Graduate Admissions Email Communications Plan to Prospective Students

New Prospect → Same Day #0 Request Info Confirmation → Same Day GR #0A Recruiter Lead Card Welcome

1 Day Ago #1 Email from Program Advisor (program-specific) → 3 Days Ago GR#2 Degree Program Pages → 4 Days Ago #3 How to Apply or #3A International

7 Days Ago #4 Online Right for You? → 9 Days Ago GR #5 "Follow up" re. Major 1 or #5U undecided. → 10 Days Ago #6 Social Universe

15 Days Ago GR #7 Cost of Grad School or #7A International → 23 Days Ago #8 GTA/GRA & Fellowships → 30 Days Ago GR#9 Student Services

40 Days Ago GR #10 Apply Today → Day of DOB: GR Birthday Message
Samples included in this document

#0 Request Info Confirmation..................................................................................................................2
GR #0A Recruiter Lead Card Welcome .....................................................................................................3
GR#2 Degree Program Pages......................................................................................................................4
GR #3 How to Apply .....................................................................................................................................5
GR #3A How to Apply – International Prospect ..........................................................................................7
GR#4 Is online learning right for you ...........................................................................................................9

<table>
<thead>
<tr>
<th>Email Template Name</th>
<th>#0 Request Info Confirmation</th>
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<tbody>
<tr>
<td>Filter Qualities</td>
<td>Sends to leads who complete Graduate Programs Request Info Electronic form.</td>
</tr>
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<td>Queued/ Send Time</td>
<td>Immediate upon form completion</td>
</tr>
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Dear {#First Name#},

Thank you for your interest in graduate studies at Sam Houston State University. Please feel free to visit our Degrees Offered page for more information about the academic programs offered at Sam Houston State University.

I look forward to assisting you through the graduate application process and hope you will use the Office of Graduate Admissions as a resource. I am here to answer any questions you may have or to provide additional information.

Sincerely,

Mary Pascarella, Director
Office of Graduate Admissions
Sam Houston State University
graduate@shsu.edu
936.294.1971

Office of Graduate Admissions
Box 2478, Huntsville, TX 77341
Phone: 936.294.1971 | graduate@shsu.edu
<table>
<thead>
<tr>
<th>Email Template Name</th>
<th><strong>GR #0A Recruiter Lead Card Welcome</strong></th>
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<tbody>
<tr>
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<td>Contacts made by recruiter at events (grad lead cards). Includes edit or created in last 2 days. Excludes appstatus 1 not empty, lead event as appointments because they may not have happened yet and lead events that are empty (no event). Last edited 3/7/2014</td>
</tr>
</tbody>
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**Dear {#First Name#},**

It was a pleasure to meet you at {#GR Recruit Event#} and discuss your interest in graduate programs at Sam Houston State University. If you haven't already, I encourage you to visit our website [SHSU.edu](http://www.shsu.edu) to learn more about what we have to offer.

I am here to answer your questions about SHSU or grad school in general. Please feel free to call me at (936) 294-1971 or email me at [graduate@shsu.edu](mailto:graduate@shsu.edu).

Sincerely,

Kristi Williams, Graduate Recruiter
Sam Houston State University
**View Your Degree Plan**

Kristi Williams, SHSU Graduate Admissions

**Sent:** Friday, March 21, 2014 10:18 AM

**To:** Sears, Lauren

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Dear [First Name],

As you explore your graduate school options, Graduate Admissions wants to be your resource. You can locate our complete list of Degree Programs online and then follow the program links to view detailed course information, deadlines, and admissions requirements.

Interested in searching the Current Schedule of Classes for a particular program? See the class schedule.

If you have graduate-level course work completed at another school, consideration of transfer credit is at the discretion of the program and college to which you apply.

[First Name], as you consider your academic goals, you may have questions, and the Office of Graduate Admissions is ready to engage in that conversation with you. You can reach us by email at graduate@shsu.edu or by phone at (936) 294-1971.

Sincerely,

Kristi Williams, Graduate Recruiter
Office of Graduate Admissions
Sam Houston State University
graduate@shsu.edu
936.294.1971

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**Table: Email Template Name and Filter Qualities**

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<th>GR#2 Degree Program Pages</th>
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</tr>
</tbody>
</table>
This is the official communication method for applicant information for Sam Houston State University. You may unsubscribe, however, you will be automatically reinstated in the system once you submit an application. As an applicant, you will receive emails that include information on admission decisions, missing documentation, scholarship deadlines, and announcements of open registration. E-mail addresses were received from applicants, information requests, ACT’s Educational Opportunity Service, or The College Board Student Search Service. If you do not wish to receive SHSU Admissions e-mail, just click here.

Or to opt-out by mail, write to -
SHSU, RE: Opt-Out of Connect Email, Box 2419, Huntsville TX 77341

<table>
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<td>page, 54 grad program advisor, 66 grad recruiter, no app status1, not in all</td>
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<td></td>
<td>current or future queued GR#3 sends (Plus only in state or out of state resident,</td>
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Continued on next page
Starting Your SHSU Grad School Application

Sent: Friday, March 21, 2014 12:34 PM

To: Sears, Lauren

Quick facts about your application.

Graduate Admissions wants to help you take the first step to starting your graduate school application. We’ve put this email together to outline the steps.

Application Materials
Visit the Degree Programs page and locate your intended program of study. Make note of the deadlines for your program and any supplemental application materials that might be required.

Standardized Tests
If you need to take the GRE (http://www.ets.org/gre) or GMAT (http://www.mba.com/the-gmat.aspx), visit the testing service web site for more information and to register. Test scores are electronically submitted directly from the testing service and paired with your Apply Texas application when received. The institution code for the GRE is 6643. The SHSU Testing Center administers the MAT.

References
Contact your references and let them know that you will be applying to graduate school at Sam Houston. Gather their contact information and provide yours.

Apply Texas
Plan to submit your application at least three months before the deadline for your program. The $45 Apply Texas fee is non-refundable.

Email
The email provided on your Apply Texas application will be used as the primary means of communication.

Transcripts
Official transcripts from the baccalaureate degree granting institution are required.

Next Steps
After you submit your application, any supplemental materials are mailed to the Office of Graduate Admissions, SHSU, Box 2478, Huntsville, TX 77341-2478. Remember to provide your complete contact information on all items that you submit.
As always, I am here to answer your questions. Please feel free to call or email.

Sincerely,

Kristi Williams, Graduate Recruiter
Office of Graduate Admissions
Sam Houston State University
graduate@shsu.edu
936.294.1971

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Office of Graduate Admissions
Box 2478, Huntsville, TX 77341
Phone: 936.294.1971

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<table>
<thead>
<tr>
<th>Email Template Name</th>
<th>GR #3A How to Apply – International Prospect</th>
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<td>Created or edited 4 days ago, grad fair, gr interest, program advisor or recruiter AND international, empty app status, not rec’ed email before. Last reviewed 3/21/2014.</td>
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Continued on next page
Starting Your SHSU Grad School Application

The Office of International Programs would like to help you with your graduate school application. Please refer to this email and our online checklist outlining graduate school requirements.

Application Materials
Visit the Degree Programs page and locate your intended program of study. Make note of the deadlines for your program and any supplemental application materials that might be required.

Standardized Tests
If you need to take the GRE or GMAT, visit the testing service web site for more information and to register. Test scores are electronically submitted directly from the testing service and matched to your Apply Texas application when it is received. The institution code for the GRE is 6643.

References
Contact your references and let them know that you will be applying to graduate school at Sam Houston. Gather their contact information and provide yours.

Apply Texas
Plan to submit your Apply Texas application at least sixty days before the first day of classes. The $75 Apply Texas fee is non-refundable.

Email
The email provided on your Apply Texas application will be used as the primary means of communication.

Transcripts
Official transcripts from each institution that you have attended are required. Some programs will require a course-by-course transcript evaluation for any degrees awarded by a non-US institution. If you are unsure if this is needed, please contact the International Graduate Advisor or at (936) 294-4607 for verification.
Financial Proof
Complete and submit the certificate of financial responsibility form

Language Requirements
If your degree was awarded by a non-English institution or English is not your first language, you must submit a TOEFL score of at least 550 paper-based or 79 internet-based.

Next Steps
After you apply, please mail any supplemental application materials to the Office of International Programs.

Office of International Programs | 1908 Avenue J | SHSU Box 2150
Huntsville, TX 77341-2150 | Ph: 1+(936) 294-4607

This is the official communication method for applicant information for Sam Houston State University; however, you will be automatically reinstated in the system once you submit your application, you will receive emails that include information on admission decisions, missing documents, scholarship deadlines, and announcements of open registration. E-mail addresses were re-subscribed to information requests, ACT's Educational Opportunity Service, or The College Board Student life. If you do not wish to receive SHSU Admissions e-mail, just click here.

Or to opt-out by mail, write to -
SHSU, RE: Opt-Out of Connect Email, Box 2419, Huntsville TX 77341

<table>
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<td>created or edited 7 Days Ago, NOT in a classroom only grad program or DEVED. Empty app status. Last reviewed 3/21/2014</td>
</tr>
</tbody>
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Continued on next page
Hello {#First Name#},

is online learning right for you?

Carlos Gonzalez, SHSU Online Programs

Sent: Friday, March 21, 2014 12:48 PM
To: Sears, Lauren

Ace your first quiz at SHSU Online!

You’ve taken the first step to pursue your education, but you may still have questions about becoming an online student.

Take the quiz
"Is online learning right for me?"

- What will my time commitment be?
- What type of technology will I need?
- Why is online learning right for me?
- What is the cost of an online degree program?

See the answers to these questions and more at SHSU Online. As always, I am available to answer your questions at samhoustononline@shsu.edu or 936-294-2420.

Sincerely,

Carlos Gonzalez
SHSU Online Programs and Admissions Coordinator
samhoustononline@shsu.edu
936.294.2420
Your Time. Your Place. Your Degree.
**This is the official communication method for applicant information for Sam Houston State University. You may unsubscribe, however, you will be automatically reinstated in the system once you submit an application. As an applicant, you will receive emails that include information on admission decisions, missing documentation, scholarship deadlines, and announcements of open registration. E-mail addresses were received from applicants, information requests, ACT’s Educational Opportunity Service, or The College Board Student Search Service. If you do not wish to receive SHSU Admissions e-mail, just click here.

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ATTN: Hobsons Opt Out