



# THE PLAYBOOK

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



2022-23

# 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-season

## [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.*

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### 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.

## SEU NETWORK

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

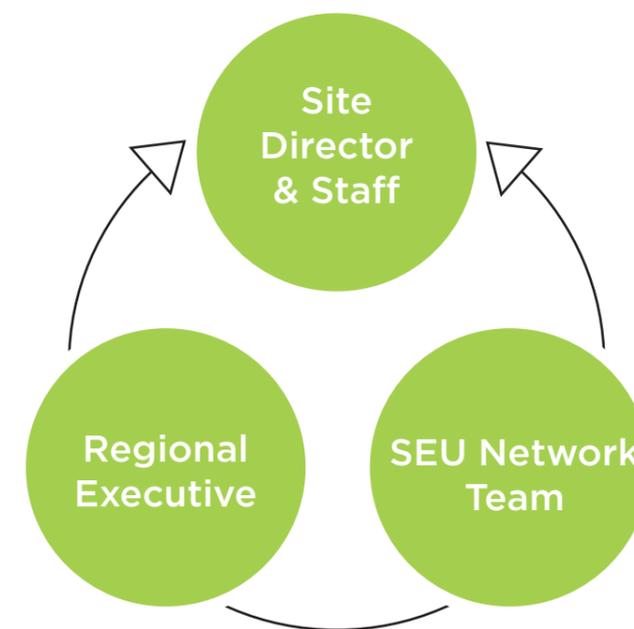


### Student Services

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, the SEU Network 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

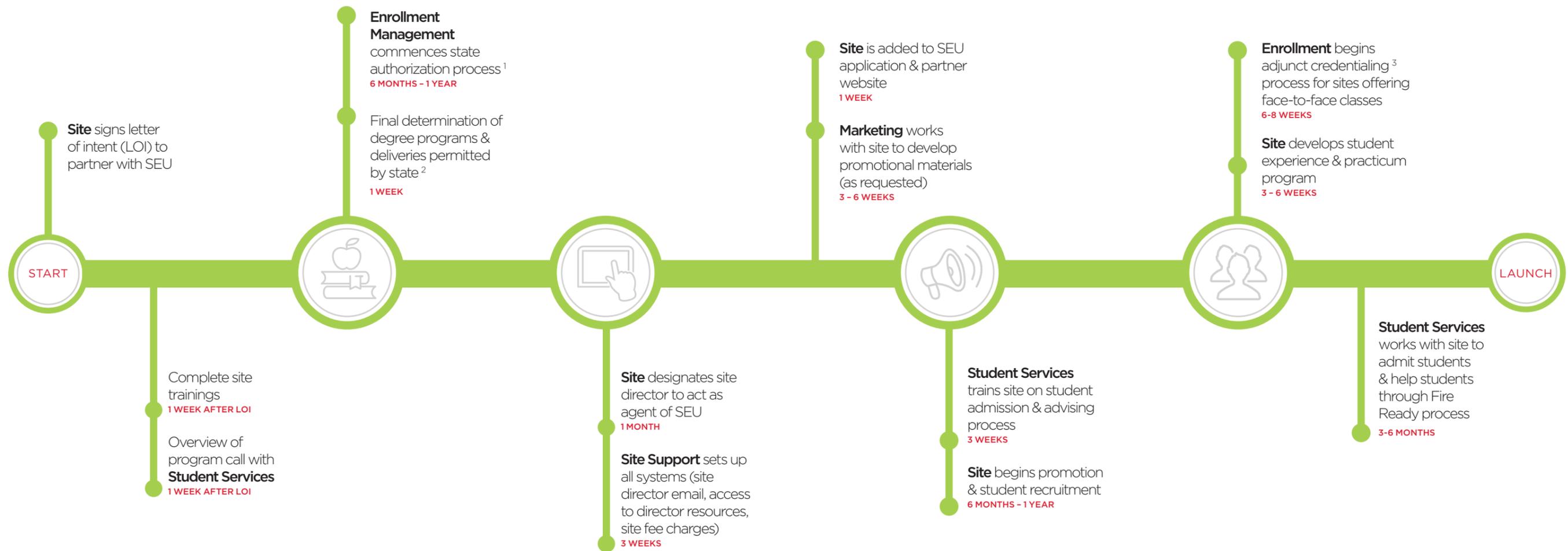
SEU's regional executives serve as the primary SEU contacts, helping with daily operations, answering questions about degree programs and practicum, and acting as a liaison between your site and SEU. Each site is assigned a regional executive based on their location.

### SEU Network Team

SEU's Strategic Development Coordinator, Site Operations Director and other SEU 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, go to [extension.seu.edu](http://extension.seu.edu). **2. Determining degree programs:** Degree programs are determined based upon permissions of the state and on student and faculty resources **3. Adjunct credentialing process:** Sites offering face-to-face classes must complete the credentialing process *before* hiring adjunct professors. Review the credentialing process on [extension.seu.edu/academics/expanding-academic-offerings](http://extension.seu.edu/academics/expanding-academic-offerings).

# 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.*



# 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.

[extension.seu.edu](http://extension.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 8**). 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	✗ Not Permitted
"SEU is a regionally accredited university"	"We are a fully accredited program"
"SEU offers degree programs to students at our site"	"SEU offers accredited degrees"
	"An accredited internship program"
	"We offer degree programs"

*See SEU Partnership Statement at [extension.seu.edu/marketing](http://extension.seu.edu/marketing)*

# Pre-game

## ENROLLMENT MANAGEMENT

*Let's 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).*

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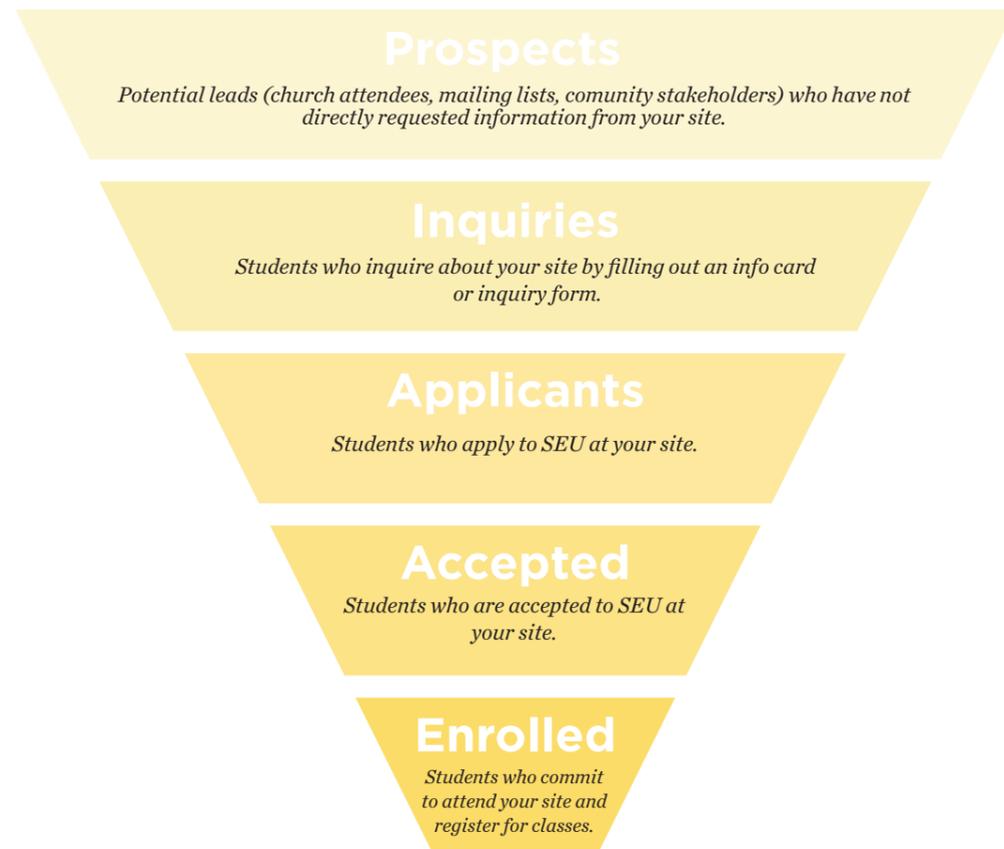
### IN THIS SECTION:

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

# 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, and how will you guide them through the admission process? The first step in developing a successful enrollment strategy is understanding the Admission Funnel, which describes each stage of the admission process from inquiry to enrollment. Not every student who inquires will choose to enroll, so gathering quality inquiries and offering effective guidance is essential.

## THE ADMISSION FUNNEL



## SALESFORCE CRM

SEU uses Salesforce to track applications and manage communication with prospective students. Site Directors can use Salesforce to create leads, pull reports, track communication with leads & applicants, and track application status of students in the funnel. Scan the QR code to the right to find Salesforce training videos and resources.



scan here

# 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. Visit [extension.seu.edu/admission](https://extension.seu.edu/admission) for more information on the admission process.



*Pro tip.*

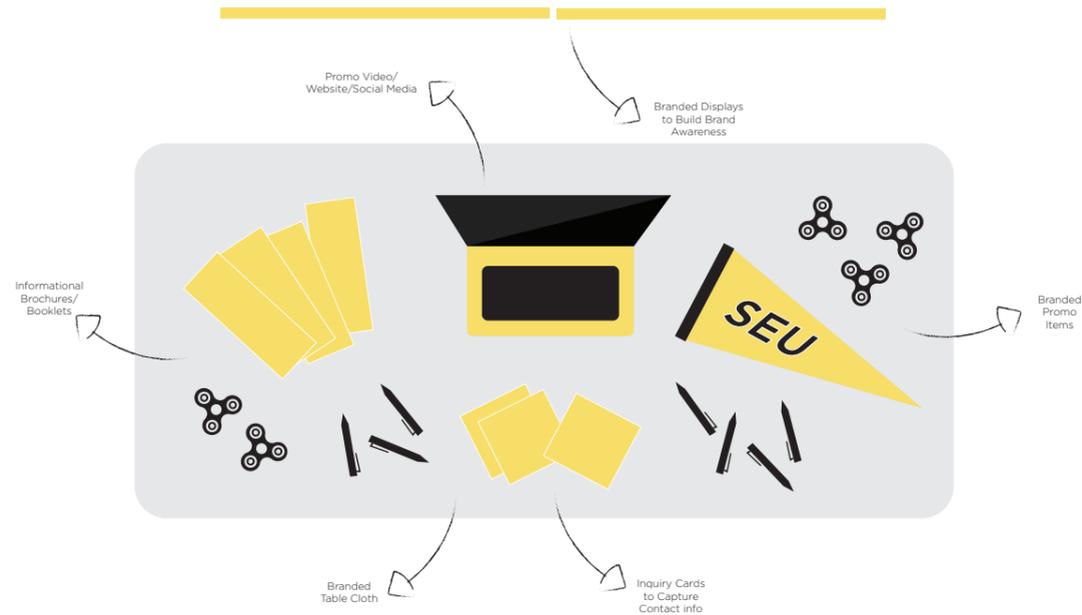
**Admission Processes.** Students will not be considered for admission to SEU until all documents have been received. It usually takes about two weeks for a student's file to be reviewed for admission. Scan the QR code to the right to view our SEU Partner Site Admission Guide.

scan here



# 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. We've got you covered!



**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. SEU also offers a variety of promotional items that are available to order!

**Digital** 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. Need media content? We provide photos & b-roll footage on our Partner Website.

## 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 [extension.seu.edu/marketing](https://extension.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 [extension.seu.edu/marketing](https://extension.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** at [extension.seu.edu/marketing](https://extension.seu.edu/marketing).
- 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!



## MORE INFORMATION

If you would like more information about SEU Marketing guidelines and resources, scan the QR code below or visit [extension.seu.edu/marketing](https://extension.seu.edu/marketing).



scan here



✓ **APPROVED:**  
SEU Site Logo  
(two variations available)



✗ **NOT APPROVED:**  
Standard SEU & Fire Logos



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

# Game Time

## [ACADEMICS & PROGRAM]

*Academic growth makes up the foundation of the students' learning experience. SEU's regional site executives and SEU's Site Support Staff (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.*

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### IN THIS SECTION:

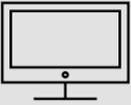
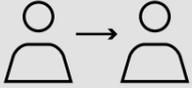
- Delivery Types
  - Program Cost
  - Adding New Programs
  - The Practicum Experience
-

# 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 two formats at extension sites. Each format or "program delivery" provides different benefits.

 <p><b>Online</b></p>	 <p><b>Face-to-Face</b></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>
<ul style="list-style-type: none"> <li>✓ Practicum</li> <li>✓ Site Fee</li> <li>✗ Face-to-Face</li> <li>✓ Standard Tuition</li> </ul>	<ul style="list-style-type: none"> <li>✓ Practicum</li> <li>✓ Site Fee</li> <li>✓ Face-to-Face</li> <li>✓ Standard Tuition</li> </ul>

*\*Tuition typically varies for non-standard deliveries.*

# PROGRAM OPTIONS & TUITION

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.



## 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.



**Total Annual Cost = \$11,006**

*Please note that federal financial aid is also available to students.*

For more information scan the QR codes below

Expanding Academic Offerings



Financial Aid Information

scan here

# 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?

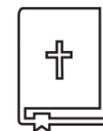
The practicum experience is designed to help students integrate on-going classroom learning with practical, hands-on ministry experience. Think of it as an on-site internship program. Our goal is to empower you to customize the experience by setting your own goals, benchmarks, and objectives for the 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 <b>1 hour</b>	Leadership Development with Pastor or Guest <b>1 hour</b>	Study Hall <b>3 hours</b>	Morning Small Group <b>2 hours</b>	Free Day for home work, job, etc.	Community Outreach (monthly) <b>2 hours</b>	Serve at Sunday Service (included in practicum) <b>2 hours</b>
SEU Courses (face-to-face or online) <b>3 hours</b>	SEU Courses (face-to-face or online) <b>3 hours</b>	Serve at evening youth service <b>2 hours</b>	Practicum <b>6 hours</b>			

### SAMPLE MINISTRY TRACKS



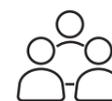
#### Pastoral

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.

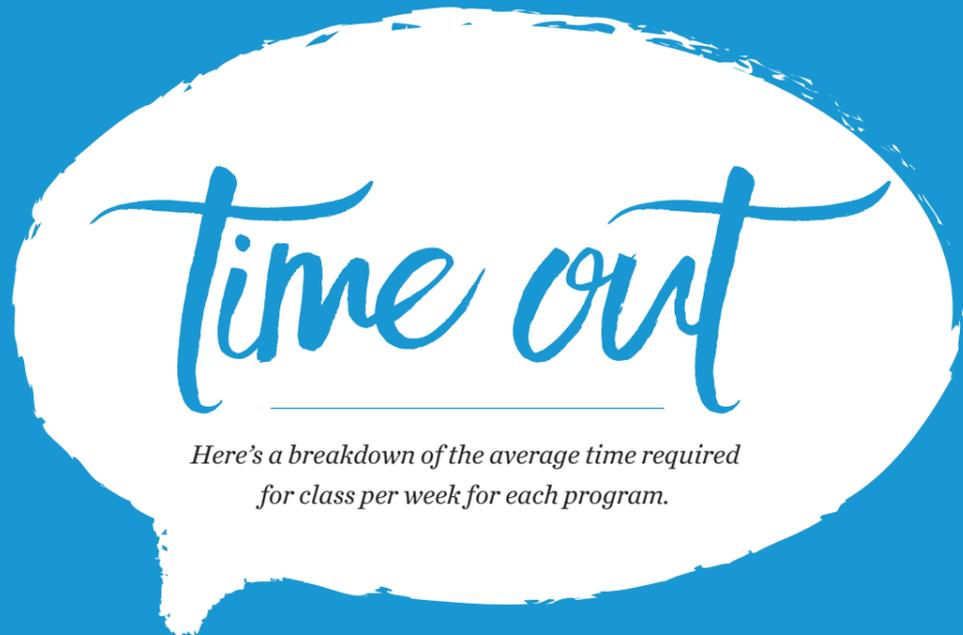


#### Creative

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.



Face-to-Face Program



Online Program



Dual Enrollment



*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.*

SUPPORT TEAMS

From the admission to graduation, SEU offers students access to resourceful support teams. For more information on all of the resources available to you and your students, please visit [extension.seu.edu/resources](http://extension.seu.edu/resources).



Enrollment 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](mailto:sitesupport@seu.edu)
- Financial Aid.....[sitefa@seu.edu](mailto:sitefa@seu.edu)
- Advising ..... [advising@seu.edu](mailto:advising@seu.edu)
- Registrar ..... [registrar@seu.edu](mailto:registrar@seu.edu)
- IT ..... [helpdesk@seu.edu](mailto:helpdesk@seu.edu)

*For a full list of SEU Site Support Staff*



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