
THE PLAYBOOK

SEU's ultimate guide to running your site like a pro.



2019-20

Welcome

TO THE FIRE FAMILY

Welcome to SEU! We are so excited you have chosen to become a partner and can't wait to get to know you. Whether you're a brand new site or have led a ministry program for several years, you probably know that running a program like this isn't always easy. That's why we created this guide. SEU has a ton of personnel and resources dedicated to helping you be successful as a site director, and we make these resources as accessible as possible. In this playbook, we'll provide some fundamental information about SEU's partner site model, and offer resources to help you plan for success. We'll also break down key site operations, including admission, marketing, academics and practicum. Let's get started!

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Pre-game

[NEW SITE DEVELOPMENT]

Let's be honest. There's a lot of planning that goes into developing a new site. In this section, we'll highlight key terms you should be familiar with (which can be pretty confusing), steps to a successful launch and the departments you'll need to work with to set up your site. Then it's time to start planning what you want your student experience to look like, determining which degree programs SEU can offer in your state, and mapping out your site's annual calendar. To make this process easier, we've provided basic resources that will help you develop the structure of your program and make a plan for success.

IN THIS SECTION:

- Terms to Know
 - Defining Site Roles
 - Route to Successful Launch
 - Annual Planning Calendar
 - Building the Foundation
-

Words to know

*Before we go any further, let's break
down the technical jargon.*

Partner Site

That's you! SEU partners with churches and organizations across the nation to provide students with affordable degree options paired with ministry experience. SEU's partner sites include regional campuses, extension sites and ministry partners.

Delivery

This is the format in which courses will be offered at your site. These may include face-to-face, online, evening, or a hybrid of these. Typically, SEU offers only online courses to new sites but may make face-to-face courses available after sites reach a certain enrollment. State authorization requirements may also place restrictions on deliveries offered at a particular site.

Practicum

This is the practical application portion of SEU's partner site model. Students enrolled at extension sites and regional campuses will generally participate in practicum, gaining hands-on experience in various areas of church ministry. SEU offers partner site students a scholarship each semester that covers the cost of the practicum course.

Accreditation

Accreditation is a process of validation in which colleges and universities are evaluated. SEU is regionally accredited by SACSCOC (see below).

SACSCOC

Southern Association of Colleges and Schools Commission on Colleges. This is the Commission that accredits SEU and authorizes the university to offer degree programs and financial aid. This is the same Commission that accredits University of Florida, Auburn University, and Georgia Tech.

College of Unrestricted Education

SEU's academic and support division focused on non-traditional educational formats, including online degrees, certificate programs, and partner sites.

DEFINING SITE ROLES

With so many individuals and departments that aid with new and existing site development, it's important to get a thorough understanding of who does what. Here we've defined our enrollment support teams, as well as the role of your on-site team.

ENROLLMENT SUPPORT

Our goal is to equip your site with excellent services that will help simplify the enrollment process at your site. Our teams are prepared to provide helpful strategies in admission, marketing, site operations, and student services.



Enrollment Management

SEU's enrollment management team (includes the strategic development coordinator & regional executives) oversee the entire on-boarding process and daily operations.



Marketing Oversight

SEU's extension site marketing coordinators will help you become familiar with SEU's marketing guidelines, create marketing materials for your site, or review your materials for compliance.



Admission Support

SEU's admission counselors are dedicated to helping your students through the admission process after they begin their application. Each site has a designated counselor.



Student Services

SEU's financial aid counselors, academic advisors, and registrar's office will help your students obtain financial aid, register for courses, and evaluate their transcripts.

WHO DOES WHAT?

Beyond enrollment support, SEU's College of Unrestricted Education also has individuals dedicated to working with your site's team for daily operations.

Here's how it works:



Site Director & Staff

The site director and staff function as the primary facilitators of the on-site student experience. As your site grows in size, you may wish to add to your personnel (beyond Site Director) to handle specific roles such as daily operations, recruitment, academic advising, student leadership development, and the practicum experience.

Regional Executive

SEU's regional executives serve as the primary SEU contacts, helping with daily operations, answering questions about degree programs and practicum, and acting as a liaison between your site and SEU. Each site is assigned a regional executive based on their location.

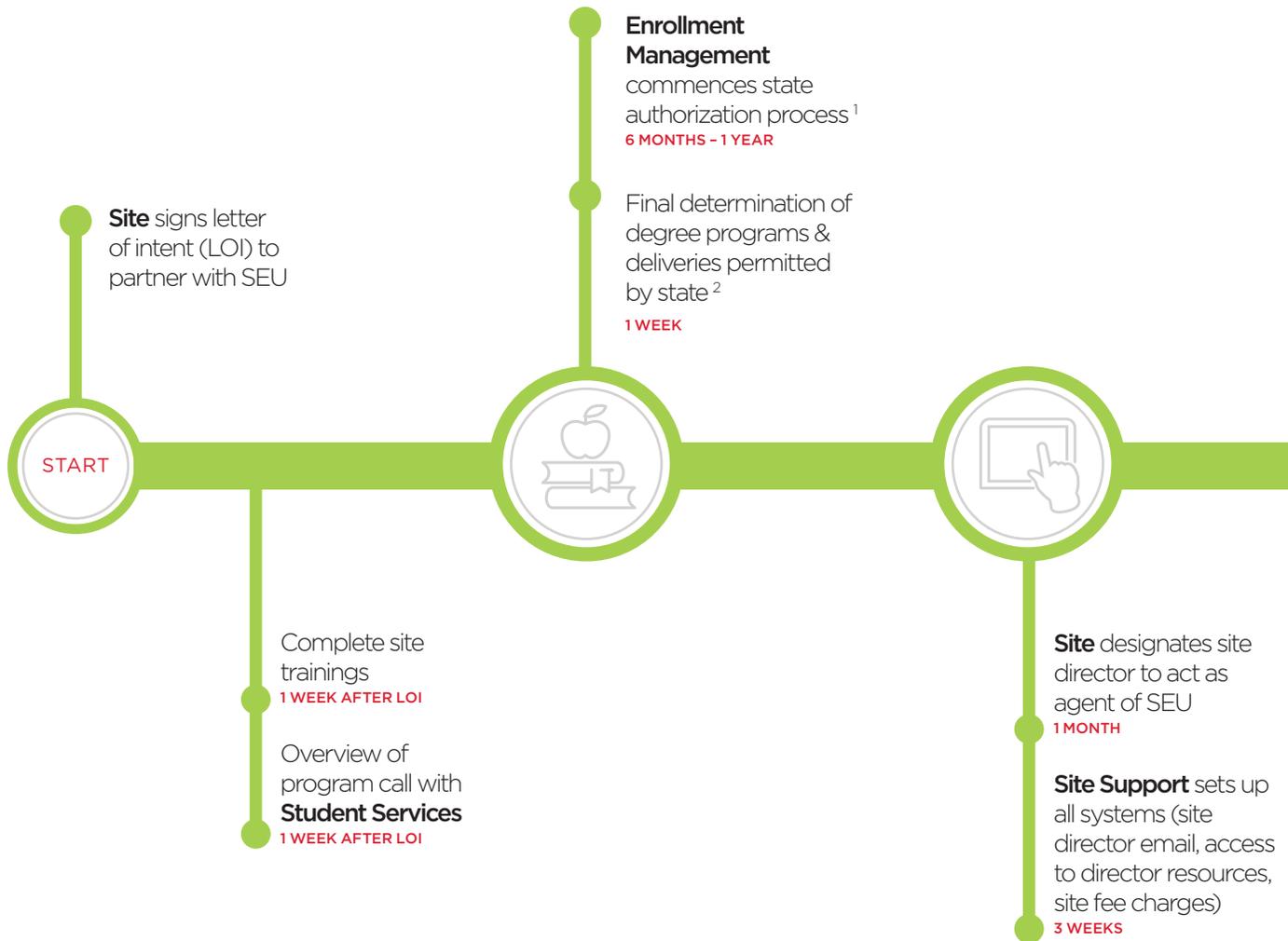
Unrestricted Education Team

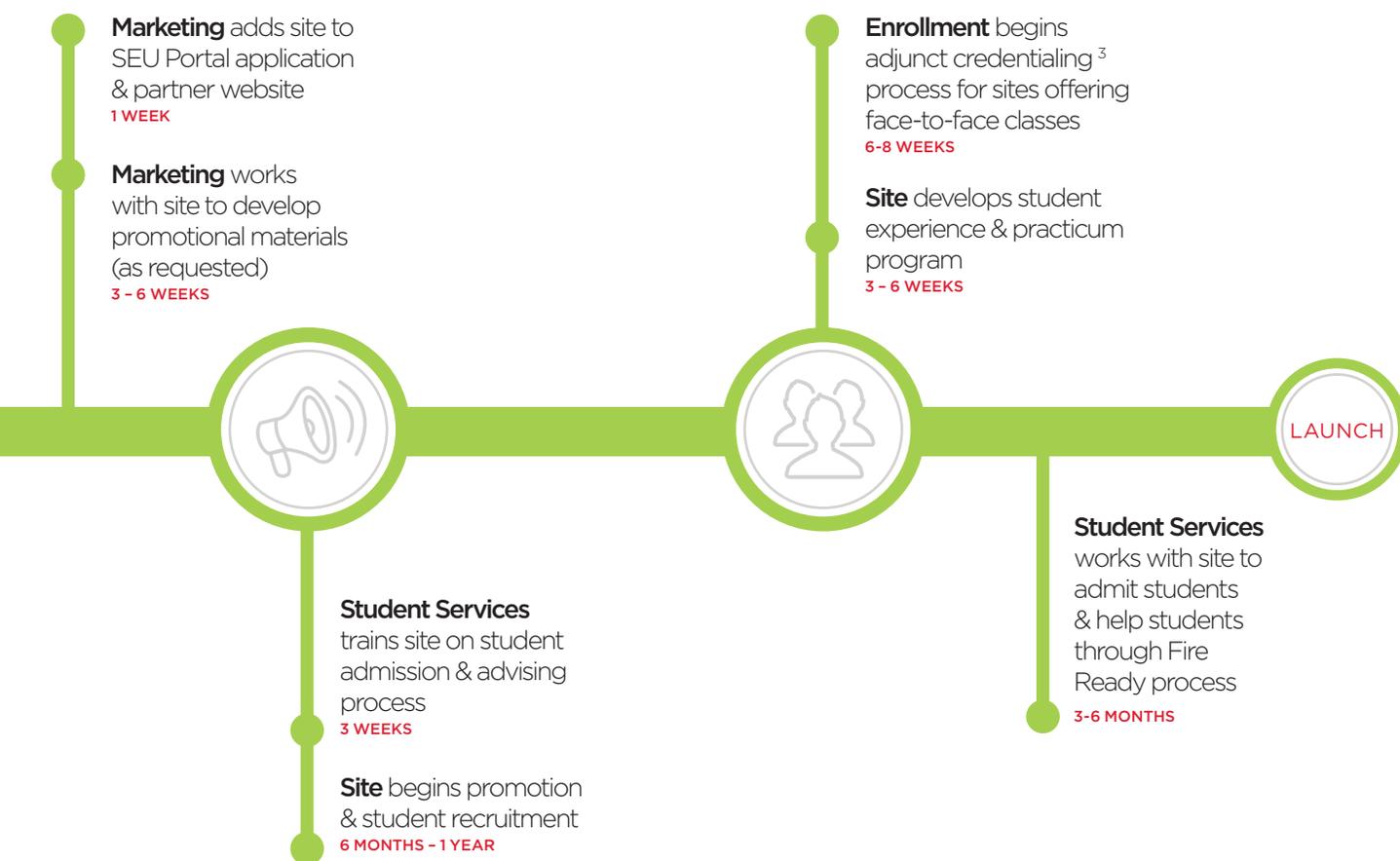
SEU's Strategic Development Coordinator, Site Operations Director and other Unrestricted Education staff assist with on-site support and work actively with SEU's regional executives to ensure smooth site operations.

Route

TO A SUCCESSFUL LAUNCH

From signing the letter of intent to admitting your first students, there are numerous moving parts that go into on-boarding your church as a partner site of SEU. Here we've detailed each step along with its typical completion time, so you can hit the ground running.





1. State authorization process: Each state requires out-of-state universities to gain approval for offering educational programs within their own state. This is often a long process ranging from 6-18 months, and costs could range anywhere from \$3,000 to \$10,000 annually (depending on the state). For more information, see **page 16**. **2. Determining degree programs:** Degree programs are determined based upon permissions of the state and on student and faculty resources (see **page 16** for details). **3. Adjunct credentialing process:** Sites offering face-to-face classes must complete the credentialing process *before* hiring adjunct professors. Review the credentialing process on partners.seu.edu/adjunct-credentialing/.

ANNUAL PLANNING CALENDAR

As a member of your church organization, you understand the importance of planning ahead. The same concept applies to your site. Planning out the upcoming year can save you from stress when recruitment season rolls around or when a new semester starts. We recommend setting aside a time over the summer to map out the academic year. To help with this process, we've outlined the most important items to focus on throughout the year.



JAN

FEB

MAR

APRIL

MAY

JUN

JUL

SPRING SEMESTER

SUMMER



BUILDING THE FOUNDATION

Building a successful site is a lot like constructing a physical building; you have to start with a solid foundation. Walking through these foundational steps before launching your site is crucial to creating a sustainable program, structure, and brand.

THE STATE AUTHORIZATION PROCESS

Each state requires out-of-state universities to gain approval for offering educational programs within their own state. This process ranges from 6-18 months to complete, and the cost can range anywhere from \$3,000-\$10,000 annually (depending on the state). SEU is required to seek approval for every new site as well as for each proposed degree program being offered. In addition, each state regulates online and on-site degrees differently. SEU begins the application and authorization process with the state soon after a site signs the Letter of Intent and starts the on-boarding process, which officially moves the partnership forward.



DETERMINING DEGREE PROGRAMS

Final decisions on degree programs are contingent on state approvals, as well as student and faculty resources. Assuming state approval, SEU recommends starting with the following degree programs, and adding more degrees as enrollment grows:



CHOOSING A NAME/BRAND

When choosing a name for your program, there are two ways to brand your site:

Use Only SEU's Brand

If you choose to use SEU's brand, you will use the name "SEU at {Your Church Name}," (e.g. "SEU at Faith Church"). Benefits of this route include utilizing SEU's existing brand and reinforcing the credibility of your program and the degrees. SEU's marketing team can also provide you with branded marketing materials with this name.

Create Your Own Brand + Use SEU's Brand

Alternately, you may choose to create an entirely separate brand (e.g. "Faith Leadership Institute"). If you choose this route, you have full control of the look and feel of the brand, which gives you more creative freedom when creating marketing materials. However, SEU's marketing team must still give approval for the name and must approve promotional materials before they are distributed. SEU is also required to refer to the partnership with your church (not your ministry program) on our website and promotional materials (e.g. "SEU at Faith Church," not "Faith Leadership Institute").

Note: Most states restrict the types of names that can be used to market non-accredited entities, especially the word "college." SEU highly recommends contacting your state's higher education commission to find out what names are permitted within your state before choosing a name. For example, "Faith Leadership College" may not be permitted but "Faith Leadership Institute" might be.

SEU'S PARTNER WEBSITE

As you prepare to launch your site, SEU's partner website will be a great resource for your team.

The partner website includes detailed information on every stage of the on-boarding process, marketing resources and guidelines, and important contacts.

partners.seu.edu

WHAT'S THE DEAL WITH ACCREDITATION?

Before we go any further, it's important to understand that your site/internship program itself is *not* accredited, nor are SEU's degree programs. Accreditation is granted to *colleges and universities* by a regional accrediting body. SEU is regionally accredited by SACSCOC (see [page 9](#)). Understanding this is especially crucial when it comes to promoting your site, as SACSCOC requires that specific language is used when referring to accreditation. Compliance with these guidelines is required. Here are several examples:

✓ Permitted

"SEU is a regionally accredited university"
"SEU offers degree programs to students at our site"

✗ Not Permitted

"We are a fully accredited program"
"SEU offers accredited degrees"
"An accredited internship program"
"We offer degree programs"

See *SEU Partnership Statement in the Appendix (page 44)*.

Enrollment

MANAGEMENT

Now that the technical details are taken care of, it's time to talk strategy and organize tactics to engage students with your site's program. Developing an enrollment strategy includes defining your target audience, understanding the admission funnel, and learning how to communicate and market your program to prospective students. This is also where you get to have fun, dream big, and find ways to showcase how awesome your site is (or will be).

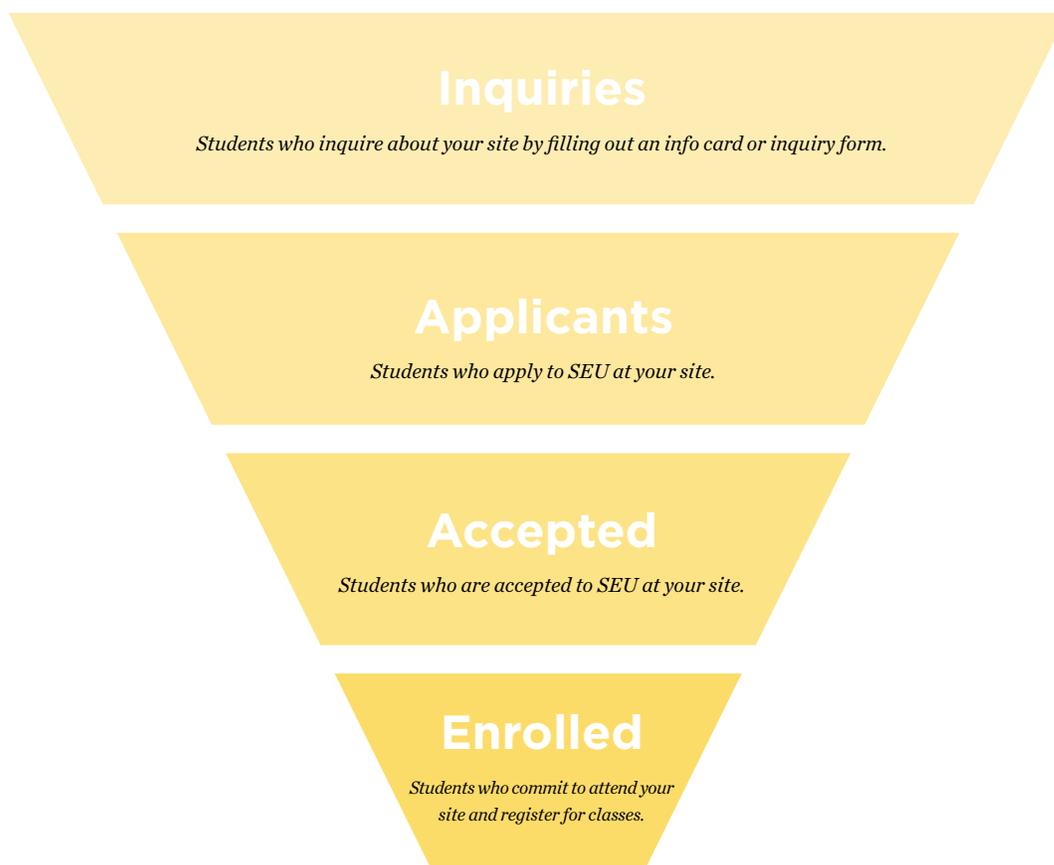
IN THIS SECTION:

-  Creating an Enrollment Strategy
 -  Marketing Resources
 -  Marketing Guidelines
 -  Recruiting Students
 -  The Admission Process
-

ENROLLMENT STRATEGY

Developing a strategy is essential to reaching desired enrollment at your site. It involves answering questions like: What channels will you use to communicate to prospective students? Where will you go to recruit students? How will you guide prospective students through the admission process? The first step in developing a successful enrollment strategy is understanding the Admission Funnel. The Admission Funnel describes each stage of the admission process, from when a student inquires about your site to when they enroll at SEU.

THE ADMISSION FUNNEL



The first step in developing a successful enrollment strategy is understanding the admission funnel. The admission funnel describes each stage of the admission process, from when a student inquires about your site to when they enroll in SEU's degree programs. Note that the admission funnel becomes increasingly narrow as students move from one stage to the next. This is because not every student who inquires to your site will apply, and not every student who applies will choose to enroll. This is why gathering quality inquiries and guiding them through each stage of the admission process is essential. We recommend starting with the number of students you want enrolled and multiply that number by 4 to determine your minimum inquiry number for that year. For example, if you want 25 students attending your site in the fall, your goal should be to gain a *minimum* of 100 quality inquiries throughout that year.

CREATING A STRATEGY

Who

Your primary market is high school juniors and seniors and recent graduates (18–25 year olds) who haven't decided on next steps. While this group, often referred to as traditional students, should be your main focus when creating an enrollment strategy, don't discount non-traditional students (such as working adults) as prospective applicants. If your site offers an evening/adult program, it's an excellent idea to market to these students. As well, don't forget to include parents in your communication strategy for traditional students, as they often have a lot of influence in students' decisions for higher education.

What

When creating your messaging, not only should you be promoting SEU's awesome and affordable degree programs, but also a student experience that students won't want to miss. Remember, your unique ministry program, family atmosphere, and internship experience are what set you apart from other higher-education options. So play to your strengths!

When

It's recommended to begin promotions in early fall for the following academic year. This is when your students high in the admission funnel are applying (and often committing) to schools. Focusing on growing a large inquiry pool in the fall means you have a larger group of students that could convert into applicants. This means you should begin developing your fall enrollment strategy and creating marketing materials in the spring prior. If you are launching a new site, the *best* time to start marketing is a year prior to your launch.

Where

While we encourage you to think big, don't underestimate the potential of recruiting students from within your church/organization. This is where your best students already are. Students within your church community already trust you and often hold a sense of loyalty to your church. Of course, you can also visit local high schools or host interest events at coffee shops to build awareness among students within your area.

Pro tip:

Strategy Brainstorm. *You know your church, youth group, and city better than anyone. When developing an enrollment strategy, draw out your typical student. What are they spending their time doing? Where are their favorite places to hang out? What are they interested in? Understanding the students in your church and community (both their traits & needs) will help you develop a strategy to meet these students where they are.*

MARKETING YOUR SITE

With a strategy in place, let's walk through what materials and services you will need to be equipped for a successful site launch and connection with your community. From brochures to SEU promotional gear, we've got you covered.

MARKETING PLATFORMS



Video & Social Media

Creating a launch video and utilizing social media may be the best way to quickly build awareness about your site among the members of your church and community. These are great avenues to cast vision for your program, promote interest events, and generate excitement for your launch. Need media content? We provide photos & b-roll footage on our Partner Website.



Print Materials

From info cards to booklets, printed pieces give you the opportunity to relay detailed information about your student experience, practicum tracks, degree programs, and tuition. Larger pieces like displays and banners help create a presence for your brand at your church or at an event. SEU offers a ton of options for customized printed pieces (including brochures, inquiries cards and displays) on our Partner Website.



Website

Having an online presence is crucial to communicate detailed information to students & for making the application process clear and simple. When your site is on-boarded, SEU creates a web page on our Partner Website that includes details about the degree programs, tuition, financial aid and application steps. If you choose to create a separate website for your program, you just need to link to this web page from your site.

Pro tip:

Requesting Materials through SEU. *We want to help you look as pro as possible when you're promoting your site. That's why we make marketing resources available to you. You can go to partners.seu.edu/marketing to request branded print or promotional materials for your site. We recommend thinking about new promotional materials for the next recruitment season in the early summer, so you're ready to hit the ground running when fall rolls around. With that being said, we are happy to help create new materials throughout the year.*

MARKETING GUIDELINES

As a partner site of SEU, it's important to remember that everything you use to promote your program reflects SEU's brand. You are welcome to create your own marketing materials, website, videos, etc. as long as they adhere to SEU's marketing guidelines. Here are the *most important* things to remember when using SEU's brand. You can find a full breakdown of the guidelines at partners.seu.edu/marketing.

SACSCOC REQUIREMENTS

SACSCOC, the commission that accredits SEU, has two primary requirements when it comes to marketing at your site.

- 01 It must be clear that SEU's partnership is held with your church/organization, *not* your ministry program (e.g. SEU holds a partnership with Faith Church, not Faith Leadership Institute). See official **SEU Partnership Statement** in the **Appendix**.
- 02 It must be clear that *SEU* provides the degree programs to the students at your church/organization. (e.g. SEU offers degree programs to students at your site; Faith Church & Faith Leadership Institute *do not* offer degree programs).



In addition to the marketing materials SEU offers, you are welcome to create promotional materials or merchandise using the approved SEU logos for your site. Just be sure you send proofs to SEU's marketing team for review and approval before placing your order!



✓ **APPROVED:**

SEU Site Logo
(two variations available)



CREATING A BRAND

You may choose to create a brand for your ministry program, (e.g. Faith Leadership Institute). Alternately, you can simply market your site as a partner of SEU (e.g. SEU at Faith Church). If you choose to create a *separate* brand, here are some things to keep in mind as you begin marketing initiatives.

- 01 Choosing this route gives you more creative freedom when creating the look, feel and language of your program's brand. However, you still need to gain approval for materials that include information about your site's partnership with SEU.
- 02 Even if you have a separate name, SEU is required by SACSCOC to use your church/organization's name on our website, application and other materials, so we encourage you to choose a name similar to your church name to make it easy for your students to recognize.
- 03 SACSCOC requires that you incorporate SEU's partnership statement on marketing materials to clarify that degrees are provided by SEU.

✗ **NOT APPROVED:**

Standard SEU & Fire Logos



Any other logo that includes "SEU" or "Southeastern University"

RECRUITING

Creating marketing materials is only half the fun! Now you get to go out and tell everyone how great your program is and recruit students to your site. Here are some tips to help you make a lasting impression and get more inquiries, whether in your church lobby or at a recruiting event.

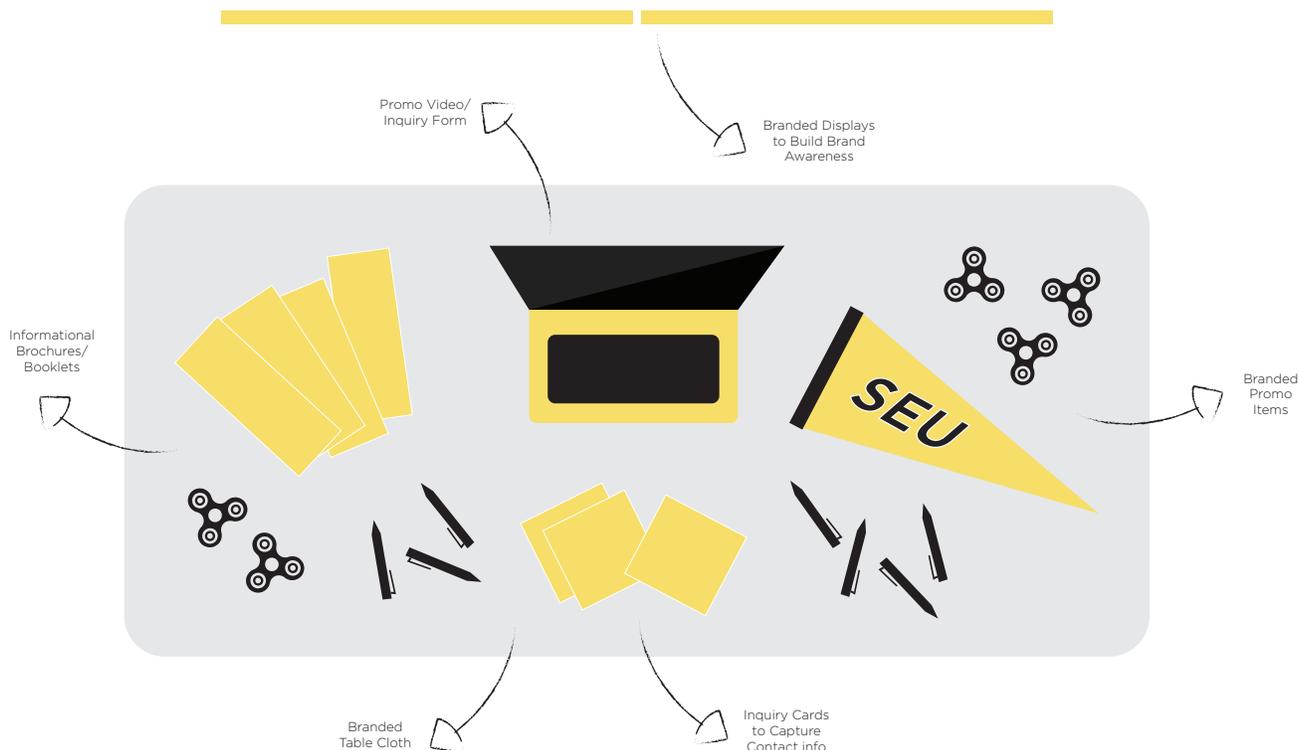
RECRUITING RULES TO LIVE BY

Ways to make your booth space more engaging & create meaningful conversations:

- Make a Plan**
Map out your booth space ahead of time. Decide how you want it to look and what materials you need for any given event. Be sure to order materials several weeks in advance of your event.
- Focus on Inquiries**
You don't need to convince everyone to attend your site through one conversation (in fact, this isn't very realistic). You just want to peak their interest enough for them to provide their contact information. Encourage everyone who stops at your booth to fill out your inquiry form so you can provide additional information about your program after the event.
- Get Volunteers to Help**
Students currently in your program can be your best recruiters. Current students will provide the most authentic perspective of your program, which builds trust with prospective students. And if you have an awesome program, your students will love talking to others about it!
- Give Out Promo Items**
Students will love repping gear from your site. You can give these items out to anyone who stops to talk, or just to students who inquire. Want some SEU gear at your booth? You can order fun promo items like t-shirts, pennants, & fidget spinners on **SEU's Partner Website**. We also encourage you to order SEU t-shirts for your recruiting team!
- Create a Consistent Presence**
Creating an engaging & consistent presence at your church is essential to building awareness for your program. This can be as simple as playing a promo video during service, setting up a booth in your church lobby every week, or hosting preview events for interested students. Be sure everyone on your team is well-informed and excited, and that you have plenty of materials to give out.
- Follow Up**
Creating an awesome experience for prospective students doesn't end after your preview event or first point of contact. Following up with a personal email or phone call to students who expressed interest in your site is crucial. Find ways to systematize your follow-up strategy while still providing an excellent experience. For example, you can use an email tool like MailChimp to send email campaigns to new inquiries on a predetermined schedule. Your follow up communication should not only highlight your student experience, but should also provide clear instructions on how prospects can apply.

SETTING UP YOUR BOOTH

Whether you're setting up a booth space in your church lobby or at a local event, make sure you have all the promotional materials you'll need. These are the just the basics to get you started. We encourage you to get creative!



CREATING A COMM FLOW

So you've set up an awesome booth and had a lot of great conversations. You've had dozens (or even hundreds) of students fill out your inquiry form requesting more information. Now what? It's time to create a communication plan – a comm flow. A comm flow represents the stream of communication a student receives after they express interest in your program. It is crucial to plan out your comm flow ahead of time to ensure each student has a consistent and awesome experience.

Here's a sample comm flow to help you get started.



THE ADMISSION PROCESS

As a site director, one of your primary roles is to guide students through the admission process. Once a student begins their application, an SEU admission counselor will help your students submit their missing documents and complete any other requirements.



Pro tip:

Completing the FAFSA. Encourage your students to begin the process of applying for federal aid (FAFSA) as soon as they begin applying to SEU. You can find more information on completing the FAFSA on **page 42**.

APPLICATION PIECES

Student will not be considered for admission to SEU until all documents have been received. It usually takes about two weeks for a student's file to be reviewed for admission, so please encourage students to submit all application pieces as soon as possible. SEU's early bird admission deadline is in March and final admission deadline is in August. For more information about SEU's admission process see our Admission Checklist on partners.seu.edu/admission-checklist.

- SEU Portal application
- Christian Character Reference
- Essay
- High school transcript*
- SAT/ACT test scores (not required)
- College transcripts (if transferring credits)*

**Transcripts can be sent to SEU either (a) electronically or (b) by mail to the following address:
Attn: Your Enrollment Counselor, Southeastern University, 1000 Longfellow Blvd. Lakeland, FL 33801.
Official transcripts must be sent directly from the high school or college to SEU.*

SEU PORTAL APPLICATION



SEU Portal Application

SEU's Portal application is where students inquire and apply for admission to SEU. Students can find this application by either (a) selecting "apply" on your site's partner webpage, or (b) going to [SEU.edu/apply](https://seu.edu/apply) and selecting "Partner Site" and your site in the location drop down.

[SEU.edu/apply](https://seu.edu/apply)



SEU Portal CRM

SEU's Portal CRM will help you track students through the admission funnel and engage them throughout this process. Your site must sign SEU's data confidentiality agreement before you are given login access. For more information, go to partners.seu.edu/portal.

data.seu.edu

Game Time

[ACADEMICS & PROGRAM]

Once the pre-game show ends and kick-off occurs, all support and attention shifts to the field. Academic growth makes up the foundation of the students' learning experience. SEU's regional site executives and the College of Unrestricted Education (the academic and support division of the university) help sites develop the on-site academic experience. This section will provide everything you need to know about academics and program, from delivery types to crafting a dynamic student practicum experience.

IN THIS SECTION:

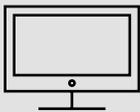
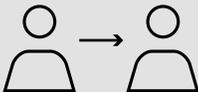
- Delivery Types
 - Program Cost
 - Adding New Programs
 - Adding Face-to-Face Classes
 - The Practicum Experience
-

ACADEMICS: THE BASICS

Understanding the academic portion of running your site can seem daunting, but it doesn't have to be! SEU has several degree options available to sites. These degrees and deliveries are determined based on state regulations, as well as the student enrollment capacity of the site in the first year. We've outlined SEU's various delivery types, and cover other important topics like tuition, time commitment required for each course, and determining a site fee.

DELIVERY TYPES

SEU offers classes in several formats at extension sites. Each format or "program delivery" provides different benefits.

 <p>Online</p>	 <p>Face-to-Face</p>	 <p>Evening (Adult)</p>
<p>Most of our sites begin by offering only online classes. Online programs provide students with excellent class flexibility, allowing them to focus on the internship experience at your church. Online students typically still participate in on-site practicum.</p>	<p>Once your site reaches a consistent level of enrollment and your site's revenue can support the cost of state authorization for face-to-face classes, your church can be given the opportunity to house face-to-face classes on site.</p>	<p>Evening classes are an excellent option for adults outside of the 18-25 age range. Typically, this delivery is reserved for students who simply attend classes on-site in the evening & do not participate in the practicum experience.</p>
<ul style="list-style-type: none"> ✓ Practicum ✓ Site Fee ✗ Face-to-Face ✓ Standard Tuition 	<ul style="list-style-type: none"> ✓ Practicum ✓ Site Fee ✓ Face-to-Face ✓ Standard Tuition 	<ul style="list-style-type: none"> ✗ Practicum ✗ Site Fee ✓ Face-to-Face ✗ Standard Tuition*

*Tuition typically varies for non-standard deliveries.

EXAMPLE TUITION BREAKDOWN

Below is a breakdown of tuition. Program costs are subject to change based on the number of credits enrolled per semester and site fee determined by site. Tuition listed is based on 15 credits per semester, *with practicum scholarship applied.*

\$7,080	+	\$2,520	+	\$300
Standard tuition for 30 credits (with practicum scholarship)		Average site fee (determined by site)		Technology fee

Total Annual Cost = \$9,900

*Tuition payment process: Students will make tuition payments directly to SEU.
At the end of each semester, SEU reimburses the site fee to the site.*

PRACTICUM SCHOLARSHIP

SEU offers a scholarship to every extension site student that enrolls in the practicum course. Students are charged on their account for total credits enrolled, and the practicum scholarship is applied separately as a credit to their account. *Note: If a student does not enroll in practicum, they will not receive the practicum scholarship.*

$$\begin{aligned}
 &30 \text{ Credits} \times \$295 \text{ Per Credit Hour} = \$8,850 \\
 &\quad - \text{Practicum Scholarship} = - \$1,770
 \end{aligned}$$

Annual Tuition with Scholarship = \$7,080

Tuition example reflects standard undergraduate programs only. Standard undergraduate programs cost \$295 per credit hour. Contact your regional executive to inquire about non-standard and graduate program pricing. For more information about tuition and financial aid, go to partners.seu.edu/financial-aid-steps.

PROGRAM OPTIONS

After your site is up and running, you may wish to add new programs, increase available delivery types, and possibly, hire professors to teach face-to-face classes on site. Expanding your academic offerings is a great way to gain more interest at your site and create a more holistic student experience.

TRADITIONAL PROGRAMS

Assuming state approval, most sites launch with the following programs at their site.



Associate
of Arts



Associate
of Ministerial
Leadership



Bachelor of
Science in Ministerial
Leadership

ADDING NEW PROGRAMS

After you launch your site, you may want to add new degree programs to diversify options for your students. Ready to offer new programs? Follow these steps.



Gauge Student Interest

Make sure you have a minimum of 10 students interested in the new program you'd like to add. This can be current students or applicants.



Submit Request

You'll need to submit your request to add new programs a *full semester* before you would like to start offering them (e.g. request in January 2020 for August 2020).



Authorization

SEU will review state regulations and communicate whether or not the degree can be added at your site.

Note: To submit your request for new programs, contact your regional site executive.

ADDING FACE-TO-FACE CLASSES

Once a site has reached a sustained enrollment level of 20-30 students, SEU will invest in state authorization for on-site instruction. Finding and credentialing adjunct instructors to teach at the site can take 6-8 weeks, so plan accordingly before you plan to launch live classes at the site. For more information on hiring an adjunct professor, go to partners.seu.edu/adjunct-credentialing.



Suggested time to request face-to-face courses for the following fall semester.



Recommend having at least

**20-30
STUDENTS**

enrolled at site before offering face-to-face classes.*



Adjunct professor requirements:

**MASTER'S DEGREE +
18 CREDIT HOURS**

of graduate credit from within content area being taught.



**6-8
WEEKS**

Average time it takes to find & credential adjunct professors.

** It usually takes 20-30 students at a site to offer a particular course due to transfer hours and individual program course needs.*

EXPANDING ACADEMIC OFFERINGS

Beyond traditional undergraduate programs, SEU also offers dual enrollment and graduate programs to high-growth sites. Before considering these additions, we suggest analyzing your current program and staff to ensure you have the necessary structure and resources in place to support these additional programs options. For information about graduate programs, contact your regional site executive.

DUAL ENROLLMENT

High-growth sites have the option of offering dual enrollment to local high school students. Dual Enrollment is available in two deliveries: online and face-to-face.



Online

Site-based high school students may enroll in SEU online courses for dual-enrolled credit.



Face-to-Face

Sites that offer face-to-face classes may choose to offer high school students the opportunity to attend existing classes for dual-enrolled credit.

COST

\$50 PER CREDIT HOUR

THINGS TO CONSIDER

There are several considerations and limitations to offering dual enrollment (particularly face-to-face):

Schedule Limitations

High school students must have the ability to attend site-based classes as they are scheduled at the site. A site may consider offering certain courses after regular school hours in order to accommodate dual-enrollment students.

Space Consideration

Sites must consider the number of “seats” they want taken up by dual-enrolled students in their face-to-face classes.

Course Substitution

It is critical that high school students understand that they are not able to replace a high school required class with an SEU dual-enrolled class. SEU does not have the proper articulation agreements with out-of-state high schools for this to occur.

For example: a public high school student cannot opt out of their required senior English class at the high school by taking an SEU dual-enrolled English class. This could only occur if proper approval with their high school administration has been executed. The same student can still take SEU’s dual-enrolled English class for college credit. Students are also able to take any of the other classes offered at the site for dual-enrolled credit. In most cases, this on-site dual enrollment delivery works best for home school students or those who attend private, Christian schools (though it’s not limited to this option).

REQUIREMENTS

All dual-enrolled students must meet the requirements found at partners.seu.edu/dual-enrollment/.

Time out

Here's a breakdown of the average time required for class per week for each program.

Face-to-Face Program

CLASS TIME (6 HRS)

+

HOMEWORK (3-6 HRS)

+

PRACTICUM (7-10 HRS)

= 16-22 HRS

Online Program

CLASS TIME (6-10 HRS)

+

PRACTICUM (7-10 HRS)

= 13-20 HRS

Evening Program

CLASS TIME (6 HRS)

+

HOMEWORK (3-6 HRS)

= 9-12 HRS

Dual Enrollment

CLASS TIME (6 HRS)

+

HOMEWORK (3-6 HRS)

= 9-12 HRS

Weekly time requirement varies depending on the type of program a student is enrolled in. Estimates assume students is enrolled in two courses every 8 weeks.

LEADERSHIP DEVELOPMENT

The opportunity to invest in, mentor and develop leadership qualities in your students through the practicum experience is perhaps the most important aspect of your program. What's more, opportunities like one-on-one mentoring and ministry experience is what sets you apart from traditional college experiences. Because of this, we encourage you to invest a significant amount of time in establishing what you want your practicum experience to look like. The goal of the practicum is to stretch, challenge and develop your students into transformational leaders.

Practicum

WHAT IS IT?

The practicum experience is designed to help students integrate on-going classroom learning with practical, hands-on ministry experience. Think of it as an on-site internship program. Our goal is to empower you to customize the experience by setting your own goals, benchmarks, and objectives for the leadership development of your students. You can decide what curriculum you use to guide your students, what ministry practicum tracks to offer, and what weekly activities to include as part of your leadership development process (i.e. weekly or monthly chapel, weekly or bi-weekly small groups, practicum format, mentoring, etc.). We suggest selecting unique ministry tracks and crafting an experience that fits your church culture and context and gives your students the opportunity to grow in their leadership skills.

SAMPLE WEEKLY SCHEDULE

Here's an example of how you can structure the weekly schedule for your students to incorporate SEU coursework, practicum, and other weekly student activities. We encourage you to use this as a reference as you develop a schedule for students in your program.

MON	TUES	WED	THURS	FRI	SAT	SUN
Chapel 1 hour	Leadership Development with Pastor or Guest 1 hour	Study Hall 3 hours	Morning Small Group 2 hours	Free Day for home work, job, etc.	Community Outreach (monthly) 2 hours	Serve at Sunday Service (included in practicum) 2 hours
SEU Courses (face-to-face or online) 3 hours	SEU Courses (face-to-face or online) 3 hours	Serve at evening youth service 2 hours	Practicum 6 hours			

SAMPLE MINISTRY TRACKS



Pastoral

In this track, students receive hands-on experience in serving multiple areas of church ministry. Whether it's learning to prepare sermons, execute community outreaches, or facilitate operational practices, students will learn every aspect of church ministry and pastoral leadership.



Worship

In this track, students learn the principles of worship leading through involvement in weekly worship services, communal songwriting sessions and sound technicality training. Students are mentored by worship pastors, learning both the technical and leadership skills required as a worship leader.



Youth

In this track, students are given the opportunity to help produce youth services, plan student events and lead youth small groups. They will also learn more about how to mentor the upcoming generation and how to craft impactful sermons for evening youth events and services.



Creative

In this track, students are introduced to the church world of digital media, marketing and creative branding. They learn the planning processes of graphic design, consistent social media and compelling videography by working alongside the church's creative team.

Ministry Tracks. Keep in mind, the tracks listed above are just examples. The track possibilities are endless: production, administration, stewardship, hospitality, discipleship, fine arts, etc. We advise to start with 3 or 4 tracks in areas your church excels in and has the capacity to teach well, and grow as students express interest in other areas.

Practicum Format. There are also multiple ways to format your practicum experience. You can choose for students to select a track for the duration of the program, or for all students rotate in groups through each of the tracks to gain experience in all aspects of church operations. You'll also need to map out the intended learning outcomes of each track during each semester. The best part about the practicum experience is that you get to completely customize this to your church's strengths and your students' needs.

Sidelines

[STUDENT SUPPORT]

Hooray! Cheering students on is what we live for at SEU. Because of this, we strive to offer the best student support services that provide excellent feedback and resources to help avoid common fumbles. Throughout this section, we'll discuss the roles of SEU's student support teams—enrollment counselors, the registrar, the advising team and financial aid team — and how they work together to serve your students. We'll also give you the “4-1-1” on all of our student systems and each of their functions, such as MyFire, MySEU, JICS and the online library.

IN THIS SECTION:

- Student Resources
 - Support Teams
 - Student Support Contacts
 - Completing the FAFSA
 - Student Systems
-

STUDENT RESOURCES

From the initial application to graduation, SEU offers students access to resourceful support teams for all stages of student enrollment. We also provide tons of resources to students to strengthen the academic experience and increase student success.

STUDENT RESOURCES



Free Digital Tutoring

SEU offers students free digital tutoring via our virtual platform, Smart Thinking. myfire.seu.edu (Click "Online Tutoring" on dashboard)



Educational Portal & Library

Students are given free access to our educational portal and library databases, which offer countless academic resources.

library.seu.edu



First-Year Success Course

To ensure students' start off well, they are enrolled in a first-year success course (CORE 1001), featuring informational tips to prepare for the college journey ahead. Students are automatically registered for this course upon enrollment at SEU.



Academic Advisors

Academic advisors are assigned by site. Please have your students check their SEU email to find out their assigned advisor.



Financial Aid Counselors

Financial aid counselors are assigned by site. Please have your students check their SEU email to find out their assigned advisor.



General Student Support

SEU has a team dedicated solely to answering general student questions or directing them to the appropriate contact.

sitesupport@seu.edu

SUPPORT TEAMS

From the admission to graduation, SEU offers students access to resourceful support teams.



Admission Counselors

Help students complete the admission process.



Financial Aid Counselors

Help students obtain federal financial aid (FAFSA).



Office of Academic Advising

Helps students with course selection & audit for graduation.



Office of the Registrar

Helps students with transcript evaluation.

CONTACTS

- General Student Support sitesupport@seu.edu
- Admission partners.admission@seu.edu
- Financial Aid sitefa@seu.edu
- Advising advising@seu.edu
- Registrar registrar@seu.edu
- IT helpdesk@seu.edu

STUDENT SUPPORT

Once a student is accepted to SEU, they will need to complete the FAFSA and become familiar with SEU's systems, such as MyFire. These systems enable students register for classes, find their assignments, take online assessments, and find peer-reviewed articles from SEU's online library database.

COMPLETING THE FAFSA

Every student will need to complete the FAFSA in order to qualify for federal financial aid. For more information, please visit www.seu.edu/financial.

Create Account

Visit fafsa.ed.gov and select "Start a New FAFSA." Use SEU's school code, 001521, to send your financial application results to SEU.

01

Complete the App

Funds are awarded on a first come, first serve basis, so encourage your students to complete the app as soon as possible. Students can begin their app for the following fall term after October 1.

02

Review Your Award

Once SEU receives the student's app, Student Financial Services provides students with a financial aid award letter outlining how much assistance they can expect to receive.

03

Verification

Students may be randomly selected for a process called verification. SEU partners with Inceptia to expedite the federal verification process by using the [Verification Gateway](#) online portal.

04

STUDENT SYSTEMS

One of the primary ways you'll be able to help your students be successful is by understanding SEU's systems. Here we've broken down each of these systems so you know what they are used for.

<p>MYSEU</p> <p>This site serves as a home-base for all student systems. It connects students easily with other important portals, and allows for students to learn more about what's happening in the SEU community.</p> <p>my.seu.edu</p>	<p>MYFIRE</p> <p>MyFire gives students full access into their assignments, syllabi and everything pertaining to their classes. Students will also use this site to turn in homework and take online tests and quizzes.</p> <p>seu.brightspace.com</p>	<p>JICS</p> <p>Students use JICS to access all personal student records, including: class schedule, degree audit sheet and financial aid records. Students also use JICS to register for courses each semester.</p> <p>jics.seu.edu</p>
<p>GMAIL</p> <p>Gmail is the primary method of communication at SEU. Students should use email to maintain communication with your site staff, their professors and classmates and should check email daily.</p> <p>mail.seu.edu</p>	<p>SEU LIBRARY</p> <p>Accessible year-round, the SEU Library features resources such as online books, academic journals and research databases. SEU will ship a requested book to a student if the electronic version isn't available.</p> <p>library.seu.edu</p>	<p>NET PARTNER</p> <p>Net Partner is SEU's financial aid portal where students can check financial aid status, complete their student information sheet (SIS), and view financial awards.</p> <p>powerfaids.seu.edu</p>
<p>SF NET</p> <p>This is the intranet for SEU's staff & faculty. It connects you with other important portals and allows you to learn about what's happening in the SEU community.</p> <p>sfnet.seu.edu</p>		

ACADEMIC ADVISING

Academic advising is a team effort between the Site Director and SEU 's Academic Advisors to empower students to set and achieve academic goals, acquire relevant information and services, and make responsible decisions consistent with degree requirements. Here are some resources to help during the advising process.

ADVISING SUPPORT

SEU's academic advisors are here to help!
Your assigned academic advisor will show you how to:

- Navigate the SEU Catalog**
- View Next Steps orientation**
- Use 2 & 4 year degree program plans as a guide for course planning**
- Access your students' degree audits (aka: advising worksheet)**
- Teach your students how to register for courses**
- Access available university resources**
- Share tips on how to be a successful student**

***Please note:** Academic Advisors will assist with course selection if a student is unsure of what to take. However, students are responsible to learn as much about their program of study and register for appropriate courses.*

ACADEMIC RESOURCES

Below are some frequently used academic resources SEU provides and where to find them.

JICS	MySEU
<ul style="list-style-type: none"> + Degree Audit Sheet (Advising worksheet; lists all required courses for major and minors, program hours and transfer work) + Course Registration + Student Schedule + Unofficial SEU Transcript <p><i>Note: Site Directors can reference student information by navigating to the Faculty Advising tab in JICS.</i></p>	<ul style="list-style-type: none"> + University Catalog (2 & 4 year degree plans, academic calendar, and university policies) + Enrollment Verification + Next Steps (Checklist and video tutorials for accepted and returning students) + Graduation Application and Information + Change of Major/Minor Form (Scroll down to Registrar) + Withdrawal Form (Scroll down to Registrar)

APPENDIX

SEU Accreditation Statement

Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southeastern University.

SEU Mission Statement

“Equipping students to discover and develop their divine design to serve Christ and the world through Spirit-empowered life, learning and leadership.”

SEU Partnership Statement

“Southeastern University (Lakeland, FL) partners with {Church/Organization Name} to host an instructional site on the church campus, and offer students affordable degree programs.

“{Program Name} is a ministry of {Church/Organization Name}.” {Program Name} is not accredited by SACS Commission on Colleges and the accreditation of Southeastern University does not extend to or include {Program Name} or its students. Students must be admitted by Southeastern University and enrolled in university courses to receive the benefits of regional accreditation.”

State Authorization Process

Each state requires out-of-state universities to gain approval for offering educational programs within their own state. This is often a long and expensive process ranging from 6–18 months, and cost could range anywhere from \$3,000.00–\$10,000.00 annually depending on the state. States require SEU to seek approval for every new site started, as well as for each proposed degree program being offered. States regulate online and on-site degrees differently. SEU begins the application and authorization process with each state soon after a site signs the Letter of Intent and starts the on-boarding process.

Final decisions on degree programs and delivery of programs are contingent upon state approvals. States ultimately decide whether or not SEU can offer degrees and how they are delivered at a site.

Enrollment Management

Partner Website (password: partners)	https://partners.seu.edu/
Admission	https://partners.seu.edu/admission/
Admission Checklist	https://partners.seu.edu/admission-checklist/
Application	https://www.seu.edu/apply/
Dual Enrollment	https://partners.seu.edu/dual-enrollment/
Marketing (General)	https://partners.seu.edu/main/marketing/
Marketing Material Request	https://partners.seu.edu/marketing-request-form/
Promo Items Request	https://www.seu.edu/partner-site-promo-items/
Print & Digital Guidelines	https://partners.seu.edu/main/print-guidelines/
Marketing Resources	https://partners.seu.edu/main/resources/
Social Media Guidelines	https://partners.seu.edu/main/social-media-guidelines/
Website Guidelines	https://partners.seu.edu/main/web-guidelines/

Academics & Program

Accreditation	https://www.seu.edu/about-southeastern-university/accreditation/
Adjunct Credentialing	http://partners.seu.edu/adjunct-credentialing/
JICS	https://jics.seu.edu/
Gmail	https://accounts.google.com/
MyFire	https://seu.brightspace.com/
MySEU	https://my.seu.edu/

Students Support

Admission Process	https://partners.seu.edu/main/admission-process/
Financial Aid	https://partners.seu.edu/financial-aid-steps/
FAFSA	https://www.seu.edu/accepted/fa/fafsa-overview/
FAFSA Verification	https://www.seu.edu/financial/federal-financial-aid-verification/
Registrar	https://www.seu.edu/academics/registrar/
Library Database	http://library.seu.edu/
Campus Bookstore	https://www.seu.edu/campus-life/campus-services/bookstore-2/
Partner Site FAQ	https://partners.seu.edu/main/faq/

Leadership Development

Chapel Livestream	https://www.seu.edu/campus-life/spiritual-life/live/
Example Practicum Tracks:	
SEU Jacksonville Campus (Celebration College)	http://celebrationcollege.org
SEU NorCal Campus	http://www.seunorcal.com/practicum-experience.html
Practicum Resources	http://partners.seu.edu/main/practicum-resources/

Contacts

General Student Support	sitesupport@seu.edu
Admission	admission.partners@seu.edu
Financial Aid	sitefa@seu.edu
Advising	advising@seu.edu
Registrar	registrar@seu.edu
IT	helpdesk@seu.edu
SEU Directory	https://partners.seu.edu/main/directory/
Site Director Contacts	https://partners.seu.edu/main/sites/

