



## SEU Network Communication Flow

## Communication Best Practices:

Communication to all prospective students should occur regularly. We suggest the following communication timeline as best practice in customer service:

**Initial Contact:** Upon receipt of an inquiry or application, initial communication should be completed within 24 hours via email, text, and a call if possible.

**Follow Up:** Weekly communication is recommended for the next month, and then at least a bi-weekly follow up continuously until students reach the next "stage" (i.e., they complete an application).

**Additional Follow Up:** Our main campus team will begin weekly follow up with applicants and admitted students. For students who never progress we will continue to follow up with automated monthly emails to try and re-engage them and occasional texts and calls as well.

Once a student moves to the next "stage" (i.e., from prospect > inquiry; or from inquiry > applicant) communication should start over from the beginning. (The main campus will conduct follow up to applicants through enrolled students).

In addition, communication should occur more frequently during times when you are promoting a certain campaign - such as a free giveaway by a certain deadline for an action taken by the student (i.e., complete an application).

**The following pages provide examples of communication from SEU Network Enrollment Counselors to prospective partner site students as well as important links for both incoming students and partner site personnel.**

# Student Communication:

## Application Received Email:

When a student applies, they will automatically receive this email

\*site director is not CC'd on this\*



NAME,

Thank you for submitting your application to Southeastern University! My name is <COUNSELOR NAME> and I serve as the network enrollment counselor at Southeastern University. I am here to assist with any questions you have in the process and help you submit all remaining application pieces.

To complete the application process and submit required documents, use the link below to access your SEU Application Status Page.

[APP STATUS LINK](#)

If you have not already done so, you will need to complete your FAFSA!

### **HOW TO COMPLETE THE FAFSA:**

1. Visit <https://studentaid.gov/h/apply-for-aid/fafsa>
2. Click the "Start Here" or "Login" button.
3. Sign in with your FSA ID or create a new one. The FAFSA is even easier to complete as there is now a FAFSA App. Download the app and get started today!
4. Use school code 001521.

Once you submit your FAFSA, it may take up to 7 days before we receive your information. If you have any questions at all, please don't hesitate to reach out.

Go Fire!

## Application Follow Up (text or email):

Student receives this email the day after they apply as a follow up

Hey <NAME>,

My name is <COUNSELOR NAME> and I am the enrollment counselor for partner sites through SEU! I am so excited you are interested in <PARTNER SITE NAME> through SEU. I would love to help if you have any questions about the application process. I will include your application status link below where you can turn in your essay and Christian character reference. You will also find the instructions on how to turn in your transcripts. Thanks and have a great day!

\*APP STATUS LINK\*

## **Email/Text every other week:**

**Counselors email and/or text students with application updates/encouragements**

Hey <NAME>,

I hope this email finds you well! I wanted to give you a quick update on your application. I am still missing your (insert missing application items). The sooner you are able to finish the application the better! I will include your application status link below where you can turn those pieces in. Please do not hesitate to reach out if you have any questions. Have a great day!

\*APP STATUS LINK\*

## One Piece Missing Email/Text:

Once a student is only missing one final piece, they will receive this text and/or email

Hey <NAME>,

You are almost finished with your SEU application! I am only missing your \_\_\_\_\_. If you are able to get that in, I will be able to review your application for acceptance TODAY! Please let me know if you have any questions! Have a great day!

## Congratulations Email:

When a student is accepted, they will receive this automatic email notifying them of their acceptance

\*site director and financial aid ARE CC'd on this\*



Congratulations, NAME (ID NUMBER:!) I am pleased to inform you that you have been accepted into SITE through Southeastern University for the SEMESTER. The Office of Admission was impressed with your commitment to personal, spiritual, and educational growth, and we believe you will be an excellent addition to our community. If you have not sent in your OFFICIAL high school transcript with your graduation date, you must still do so in order to receive financial aid. If you have already requested these, there is no need to worry. We also need official college transcripts for every college that you have attended in order to receive credit.

Please visit our Accepted Next Steps page at the link below! This page has all the information you need to finish your financial aid, access your SEU email, complete your academic orientation and order your textbooks.

[Accepted Next Steps](#)

Now that you are an SEU student, all official communication regarding course registration and student information will be sent to your SEU email account. Be sure to check it often.

Once again, congratulations and welcome to the Southeastern University family! Go Fire!

General Questions: [ptfitzgerald@seu.edu](mailto:ptfitzgerald@seu.edu)

Academic Advising: \*add in advisor email\*

Financial Aid: [SITEFA@SEU.EDU](mailto:SITEFA@SEU.EDU)

Information Technology: [helpdesk@seu.edu](mailto:helpdesk@seu.edu)

Registrar: [registrar@seu.edu](mailto:registrar@seu.edu)

SEU's 24/7 Support Center (Tech): 1.888.889.6599

#### Professional Licensure/Certification

Federal law requires disclosure to applicants and students regarding professional licensure/certification and our programs of study. While licensure or certification may be available in your field of study, programs offered through the school of unrestricted education are not designed to lead to such licensure or certification upon graduation. The professional preparation you receive in our program may still assist you in such pursuits; however, we are unable to confirm the specific licensure and certification requirements of each state, territory, or foreign entity in which professional credentialing may be possible.

If you intend to pursue such credentialing in your state or elsewhere, we advise you to contact the applicable state credentialing authority to familiarize yourself with its specific requirements and determine if our program meets its academic criteria.

You are welcome to contact SEU's Center for Calling & Career at [compass@seu.edu](mailto:compass@seu.edu) with questions in this regard and we will do our best to assist you in your career planning.

## Set up SEU Email Reminder:

This is sent as a text message to encourage students to set up their SEU email the day after acceptance

Hi <NAME>,

Congratulations on your acceptance into SEU! You should be able to login to your email and other SEU accounts today! You can do that by clicking the "accepted next steps" tab on your acceptance email. If you have any questions please do not hesitate to reach out! Have a great day!



## Accepted Student Email/Text (every other week):

Counselors stay in communication with accepted students every two weeks with reminders/encouragement. Example of registration reminder email:

Hey <NAME>!

Class registration is open for the Fall semester!

You are able to register yourself for classes using our JICS platform! Log into JICS through your SEU Account and on the dashboard click JICS or go to, <https://jics.seu.edu/jics>. Your username is your student ID and password is the last 4 digits of your social security number!

Here is a video tutorial on how to register yourself:

[Registration \(Ext Site - Undergraduate\) Tutorial Video](#)

**For questions on what classes to take please take a look at your degree plan for your chosen major using the Course Catalog at this link:**

<http://seu.catalog.acalog.com/content.php?catoid=38&navoid=2857>. On this page find your chosen degree path, then click the Two-Year or Four-Year Course Plan for your degree. This will suggest some classes to take throughout your years at SEU to complete your degree on time!

**If you have transfer credits that are not yet available on your degree audit found in JICS just avoid taking the classes you know you already have taken!**

For any additional questions about classes please reach out to your academic advisor who has reached out in your SEU Email!

## Note Left By Student On Their File:

Enrollment counselors and site personnel can see notes from applicants in their Salesforce account [here](#)

The screenshot shows a Salesforce record for an Application Requirement (AR-240859). The record is viewed in a browser window with the URL: [seu-edu.lightning.force.com/lightning/r/elev0\\_AS\\_Application\\_Requirement\\_\\_c/a0e4w00000L0ugUAAAR/view?ws=%2Fflightning%2Fr%2FTask%2F00T4w00006GZcetEAD%2Fview](https://seu-edu.lightning.force.com/lightning/r/elev0_AS_Application_Requirement__c/a0e4w00000L0ugUAAAR/view?ws=%2Fflightning%2Fr%2FTask%2F00T4w00006GZcetEAD%2Fview). The record is titled "Application Requirement AR-240859".

The record details are as follows:

- Information**
  - Application Requirement Name: AR-240859
  - Type: Official High School Transcript
  - Application: [Aphasia Octobre - 2022UF - Bachelor of Science in Ministerial Leadership: Worshi](#)
  - Requirement Status: Required
  - Note from Student: I emailed it. (highlighted in red)
- Letter of Recommendation**
  - First Name: [Redacted]
  - Email: [Redacted]
  - Last Name: [Redacted]
  - Letter of Recommendation URL: <https://southeasternuniversity.tfaforms.net/42?p1=a0e4w00000L0ugU>
- System Information**

The right sidebar shows the "Files (0)" section with an "Upload Files" button and "Or drop files" text. Below that is a "New Event" section with a "Set up an event..." input field and an "Add" button. The filters are set to "Within 2 months • All activities • All types". The "Upcoming & Overdue" section shows "No next steps. To get things moving, add a task or set up a meeting."

## **Important Links Sent To Students:**

**“Accepted Next Steps” tab on acceptance email**

<https://partners.seu.edu/accepted/>

**Financial Clearance Form:**

[https://docs.google.com/forms/d/e/1FAIpQLScX5idaT\\_OgSIhG-dTAp-f6W0nmIIbsHAXUxUd7tD8hsSr6Lw/viewform](https://docs.google.com/forms/d/e/1FAIpQLScX5idaT_OgSIhG-dTAp-f6W0nmIIbsHAXUxUd7tD8hsSr6Lw/viewform)

**Course Catalog:**

<http://seu.catalog.acalog.com/content.php?catoid=38&navoid=2857>

**Undergrad Course Registration video:**

[Registration \(Ext Site - Undergraduate\) Tutorial Video](#)

**Financial Aid Calendly:**

<https://calendly.com/seusfs/extension>

**How to view Account Balance in JICS:**

<https://www.youtube.com/watch?v=ISPkTs3KE>

**To view missing financial aid documents:**

<https://powerfaids.seu.edu/NetPartnerstudent/Logon.aspx>

**How to make a payment:**

[https://commerce.cashnet.com/cashnetg/SelfServe/eBillLogin.aspx?client=SOUTHEASTERN\\_P  
ROD](https://commerce.cashnet.com/cashnetg/SelfServe/eBillLogin.aspx?client=SOUTHEASTERN_P<br/>ROD)

**How to create a payment plan:**

<https://seu.afford.com/>

**Major/minor change form:**

<https://www.seu.edu/partner-site-major-form/>

**22-23 Academic Calendar**

<https://seu.edu/wp-content/uploads/22-23-UE-Academic-Calendar-.pdf>

## Important Links For Site Directors:

**Site Director JICS training:**

<https://vimeo.com/401356676/13ecdc3c88>

**Site Director Salesforce training:**

[https://drive.google.com/drive/folders/1hvWG3\\_k2AB2JnYy7LwOuRd3sV73csleY?usp=sharing](https://drive.google.com/drive/folders/1hvWG3_k2AB2JnYy7LwOuRd3sV73csleY?usp=sharing)