The Good News

Regional Universities in the South

#5

Top Public Schools

#11

Overall Rank

#5

Best Colleges for Veterans

#13

Place for Social Mobility

Facility Upgrades

The Strategic Planning Process

Envision and create a **blueprint** for Winthrop's future

⬇

Goals and actions

⬇

Mobilize resources to execute the actions
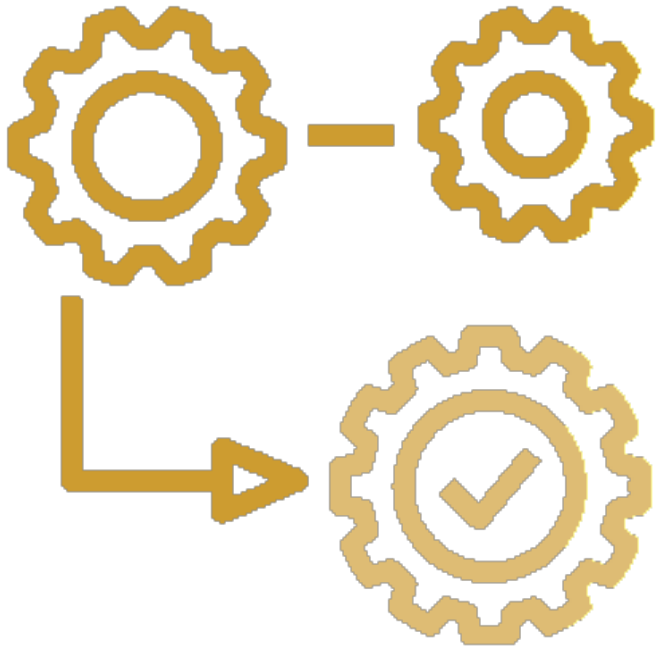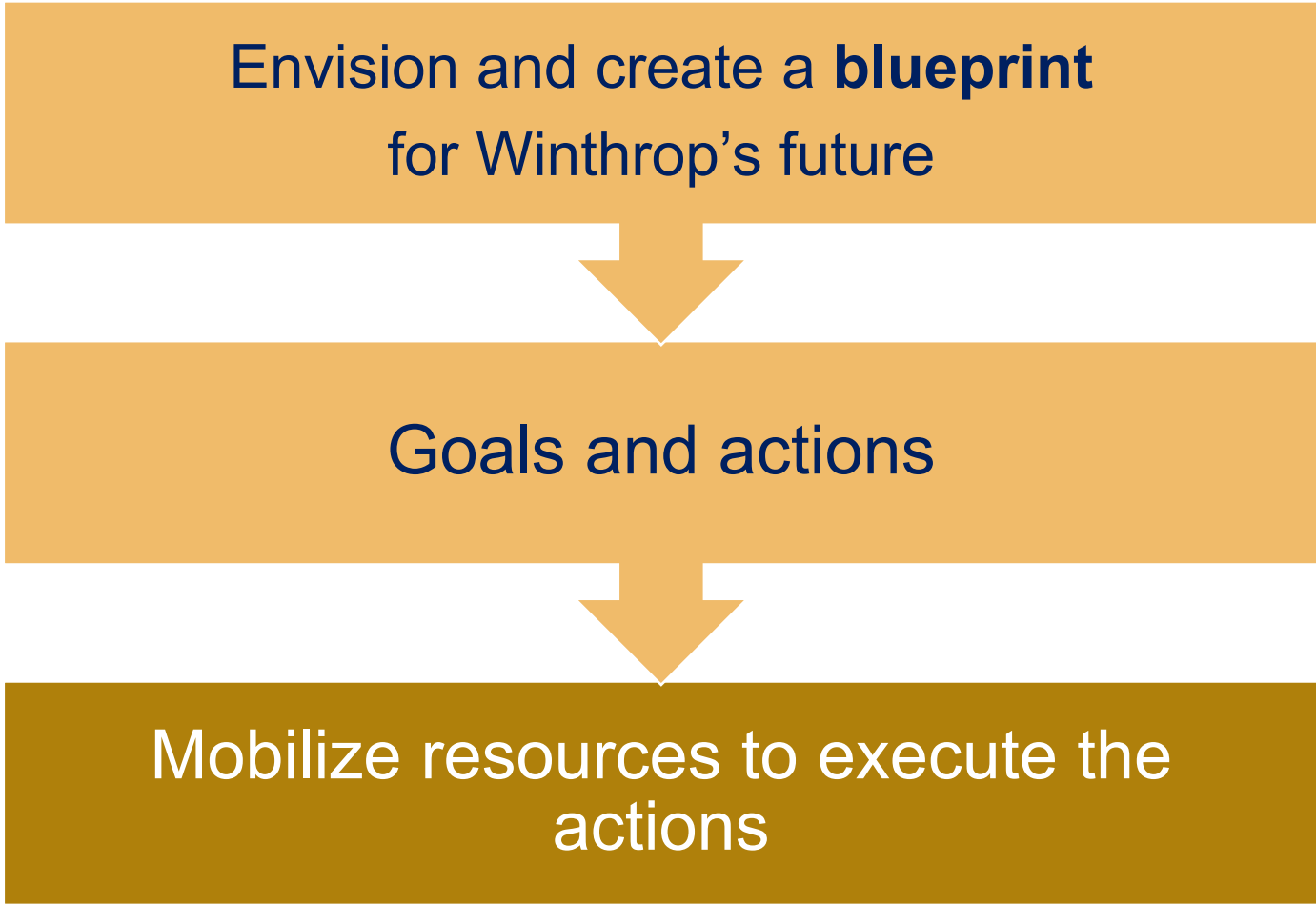
"What's the Solution?"

The Strategic Plan

Every strategic decision we make is informed by multiple pieces coming together.

STAKEHOLDER INPUT
Qualitative and quantitative feedback from those invested in Winthrop's future

ACADEMIC EFFICIENCIES
Data-driven inquiries to achieve cost savings utilizing Gray Associates tool

ECONOMIC IMPACT STUDY
Data on Winthrop as an economic engine in the city, region and state, helping drive growth and vitality

NEW DEGREE PROGRAMS
Market-driven analysis by Gray Associates to identify programs of promise

CAMPUS BEAUTIFICATION INITIATIVE
Plan to ensure Winthrop's historic campus remains "how a college or university should look"

COMPETENCY-BASED EDUCATION
A new mode of online delivery for certificates, credentials and degrees

CAMPUS MASTER PLAN
Flexible blueprint for facilities and infrastructure needs for the next decade

WINTHROP STRATEGIC PLAN

Our Identity

Liberal Arts

Regional Comprehensive

Meeting Orbits

Staff Conversations

Alumni Conversations

Faculty Conversations

Winthrop Leadership
Board of Trustees, Administration, & Steering Committee

Partners

Business Leader Conversations

Student Conversations

Key Statistics

FOCUS GROUPS

15

EMAILS

500+

INTERVIEWS

100+

ARTIFACTS

100+

SURVEYS & QUESTIONNAIRES

15+

PRESENTATIONS

25+

SURVEY RESPONSES

800+

Behind the Scenes

Behind the Scenes

Behind the Scenes
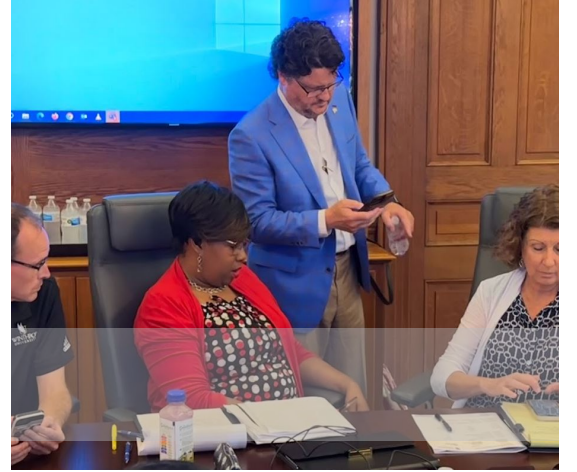
Unique Attributes

"What makes Winthrop, Winthrop?"

Academic Offerings	Athletics	Arts & Culture	Civic Engagement
Diversity and Inclusion	Global Perspectives	Location	General Studies Foundation

Historic Campus	Student-Centered Education	Family Atmosphere
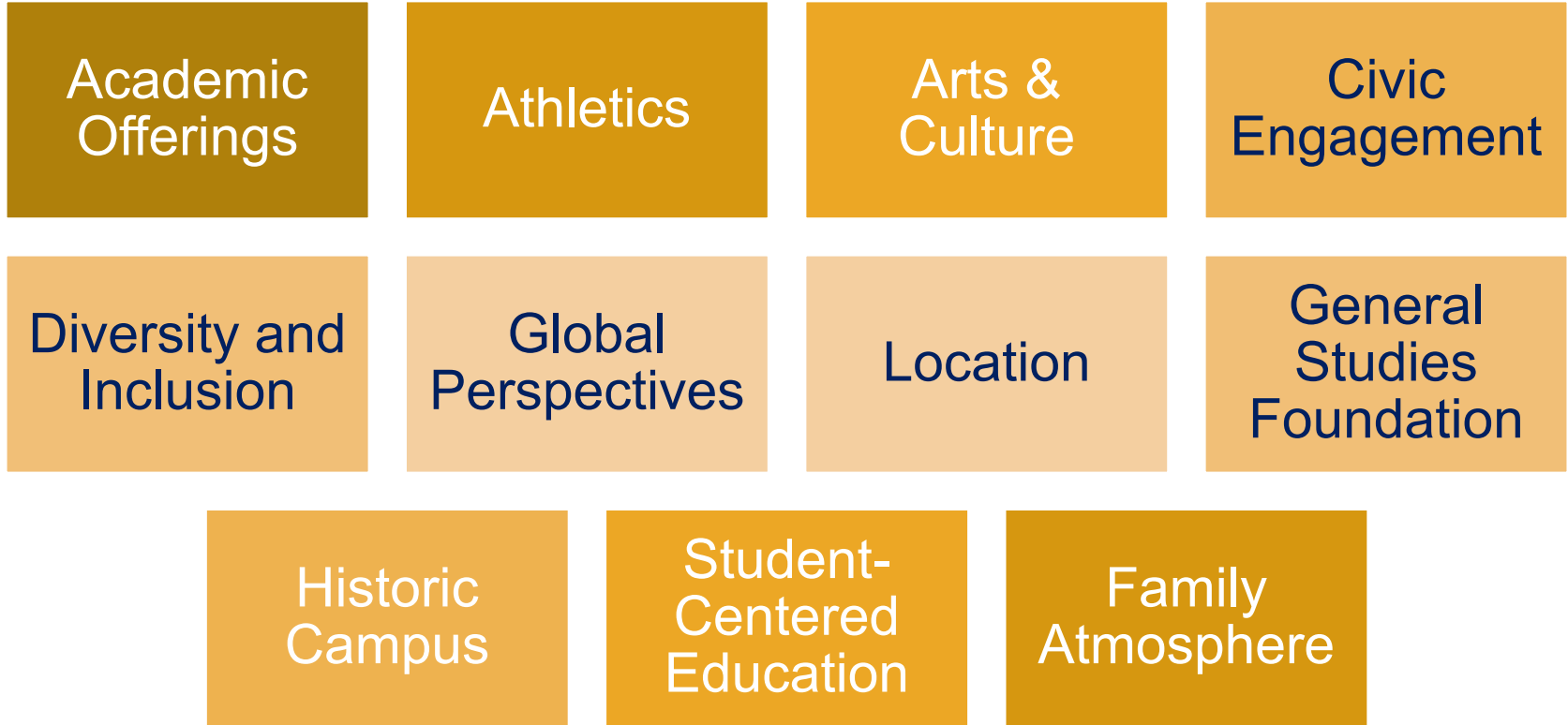
What We Heard

Our Strengths

|			
Academic Excellence and Program Quality	Academic Reputation	Alumni Network	Athletics
Affiliations & Partnerships	Community Engagement	Dedicated Support Services	Diverse Student Body
Experienced Faculty	Extracurricular Activities	Global Perspective	International Collaborations
Inclusive Environment	Legacy & History	Robust Alumni Network	Strategic Location

Opportunities For Improvement

- Academic Offerings
- Administrative Bottlenecks
- Community Engagement
- Enrollment Rates
- Environmental Sustainability
- Financial Constraints
- Governance and Decision-making
- Graduate Outcomes
- Industry Partnerships
- Inflexible Curriculum
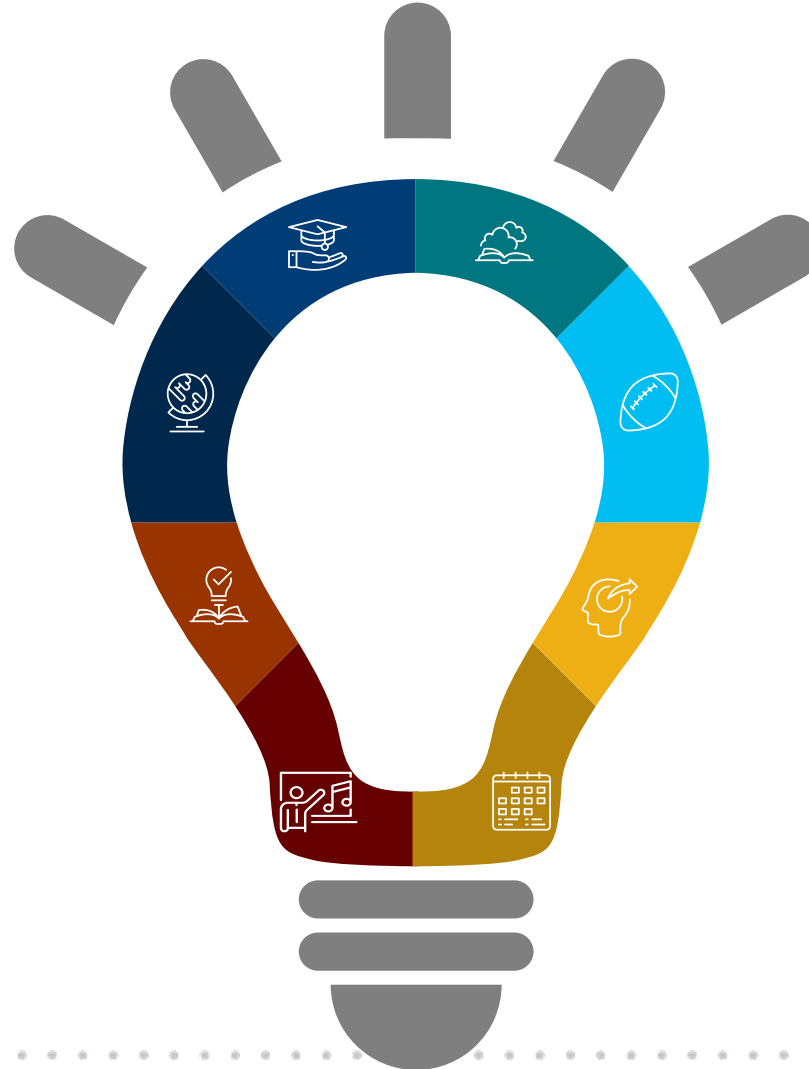
- Infrastructure
- Limited Research Output
- Online Education
- Overextended Resources
- Public Perception
- Resource Constraints
- Student Support Services
- Space Constraints
- Teaching Barriers

"Bias for action!"

"Need to move strategically, but tactically"

Strategic Planning Survey

962 Responses

153 Invalid Responses

809 Declared Valid

Respondents

Academic Administrators
2%

Board of Directors
1%

Other
9%

Faculty
12%

Students
12%

Staff
14%

Alumni
50%
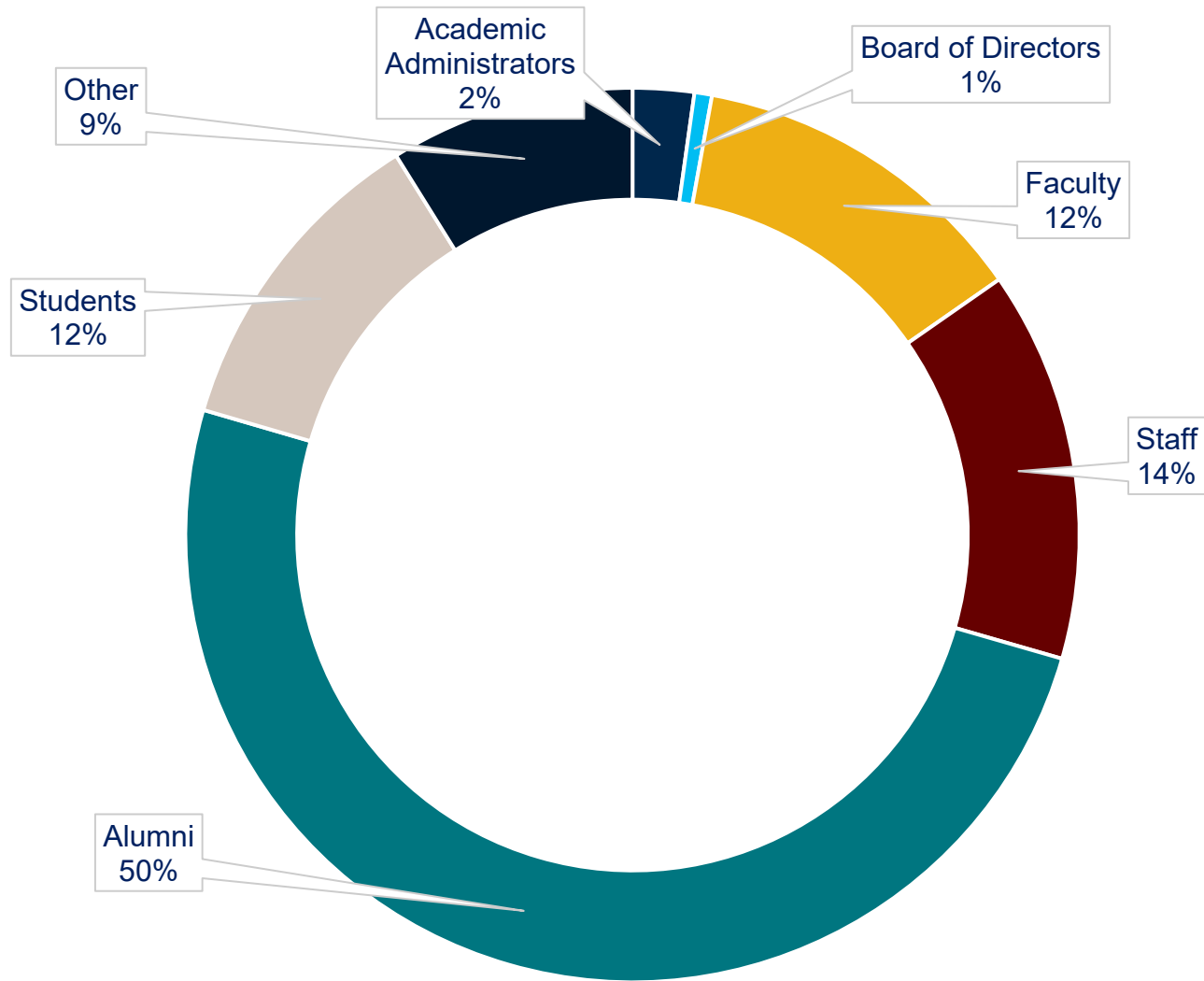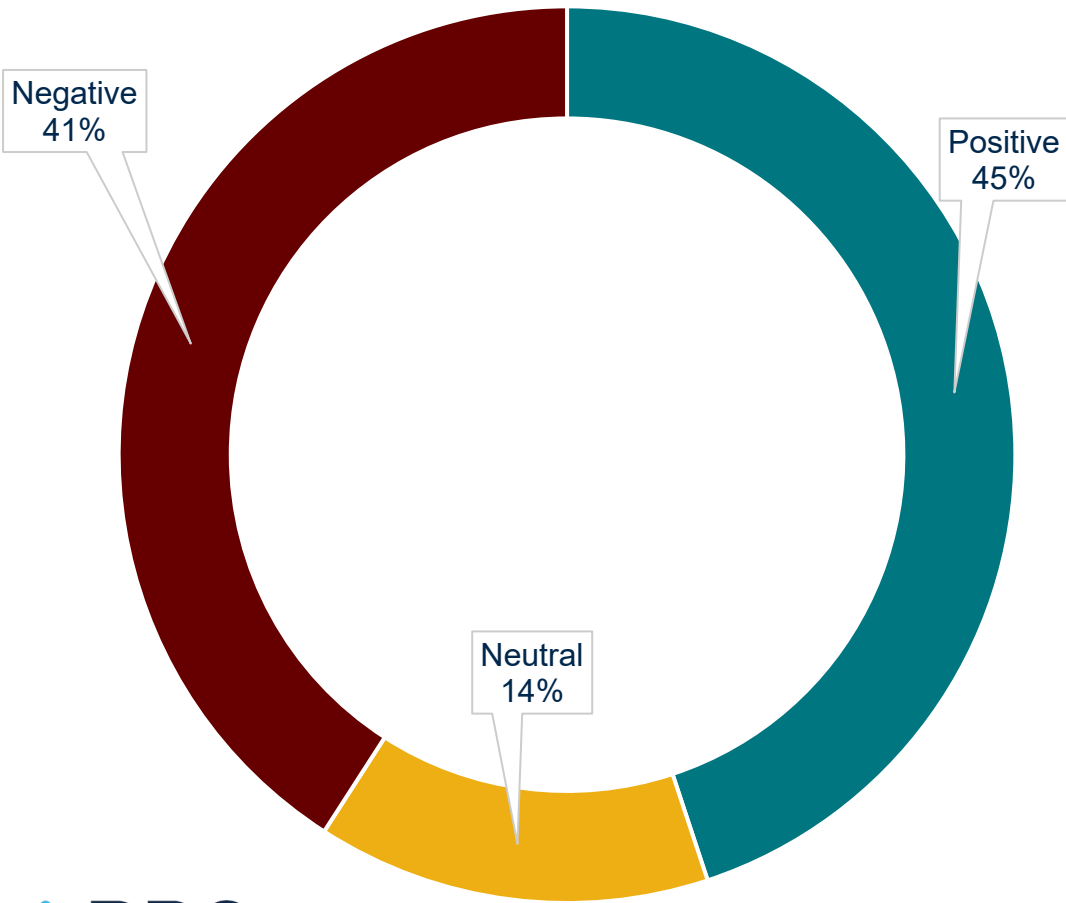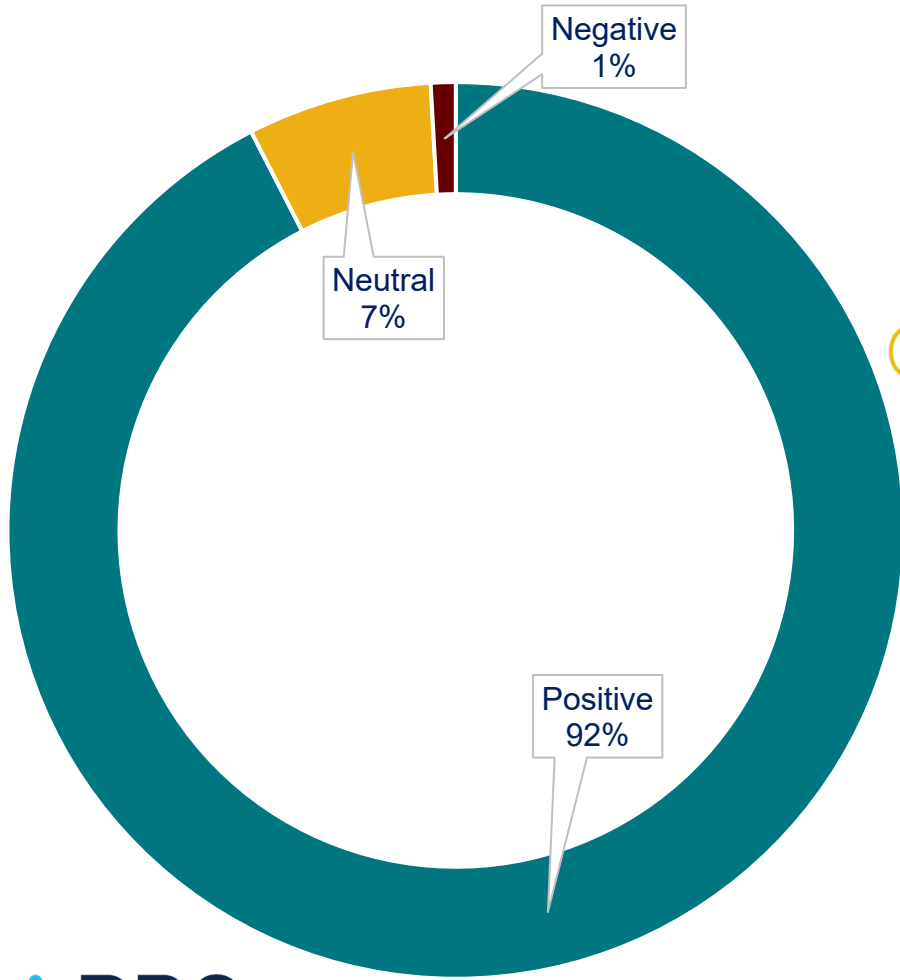
What is one word you would use to describe Winthrop today?

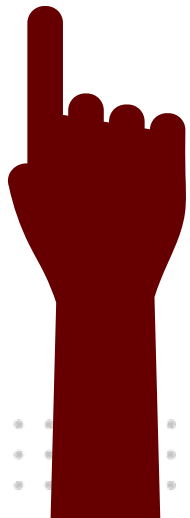# What is one word you would want to see describe Winthrop in five years?
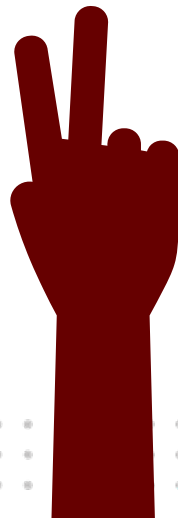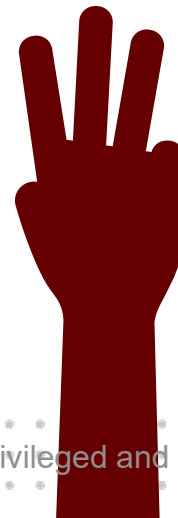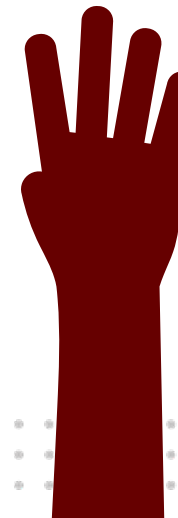
What degree of change do you believe is necessary for Winthrop University to progress towards its desired future outcomes?

	Sentiment	Analysis
Academic Administrators	Strongly Positive	• 48% indicate in a very high degree of change. • 52% believe a high degree of change is needed.
Board of Trustees	Strongly Positive	• 33% believe a very high degree of change is necessary. • 67% believe a high degree of change is needed.
Faculty	Positive	• 41% believe in a very high degree of change. • 47% in a high degree of change.
Staff	Strongly Positive	• 49% advocate for a very high degree of change. • 45% for a high degree of change.
Alumni	Positive	• 29% believe a very high degree of change is necessary. • 47% Indicate a high degree of change is needed.
Students	Positive	• 33% of students believe a very high degree of change is necessary. • 50% believe a high degree is needed.
Others	Positive	• 32% believing a very high degree of change is necessary. • 51% believing a high degree of change is needed.

Key Activities For A Sustainable University Future

Increasing Enrollment	Increasing Retention	Increasing Graduation Rate	Embracing Diversity
Recruitment of Nontraditional Students	Opportunities in High-demand Fields	Developing Dual Enrollment Programs	Increasing Grants Activity
Fostering Community Engagement	Improving Internal Communications	Improving External Communications	**A Sustainable Future for Winthrop.**
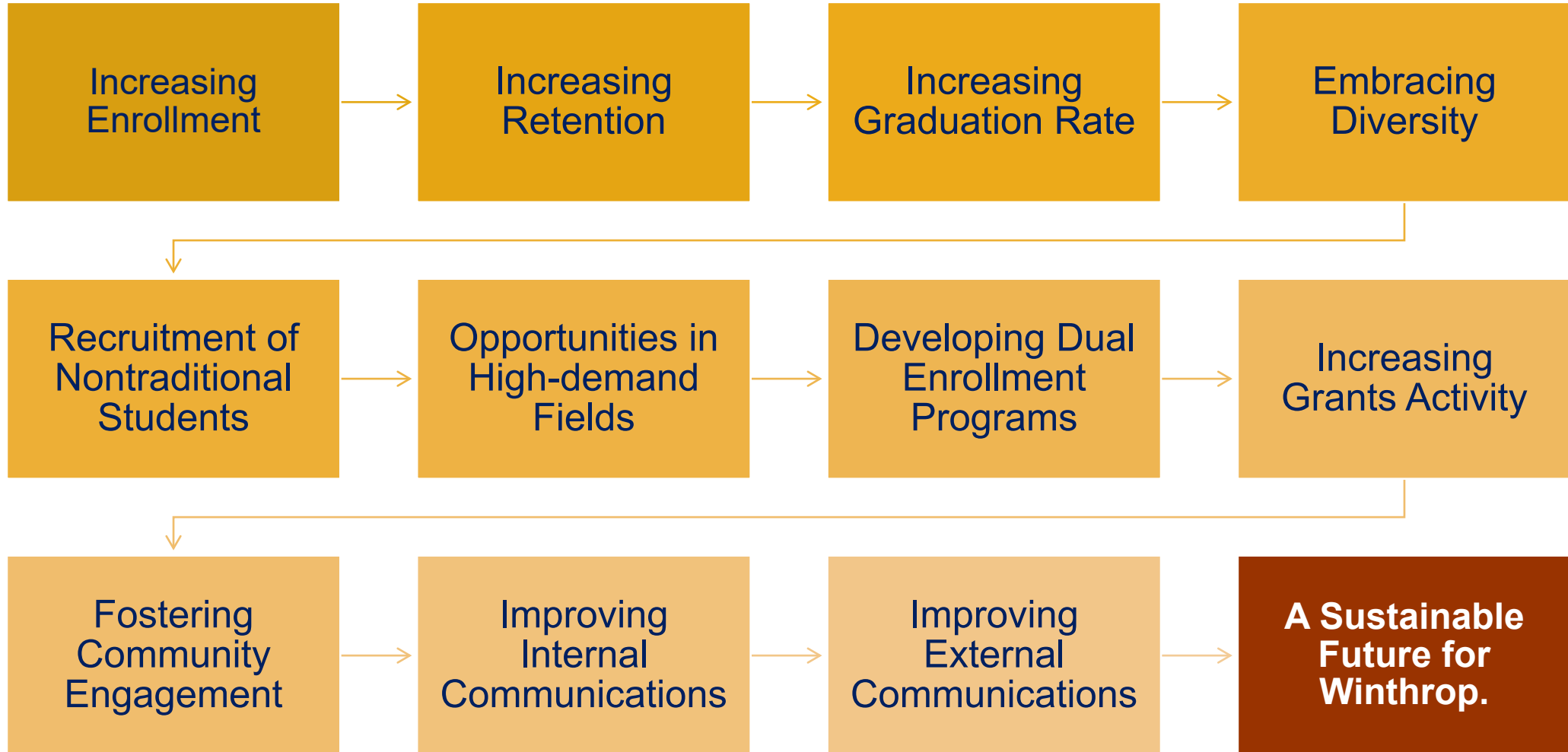
Key Activities For A Sustainable University Future

Sentiment					
1	2	3	4	5	6
Strongly Positive	Positive	Neutral	Negative	Strongly Negative	Don't Know

	Increasing Enrollment	Increasing Retention	Increasing Graduation Rate	Embracing Diversity	Recruitment of Nontraditional Students	Opportunities in High-demand Fields	Developing Dual Enrollment Programs	Increasing Grants Activity	Fostering Community Engagement	Improving Internal Communications	Improving External Communications
Academic Administrator	Strongly Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Board of Trustees	Strongly Positive	Positive	Positive	Mixed	Mixed	Strongly Positive	Strongly Positive	Positive	Positive	Positive	Positive
Faculty	Strongly Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Staff	Strongly Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Alumni	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Students	Neutral	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Other	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive

Improvement Need in Key University Areas

Academic programs and curriculum

Administrative processes and efficiency

Arts and cultural programs

Athletics programs

Community engagement and partnerships

Diversity, equity, and inclusion efforts

Infrastructure and facilities

Recreational facilities

Research and innovation initiatives

Student support services

Teaching and learning resources

Please indicate the level of improvement you believe is necessary in each of the following key University areas:

Sentiment					
1	2	3	4	5	6
Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know

	Academic programs and curriculum	Administrative processes and efficiency	Arts and cultural programs	Athletics programs	Community engagement and partnerships	Diversity, equity, and inclusion efforts	Infrastructure and facilities	Recreational facilities	Research and innovation initiatives	Student support services	Teaching and learning resources
Academic Administrator	Neutral	Dissatisfied	Neutral / Satisfied	Neutral	Dissatisfied	Satisfied	Very Dissatisfied	Satisfied	Neutral	Satisfied	Satisfied
Board of Trustees	Dissatisfied	Satisfied	Satisfied	Neutral	Neutral / Dissatisfied	Very Satisfied	Very Dissatisfied	Mixed	Neutral	Neutral	Neutral
Faculty	Neutral	Neutral	Neutral / Satisfied	Satisfied	Dissatisfied	Satisfied	Very Dissatisfied	Neutral / Satisfied	Mixed	Neutral / Satisfied	Neutral
Staff	Neutral	Neutral	Satisfied	Neutral	Neutral / Dissatisfied	Satisfied	Very Dissatisfied	Neutral	Neutral	Neutral	Neutral
Alumni	Neutral	Mixed	Neutral / Satisfied	Mixed	Dissatisfied	Satisfied	Very Dissatisfied	Neutral	Neutral	Mixed	Neutral
Students	Satisfied	Mixed	Satisfied	Satisfied	Neutral	Satisfied	Very Dissatisfied	Neutral	Neutral	Neutral	Neutral
Other	Neutral	Neutral	Neutral / Satisfied	Neutral	Dissatisfied	Very Satisfied	Very Dissatisfied	Satisfied	Mixed	Neutral / Satisfied	Don't Know

Strategic Pillars

Key Elements

Strategic Pillars

Overarching categories or themes that represent the main areas of focus and direction.

Strategic Priorities

High-priority goals or areas of emphasis that are identified within each strategic plan pillar.
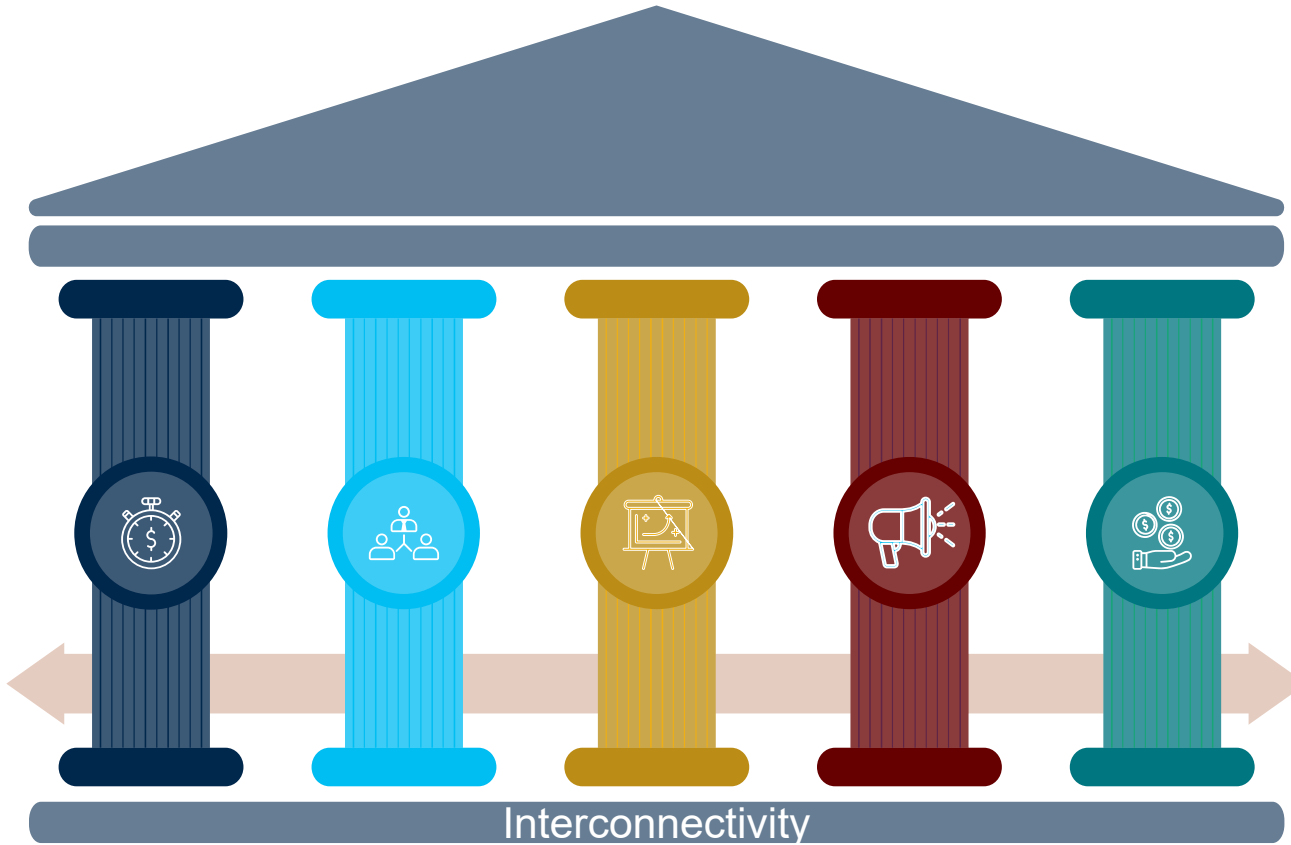
Strategic Objectives

Tactical Roadmap | Actionable steps and targets within each priority.

Strategic Pillars

Strategic Pillars

EXCEL — Regional & National Recognition

EDUCATE — Academic Excellence

ENRICH — Student Support & Success

ENGAGE — Community Engagement & Communication

ENHANCE — Operational Excellence

Interconnectivity

EXCEL
- University Distinctives
- Regional Expansion
- Institutional Prominence
- Excellence Institutes

EDUCATE
- Student Intellectual Development
- Academic Advising
- Visionary and Innovative Academic Programs
- Accelerated Degree Attainment

ENRICH
- Campus Life
- Experiential Learning Programs
- Student Persistence, Retention, and Graduation
- Holistic Health and Well-Being

ENGAGE
- Alumni Engagement
- Corporate Partnerships
- Local & Regional Community Presence
- University Fundraising

ENHANCE
- Financial Viability
- Resource Allocation
- Facilities & Technology Infrastructure Modernization
- Training & Professional Development
- Bridging Communication Gaps

What Will Make the Plan Unique

Integrated Annual Budgeting and Planning Processes
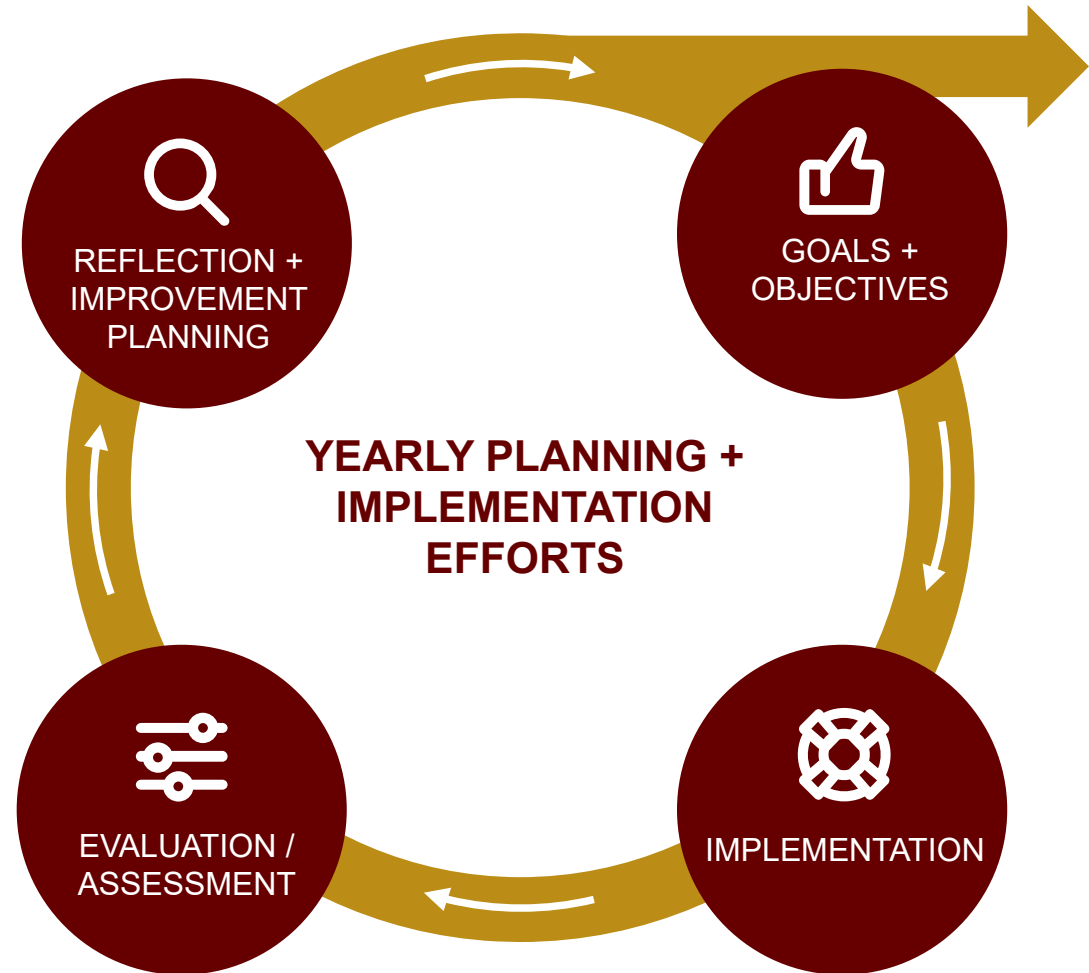
Three-Year Timeline with Milestones

CURRENT YEAR PLAN + IMPLEMENTATION ANALYSIS

NEXT YEAR BUDGET PLAN + PLAN DEVELOPMENT

MULTI-YEAR BUDGET + PLAN DEVELOPMENT
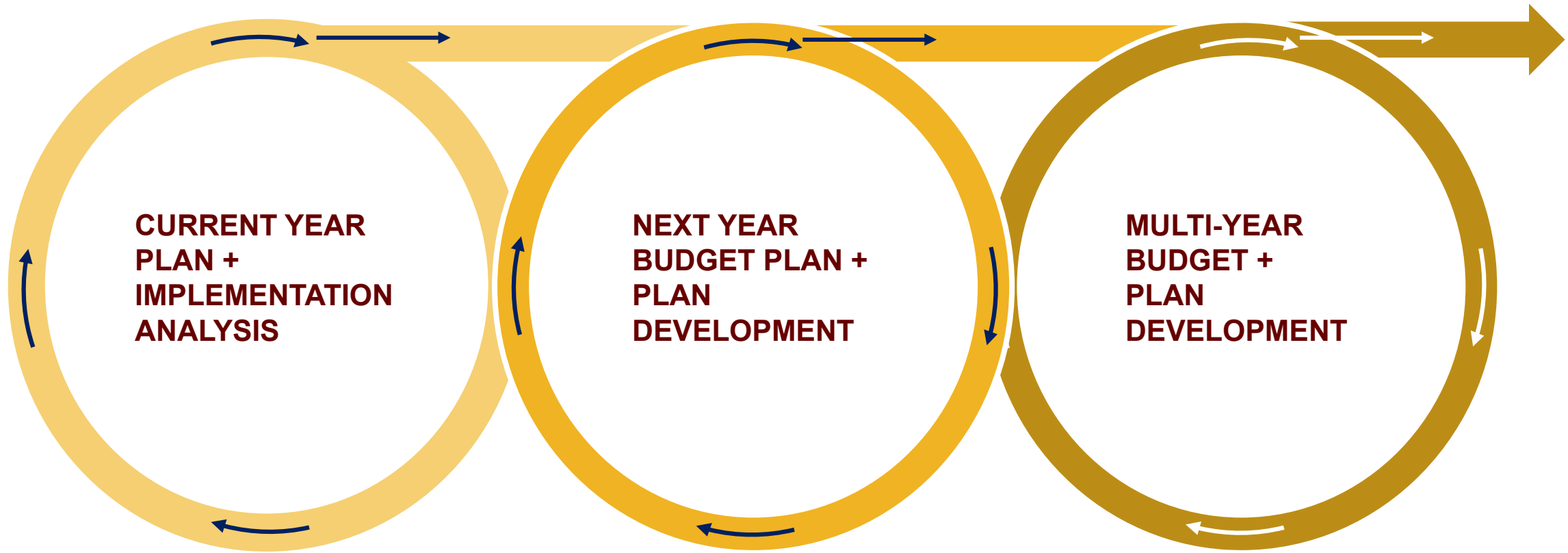
Next Steps

Key Upcoming Activities

Full Board Meeting
(Oct. 11)

- Working draft of Strategic Plan document.
- Strategic pillars, strategic priorities, and strategic goals.

Special Board Meeting*
(TBD)
*If required.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY

Town Halls
(Week of Sept. 18)

- Townhall follow-up questionnaire circulated.
- Mission, Vision, and Values statements finalized.
- BRG to draft the Strategic Plan alongside the Steering Committee.

Full Board Meeting
(Nov. 30)

- Updated/Final Strategic Plan draft submitted to the BOT for review and approval.

Strategic Plan Announcement
(TBD)

Strategy@Winthrop.edu

Thank you!