of institutional research, accreditation, assessment, and academic program review. The Department disseminates assessment results and institutional data to support institutional planning and decision-making, as well as advancing quality in teaching and learning, academic and student support, and services and operations.

[Institutional Effectiveness Organizational Chart \(pdf - 182 KB\)](#)

### Finding Facts and Information at Winthrop University

- Start on the [WU Facts and Information](#) webpage for current or prior term information on enrollments and completions, the Common Data Set, Data Warehouse, student profiles, IPEDS Data Feedback Report, SC Higher Education Statistical Abstract, and archived Factbooks.
- Refer to the [Institutional Effectiveness Data Catalog](#) for a list of recurring reports published by Institutional Effectiveness including timeframe and location.
- Our [Student Consumer Information](#) page lists Institutional and Financial Aid information and where to find it quickly and easily.
- Go to [Accountability for the State Accountability Report](#), SACSCOC Reaffirmation, rankings, organizational structure, and Winthrop's comparison group institutions (as defined by the IPEDS Feedback Group).
- Go to [Assessment for assessment and institutional effectiveness resources](#) including the Institutional Assessment Plan and Improvement Report (APRI), NSSE, PSRL, and AAC&U.
- If you do not find the data or reports that you are looking for on the above referenced pages, please send us a request using our [Data Request Form](#) in our office of Institutional Research.

### Research Analyses at Winthrop University

Go to [Research Analyses](#) for information on conducting a research analysis.

Do you know where to find the Facts and Info? Take our [Quiz!](#)

[Department of Institutional Effectiveness Privacy Statement \(pdf - 184 KB\)](#)

Home > Institutional Effectiveness > Facts and Information

About Us  
Assessment  
SACSCOC Accreditation  
Academic Program Review  
Contact Us

Related Links  
OARS 2.0 Assessment  
PICS - Primary Credentialing  
Student Achievement Goals  
Student Consumer Information

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803/323-1460  
ie@winthrop.edu

## WU Facts and Information

- WU Common Data Set (CDS) - Official Data on enrollment, persistence, admissions, academic offerings, student life, financial aid, faculty, and class size
- Data Warehouse - Interactive tool with headcount data filterable by a variety of demographic variables. (Not designed for mobile devices - Google Chrome is the recommended browser)
- Enrollment including Official, undergraduate and graduate degree program headcounts and link to SC Commission on Higher Education
  - Official Enrollment from CDS Sect B (pdf-134kb)
  - FTE 10 Year Analysis of All Public Institutions in SC as of Fall 2028 (1)
  - Search the SC CHE Data Catalog for Enrollment (link to SC CHE)
  - Fall and Spring Program Enrollments
- Student Profiles & Quick Facts as of F21 (New Freshman, New Transfers, Undergraduate, Graduate)
- Completions/Degrees Awarded
  - CHE Completions Data (link to SC CHE)
  - Undergraduate and Graduate Degrees Conferred 2007-2021
- Number of Employees 2019-2021 (1) (pdf - 141kb)
- Winthrop University Comparison Group Institutions (1)
- Faculty Load, Grade Distribution, Credit Hour Production Reports and Faculty Profiles now available on [Blackboard Content Collection](#) - Login Required!
  - [Blackboard Content Collection Navigation Instructions](#)
- Archived Factbooks 2000-2010
- IPEDS Data Feedback Report
- South Carolina Higher Education Statistical Abstract from the SC CHE
- State Accountability Reports

### Additional Resources

- SOUTH CAROLINA Commission on Higher Education (SC CHE)
- NCES-Integrated Postsecondary Education Data Center (IPEDS Data Center)

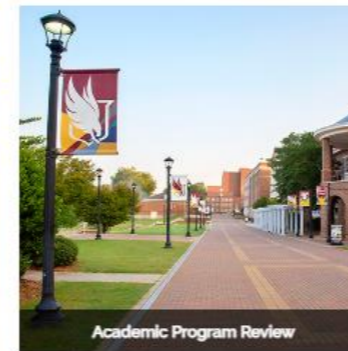
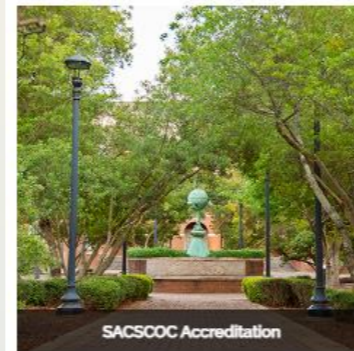
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## Department of Institutional Effectiveness

The Department of Institutional Effectiveness (IE) supports the University's mission by providing leadership in the areas of institutional research, accreditation, assessment, and academic program review. The Department disseminates assessment results and institutional data to support institutional planning and decision-making, as well as advancing quality in teaching and learning, academic and student support, and services and operations.

### What is Institutional Effectiveness?

Institutional Effectiveness is the systematic process of gathering, analyzing, and using data for the purpose of documenting institutional performance in relation to its mission and goals and informing improvement efforts.



Home > Institutional Effectiveness > Institutional Research

## Institutional Research

Official Source of Historical Institutional Data

About Us  
Data Dictionary  
Data Requests  
FAQs  
Research Analyses  
State Accountability Reports  
Contact Us

**Related Links**  
OARS 2.0 Assessment  
PICS - Primary Credentialing  
Student Achievement Goals  
Student Consumer Information

**Contact Information**  
Institutional Effectiveness  
102 Tillman Hall  
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803/323-1460  
ie@winthrop.edu

### FACT BOOK

Historical data related to enrollment, new students, student outcomes, and faculty

[Learn More!](#)

### QUICK FACTS

Brochure-style student profiles published each fall, including some one-year comparisons

[Learn More!](#)

### COMMON DATA SET

A set of standard data points often incorporated into external surveys

[Learn More!](#)

### INSTITUTIONAL SURVEYS

Results from Graduating Senior, Alumni, & NSSE surveys

[Learn More!](#)

### WINTHROP DATA

Internal reports, including credit hour production, faculty load, & grade distributions

[Login Required](#)

### ADDITIONAL RESOURCES

More resources including interactive dashboards

[Learn More!](#)



# OFFICE OF INSTITUTIONAL RESEARCH DATA RESOURCES



## FACT BOOK

Historical data related to enrollment, new students, student outcomes, and faculty

[Learn More!](#)

## FACT BOOK

- Trends - five years of data on most pages
- Separate pages for fall and spring terms
- PDF tables or table/graph combo

Enrollment (by gender, race/ethnicity, state, first generation, Pell/state scholarship), degree program enrollment\*, credit hour production\*, degrees conferred\*, retention & graduation rates (by gender, race/ethnicity, Pell), number of employees, instructional faculty\* (by FT/PT, college, department, race/ethnicity).

*\*Excel versions of these reports can be found under Winthrop Data.*



## QUICK FACTS

Brochure-style student profiles published each fall, including some one-year comparisons

[Learn More!](#)

## QUICK FACTS

- Highlights of Fact Book info
- Separate pages for All Students, Undergrads, Grads, Freshmen, Transfers
- Dashboard-style visuals

Top 5: counties, states, countries, majors, feeder high schools, transfer institutions; new freshman avg ACT & SAT scores & high school GPA.



## COMMON DATA SET

A set of standard data points often incorporated into external surveys

[Learn More!](#)

## COMMON DATA SET

- One year of data per PDF
- Many data points also found in Fact Book
- Common definitions allow comparing w/ other institutions' published CDS

Admissions policies, student life info, tuition & fees, financial aid, student to faculty ratio.



## INSTITUTIONAL SURVEYS

Results from Graduating Senior, Alumni, & NSSE surveys

[Learn More!](#)

## INSTITUTIONAL SURVEYS

- Graphic overviews of survey results

Alumni Survey, Graduating Senior Survey, National Survey of Student Engagement (NSSE)



## WINTHROP DATA

Internal reports, including credit hour production, faculty load, & grade distributions

[Login Required](#)

## WINTHROP DATA

- Secure login site - All WU F/S have access

Internal dashboards; Excel versions of credit hour production, degrees conferred, degree program enrollment, faculty data, enrollment by major and race/ethnicity; alumni survey report; graduating senior survey report; retention report; S/U analysis.



## ADDITIONAL RESOURCES

More resources including interactive dashboards

[Learn More!](#)

## ADDITIONAL RESOURCES

- Public dashboard
- Links to external data resources

Data tools & reports from the SC Commission on Higher Ed & US Dept of Ed, college guides & publisher surveys, WU comparison groups



**Patrice Bruneau**  
**IT Updates**

# IT Update

- Draft of new Acceptable Use Policy (AUP)
- Phishing campaigns
- New screen settings
- New Wingspan

# IT Update

- AUP “*Highlights*”
  - Winthrop’s laptops/email/network
  - Very limited personal use - Don’t link
  - I.T. can scan/filter/investigate
  - No expectation of privacy
  - Do not store/email confidential data
  - Do not auto-forward
  - Flexible if you have a good reason



# IT Update

- Simulated phishing campaigns

Dear User,

Your account has exceeded its limit and needs to be verified, if not verified within 48 hours, we shall suspend your account from receiving or sending emails.

You are required to verify your mailbox to protect your account and continue using our services.

Click the button to  
[Retrieve Your Mailbox](#)  
and protect your account.

Thank you for being a user.

Please do not reply to this e-mail.  
For assistance, contact the customer support.  
Customer Service Email ID 1009.  
? 2023 Mailbox .

## You have new messages

You can release all of your hold messages and permit or block future emails from the senders, or manage messages individually.

[Review all](#) [Release all](#) [Block all](#)

### Further information:

Hold Messages: 10

The system generated this notice on Monday.  
Do not reply to this automated message.

# IT Update

- Simulated phishing results

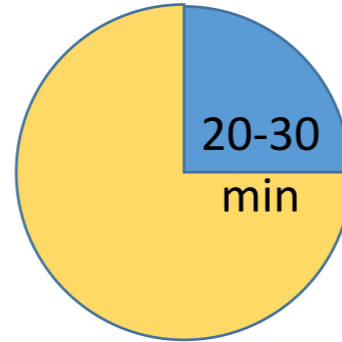
Date Started: Dec 4, 2023, 9:15am  
Date Ended: Dec 11, 2023, 9:15am  
Total Users: 1751  
Clicked Link: 49 (2.80%)  
Supplied Credentials: 38 (2.06%)  
Read Message: 716 (40.89%)  
Deleted Message: 670 (38.26%)  
Replied to Message: 0 (0.00%)  
Forwarded Message: 84 (4.80%)  
Out of Office: 49 (2.80%)  
First Link Clicked: 0h 1m 43s  
First Credentials Entered: 0h 0m 38s

Date Started: April 2, 2024, 10:12am  
Date Ended: April 9, 2024, 10:12am  
Total Users: 1782  
Clicked Link: 279 (15.66%)  
Supplied Credentials: 129 (7.24%)  
Read Message: 779 (43.71%)  
Deleted Message: 592 (33.22%)  
Replied to Message: 0 (0.00%)  
Forwarded Message: 33 (1.85%)  
Out of Office: 60 (3.37%)  
First Link Clicked: 0h 0m 51s  
First Credentials Entered: 0h 2m 1s

# IT Update

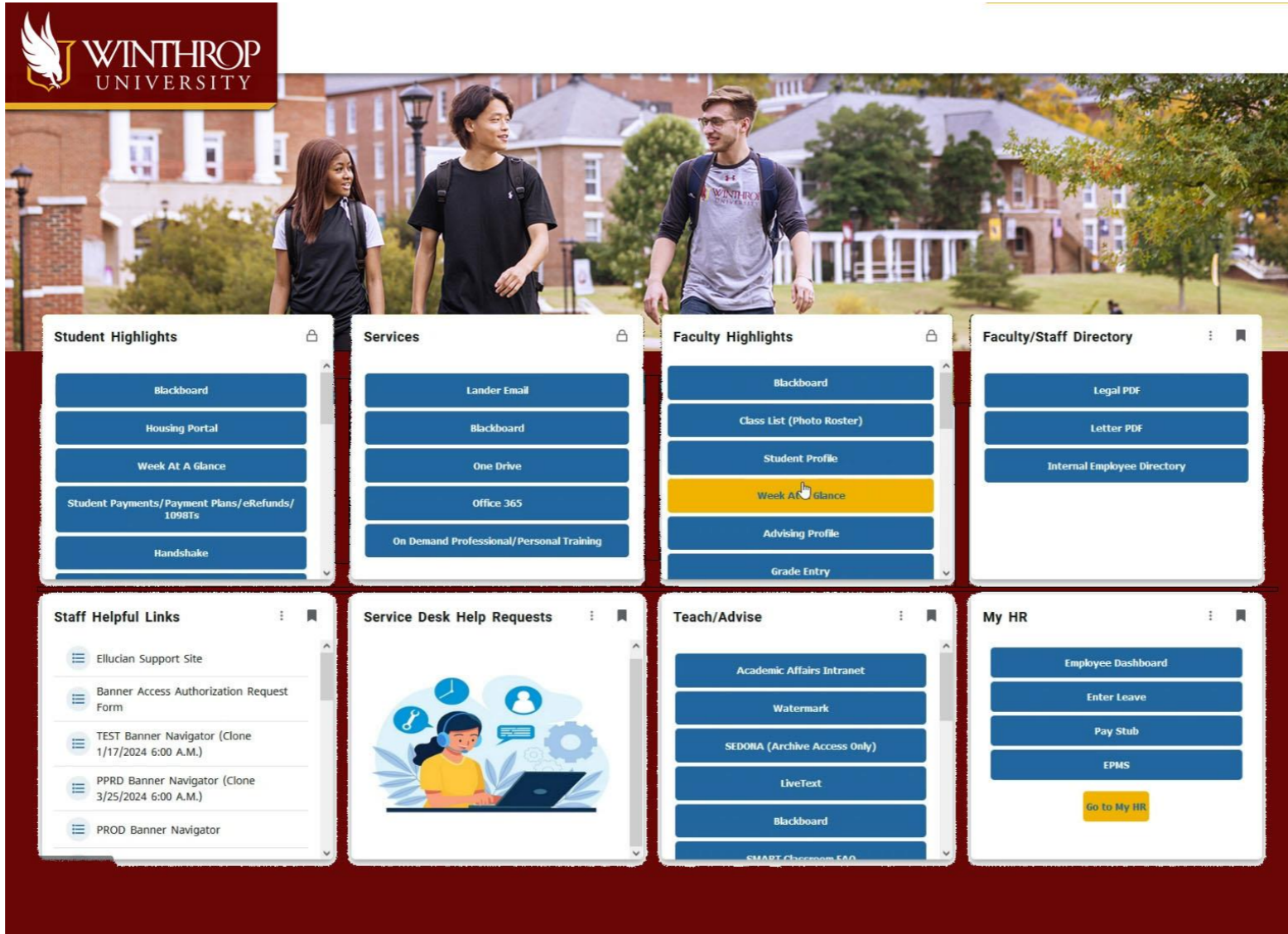
- Screen settings

This computer system is the property of Winthrop University and may be accessed only by authorized users. This system may contain sensitive information, which is restricted to authorized users only. The information contained herein is the property of Winthrop University and is subject to non-disclosure, security, and confidentiality requirements. Unauthorized access, use, misuse, or modification of Winthrop information systems or data may subject one to criminal prosecution and civil penalties. This system may be monitored for activity and any information stored within the system may be retrieved. By accessing and using this system, you are consenting to such monitoring and information retrieval for law enforcement and other purposes. Users should have no expectation of privacy as to any communication on or information stored within Winthrop information systems.



# IT Update

EXPERIENCE



The screenshot displays a user interface for Winthrop University's IT services. At the top left is the university logo. Below it is a photograph of three students walking on a campus. The main area is a grid of eight panels, each containing various service links:

- Student Highlights:** Blackboard, Housing Portal, Week At A Glance, Student Payments/Payment Plans/eRefunds/1098Ts, Handshake.
- Services:** Lander Email, Blackboard, One Drive, Office 365, On Demand Professional/Personal Training.
- Faculty Highlights:** Blackboard, Class List (Photo Roster), Student Profile, Week At A Glance (highlighted in yellow), Advising Profile, Grade Entry.
- Faculty/Staff Directory:** Legal PDF, Letter PDF, Internal Employee Directory.
- Staff Helpful Links:** Ellucian Support Site, Banner Access Authorization Request Form, TEST Banner Navigator (Clone 1/17/2024 6:00 A.M.), PPRD Banner Navigator (Clone 3/25/2024 6:00 A.M.), PROD Banner Navigator.
- Service Desk Help Requests:** Illustration of a student at a computer with support icons.
- Teach/Advise:** Academic Affairs Intranet, Watermark, SEDOIA (Archive Access Only), LiveText, Blackboard, SMART Classroom FAQ.
- My HR:** Employee Dashboard, Enter Leave, Pay Stub, EPMS, Go to My HR (yellow button).



**Brittany Neely**  
**Homecoming 2024**

# Homecoming and Reunion

Nov. 4-9



# Homecoming & Reunion Weekend 2024

- Homecoming Week is Nov. 4-9
  - [www.winthrop.edu/homecoming/](http://www.winthrop.edu/homecoming/)
- Homecoming & Reunion Weekend Nov. 8-9
- Reunion Classes end in 4 and 9
  - 2019
  - 2014
  - 2009
  - 2004
  - 1999
  - 1994
  - 1989
  - 1984
  - 1979
  - 1974
  - 1969
  - 1964
  - 1959
  - 1954
  - 1949



# Alumni Association Events 2024

- Faculty and Staff Alumni Lunch
- Campus Art Tour
- Campus Tours with Student Ambassadors
- “Day by Day” 1919 film
- Homecoming Happy Hour
- Reunion Welcome Reception
- Alumni Reunion Brunch
- Alumni Association Tailgate





# How have we spread the word?

- Mailed Pieces hit mailboxes in August
  - Class reunion segmented brochure
  - Homecoming postcard
- Emails sent in September
  - Class reunion segmented emails
  - Homecoming email
- Homecoming and Reunion Website
  - [www.winthrop.edu/homecoming/](http://www.winthrop.edu/homecoming/)
  - Updated with all event information
- Social Media
  - Facebook, Winthrop Connect, Instagram and Twitter

# What Now?

- If your campus department wants to plan an event during Homecoming and Reunion, Nov. 4-9, please let me know!
  - We can help get the word out to over 68,000 alumni!
- Print deadline is May, 31 for Homecoming brochure and Class Reunion brochure.
- Contact information
  - Brittany Neely
  - [neelyb@Winthrop.edu](mailto:neelyb@Winthrop.edu)
  - 803/323-3050





**Katie Price**  
**Promotional Item Ordering**

# Promotional Item Ordering

Do you order **promotional items (swag)** that feature the Winthrop name, logo or any other Winthrop-related marks?



***Did you know?*** Winthrop's name, logos and other marks are trademarked with the State of South Carolina. Any vendor producing items using our name or brand must be officially licensed, even if the order comes from a Winthrop department! **\*\*\*NOTE: Not all vendors are licensed! \*\*\***

# Promotional Item Ordering

When you need to order branded items, **contact UCM** at [marketing@winthrop.edu](mailto:marketing@winthrop.edu) as the first step in your process!

Please give us as much lead time as possible. We cannot always accommodate last-minute requests!

We can help you with:

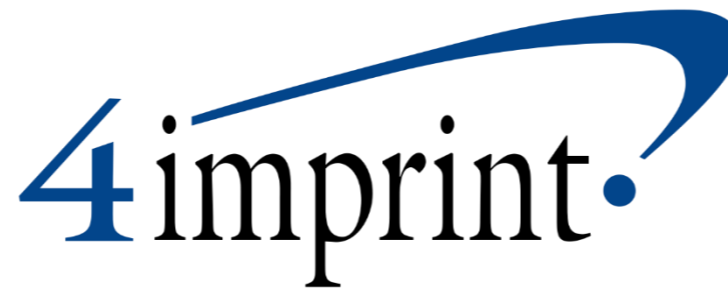
- Identifying a licensed vendor (or getting the vendor you want to use licensed)
- Selecting the brand element you want to feature on your item
- Setting up the artwork to send to the vendor
- Making sure your order meets our brand guidelines

*Licensed vendors must submit all orders through our licensing approval portal, so working with UCM before submitting your order can expedite the approval process!*



# Promotional Item Ordering

Commonly-used licensed vendors:





*Staff Conference*

In partnership  
with



*Office of the  
President*

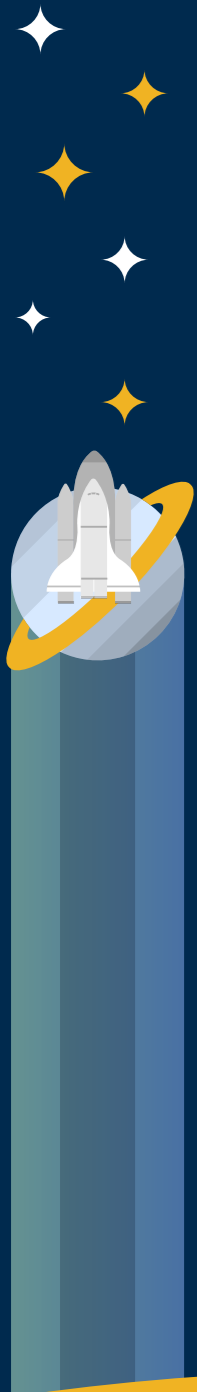
LEADERSHIP  
YORK COUNTY





## **Committee Updates**





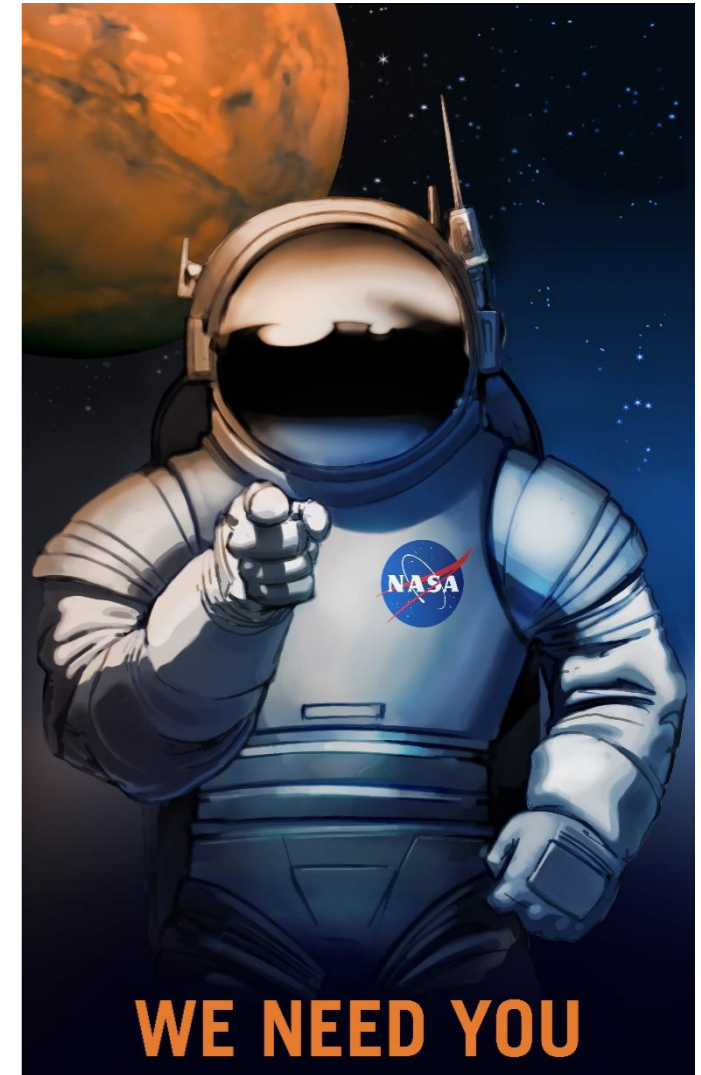
# Committee Updates

Please consider **supporting** the wonderful work that our Staff Conference standing committees do!

You don't have to be on Staff Assembly to join a committee – anyone can join (and the more the merrier!)

- Campus & Community Involvement
- Staff Recognition
- Elections & Nominations
- Professional Development
- Media & Communications
- Staff Feedback

If you are interested in joining one of these committees, please contact us at **[staffassembly@winthrop.edu](mailto:staffassembly@winthrop.edu)**.





*Staff Conference*

# **Campus & Community Involvement Committee**

# Campus and Community Involvement Committee

**BAGS FOR BENCHES**

**RECYCLE  
PLASTIC  
BAGS &  
FILM  
HERE**

KINARD LOBBY WEST CENTER  
DACUS LIBRARY WITHERS  
FACILITIES MANAGEMENT





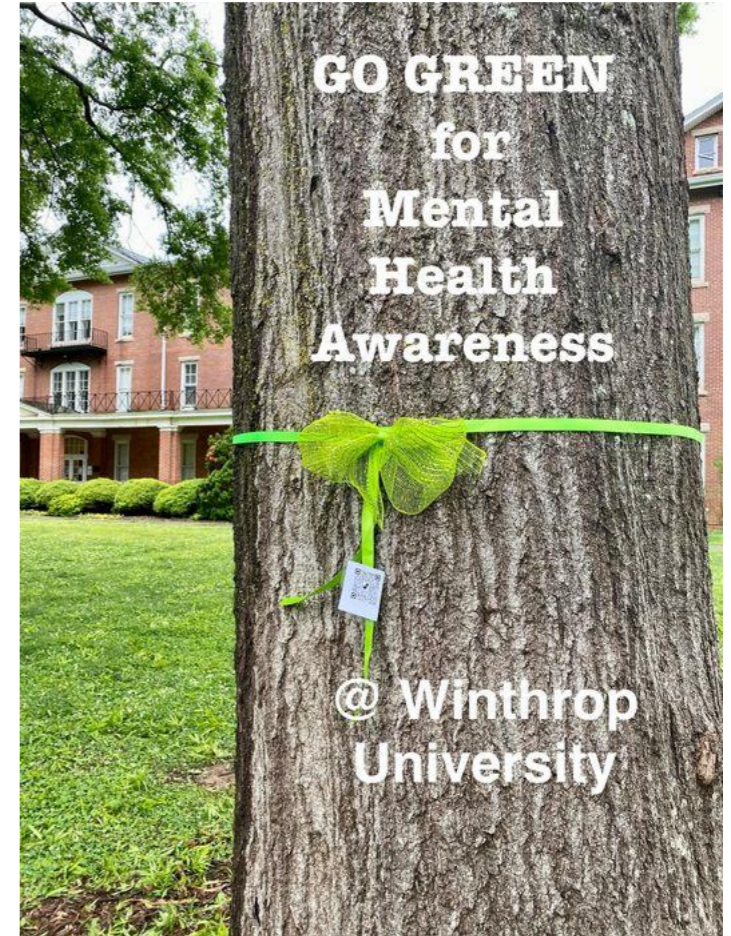
As of 4/25/2024, we have collected 361 lbs.  
**We need 639 lbs. by January 9<sup>th</sup>!**  
(We now need to collect 1,000 lbs. for one bench per year.)

Contact Chris Johnson at [johnsonc@winthrop.edu](mailto:johnsonc@winthrop.edu) for additional information.

## NEW COLLECTION

## LOCATIONS:

- Kinard Lobby
- West Center
- Withers



**DON'T DUMP IT! DONATE IT!**  
**PERSONAL HYGIENE &  
FOOD DRIVE**

**April 12 to May 8**

*Staff Conference Campus Community Involvement Committee*



*Staff Conference*

**Staff Recognition  
Committee**

# Welcome New Staff!

**Dylan Patterson** – *Assistant Women's Soccer Coach, Winthrop Athletics*

**Julian Shaw** – *Police Officer, WUPD*

**Stanford Saddler** – *Cultural Events/Degree Progress Coordinator, Records and Registration*

# Staff Member of the Month!

Thanks for all you do!

Staff Member of the Month

**Nominee**

# Your Nominees!

## March 2023

**Aerial Craig** – ITC

**Cheryl Gomez** – Human Resources

**Julia Hinton** – Facilities Management

**Katie Hughes** – Health Services

**Leah McMillan** – Political  
Science, Philosophy, Religion & Legal Studies

**Ramona Kundl** – Theatre and Dance

**Zan Jones** – Human Resources

## April 2024

**Andria Tolbert** – Human Resources

**Angela Conner** – Printing Services

**David Rollings** – Admissions

**Debbie Garrick** – Advancement

**Jennifer Alayon** – Physical Education, Sport &  
Human Performance

**Jess Peoples** – University College

**Paula Garofalo** – Admissions

**Thea Barnes** – Records and Registration

**And the winners are...**



***\*drumroll\****





**Ramona Kundl**

Theatre & Dance

**Staff Member of the Month**  
March 2024



**Paula Garofalo**

Admissions

**Staff Member of the Month**

April 2024



**Dr. Adria Belk**

CAS Dean's Office

**Staff Member of the Year  
2024**

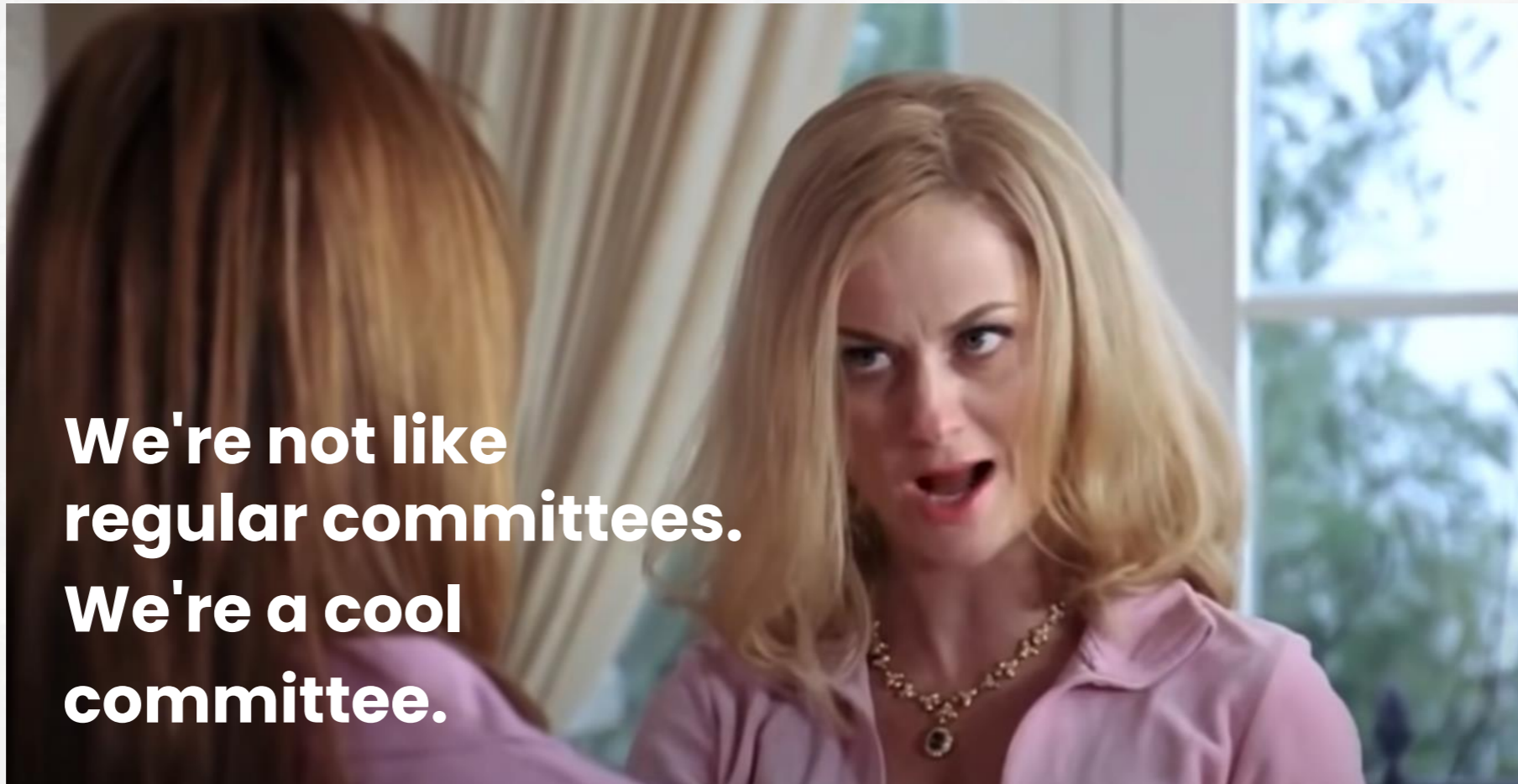
# Nominate a Staff Member!

Nominations will be accepted until the close of business on the last day of each month.



<https://www.winthrop.edu/staff/staff-awards.aspx>

# Join Our Committee!



**We're not like  
regular committees.  
We're a cool  
committee.**



**Elections & Nominations  
Committee**



*Staff Conference*

**Media & Communications  
Committee**

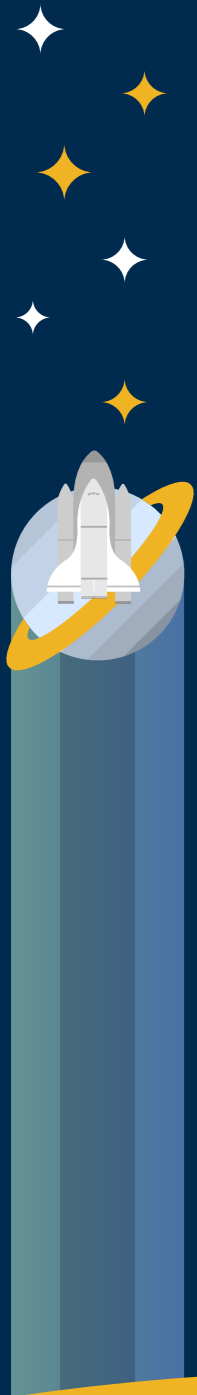


**Staff Feedback  
Committee**





## **Announcements & Reminders**



## Board of Trustees Report Recap

- *Annual Report*
- *Impromptu Question & Response*
- *Chairmen McCall remarks*
- *Board support*



# COMMENCEMENT

**Graduate Ceremony – Thursday, May 2**  
**Undergraduate Ceremonies – Saturday, May 4**

# Save the Date

## Annual Eagle Club Scholarship Auction

Saturday, May 18 | 6-10 p.m. | Winthrop Coliseum

AUCTION | DINNER | LIVE MUSIC

Sponsorship Opportunities Available

For more information, contact [eagleclub@winthrop.edu](mailto:eagleclub@winthrop.edu) Purchase  
tickets at [EagleClub.givesmart.com](http://EagleClub.givesmart.com)

Cocktail Attire | Must be 21 to Attend



**WINTHROP**  
EAGLE CLUB



# Save the Date

Fountain & Stewart House Dedication  
June 27, 2024



STAFF CONFERENCE 2023-2024

# MISSION: S.P.A.C.E.

THANK YOU FOR A GREAT YEAR!