

# Graduate Prospect Communication Plans 2025-2026

## Contents

ApplyTexas App Started Not Submitted .....	<b>Error! Bookmark not defined.</b>
Topic Outline .....	<b>Error! Bookmark not defined.</b>
Comm Plan Emails.....	<b>Error! Bookmark not defined.</b>
Day 0: Thank you for your interest .....	3
Day 20: Student Testimonials .....	<b>Error! Bookmark not defined.</b>
Day 30: Why earn a grad degree?.....	22
Prospective Student Emails.....	9
Topic Outlines .....	9
Graduate – Domestic .....	9
Graduate – International .....	9
Comm Plan Emails.....	<b>Error! Bookmark not defined.1</b>
Day 0: Inquiry Confirmation.....	<b>Error! Bookmark not defined.1</b>
Day 2: Program Advisor Email.....	31
Day 3: Graduate Recruiter Hello .....	43
Day 5: How to Apply.....	84
Day 9: Costs.....	19
Day 15: Why Earn Grad Degree .....	23
Day 24: Graduate Recruiter Follow Up .....	25
Day 35: Online Learning.....	26
Day 46: Grad School Resources .....	29
Day 60: Follow Up Final.....	31

## Graduate Prospective Student Emails

Day 0: Thank you for your interest 2025-GR-P-ApplyTexas-Hello

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** \${Contacts.First Name}, thank you for your interest in SHSU!



Hi \${Contacts.First Name},

It looks like you have not submitted your SHSU graduate school application. Check your application at [ApplyTexas](#). If you have questions, we are here to assist. Look for a text from Admissions and if you need help, you can text back and chat with a representative.

Sincerely,

Graduate Admissions

Office of Admissions - Graduate Programs

Sam Houston State University

Box 2478, Huntsville, TX 77341

936-294-1971

[graduate@shsu.edu](mailto:graduate@shsu.edu)

<https://www.shsu.edu/grad>

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Day 2: Program Advisor Email

**From:** Rick Thaler, Graduate Program Advisor

**Reply To:** Rick Thaler, Graduate Program Advisor

**Subject:** Applying to grad school at SHSU is easy!



Dear \${Contacts.First Name},

Thank you for expressing an interest in our [Accounting, Master of Science](#) program at Sam Houston State University. As the graduate director, I am excited to share a few program highlights:

- **AACSB International accredited**, the world's most prestigious accreditation for business schools.
- **Competitively priced** program offers an [affordable](#) investment in your future—whether you're working to advance your current career or looking for a new career path.
- **Financial aid & scholarships** are available to [graduate students](#), based on individual need and eligibility.

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*Each fall semester, the Department of Accounting hosts “Meet the Firms”, an event that provides students opportunities to engage and network with employers and other professionals.*

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Please reach out to me if you have any questions about our program. I'm happy to discuss how our program can help you achieve your goals.

Sincerely,

Rick Thaler

Associate Director for Graduate Studies and Distance Learning

936.294.1239

[busgrad@shsu.edu](mailto:busgrad@shsu.edu)

College of Business Administration

Box 2541, Huntsville, TX 77341

Sam Houston State University

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Day 3: Graduate Recruiter Hello

2025-GR-P-CounselorAuto-Graduate

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** \${Contacts.First Name}, thank you for your interest in SHSU!



[Visit SHSU](#)

Hello \${Contacts.First Name}, We're the Graduate School at SHSU!

We look forward to assisting you with the application process and connecting you with your [prospective degree program](#).

For general application deadlines, visit [shsu.edu/apply](https://shsu.edu/apply). Please check with your [specific program](#) to verify deadlines as some programs have earlier deadlines.

If you are unsure about which graduate program would be your best fit or have any other questions, please [contact us](#) (include your full name and program of interest) or [schedule an appointment](#).

We also encourage you to check out the many resources available to graduate students through [The Graduate School](#), such as the [GradKat Community Mentorship](#), which provides opportunities for students to learn from Houston-area professionals, as well as the many [academic support services](#) available.

Thank you for your time and have a great day.

**Eat 'Em Up Kats!**

The Graduate School  
Sam Houston State University  
Box 2418, Huntsville, TX 77341  
936-294-2408  
[TheGraduateSchool@shsu.edu](mailto:TheGraduateSchool@shsu.edu)  
[shsu.edu/TheGraduateSchool](https://shsu.edu/TheGraduateSchool)

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Day 5: How to Apply

*Domestic Prospects*

2025-GR-P-HowtoApply-Domestic

**From:** SHSU Admissions – Graduate Programs, [graduate@shsu.edu](mailto:graduate@shsu.edu)

**Reply To:** [graduate@shsu.edu](mailto:graduate@shsu.edu)

**Subject:** Applying to grad school at SHSU is easy!



[Apply Now](#)

\${Contacts.First Name}, choosing to get an advanced degree is a major decision, and we're excited to guide you through the process. Just follow these simple steps to complete your graduate school application at SHSU!

## Apply in 3 Easy Steps

---

### 1 Complete your online application

Submit your SHSU graduate school application and non-refundable application fee through ApplyTexas, our online application system.

[Apply Now →](#)



## 2 Submit your transcript(s)

Mail them, drop them off in-person, or request that your school submit them electronically. You can now upload unofficial transcripts to your Self Service Center account for admission consideration. **Official transcripts are still required upon receipt of any admission decision made using unofficial transcripts.** View our Transcript FAQs for details.

[Transcript FAQs →](#)

## 3 Upload additional documents as required

After you apply, you will need to activate your SHSU Self Service Center account to view your application and submit additional required materials. Locate your [program of interest](#) to view application requirements.

[Find Your Program →](#)

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[graduate@shsu.edu](mailto:graduate@shsu.edu)

<https://www.shsu.edu/grad>

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Day 5: How to Apply

*International Prospects*

2025-GR-P-HowtoApply-International

**From:** SHSU Admissions – Graduate Programs, [graduate@shsu.edu](mailto:graduate@shsu.edu)

**Reply To:** [graduate@shsu.edu](mailto:graduate@shsu.edu)

**Subject:** Applying to grad school at SHSU is easy!



[Apply Now](#)

\${Contacts.First Name}, choosing to get an advanced degree is a major decision, and we're excited to guide you through the process. Just follow these simple steps to complete your graduate school application at SHSU!

## Apply in 3 Easy Steps

---

### 1 Complete your online application

Submit your SHSU graduate school application and non-refundable application fee through ApplyTexas, our online application system.

[Apply Now →](#)

## 2 Submit your transcript(s)

Mail them, drop them off in-person, or request that your school submit them electronically. You can now upload unofficial transcripts to your Self Service Center account for admission consideration. **Official transcripts are still required upon receipt of any admission decision made using unofficial transcripts.** View our Transcript FAQs for details.

[Transcript FAQs →](#)

## 3 Upload additional documents as required

After you apply, you will need to activate your SHSU Self Service Center account to view your application and submit additional required materials. Locate your [program](#) to view application requirements.

International applicants are also required to submit an **English proficiency test score**.

View our International Admission Requirements for details regarding transcript evaluations and English proficiency test requirements.

[International Admission Requirements →](#)

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Day 9: Costs

*Domestic Prospects: Funding Grad School* 2025-GR-P-Cost-Domestic-FundingGradSchool

**From:** SHSU Admissions – Graduate Programs, graduate@shsu.edu

**Reply To:** graduate@shsu.edu

**Subject:** Quality education, affordable cost



\${Contacts.First Name}, we know planning for graduate school can have major financial implications. The good news is there are resources to help you cover the upfront [costs of graduate school](#). Here are just a few tips to help you pay for grad school.

## 1 Apply for SHSU scholarships\*.

You can search the [Scholarship4Kats portal](#) to view what scholarships you may qualify for, such as the **General Graduate School Scholarship**, which is available to new and current graduate students.

You should also contact your [program advisor](#) to see if there are any program-specific or college-level scholarships.

## 2 Ask about assistantships.

Assistantships provide students with valuable experience while earning a stipend. The type of assistantship—graduate, teaching,

and research—may vary by department. Contact your [program advisor](#) for more information.

### 3 Apply for loans\*.

Submit your [Free Application for Federal Student Aid \(FAFSA\)](#) to apply for federal loans. You do not need a graduate application on file with SHSU to submit the FAFSA.

To qualify for a federal loan, you must be a U.S. citizen or eligible noncitizen, be regularly admitted without exception to an eligible graduate program, and be enrolled in at least six hours.

You can also seek [alternative loans](#) if federal loans are not enough or aren't an option.

*\* Federal loans and scholarships are processed through [Financial Aid & Scholarships](#).*

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*Ready to apply to SHSU? Apply now at [shsu.edu/apply](https://shsu.edu/apply) or discover more about [graduate school admissions](#) at SHSU.*

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Box 2541, Huntsville, TX 77341  
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<https://www.shsu.edu/TheGraduateSchool>

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Day 9: Costs

*International Prospects*

*2025-GR-P-Cost-International*

**From:** SHSU Office of International Programs, oip@shsu.edu

**Reply To:** oip@shsu.edu

**Subject:** Preparing for Grad School at SHSU



[Apply Now](#)

Hi \${Contacts.First Name},

When planning to pursue your graduate degree, you will want to start by estimating the cost. Visit our [Cost Calculator](#) to estimate your cost per semester. Please note the application fee for international applicants is \$90 and is non-refundable.

To be successful in the international application process, we recommend submitting all required documents at least 90 days before the start of classes. This will provide sufficient time for you to receive an admission decision, submit documents for the I-20, apply for a study visa, and travel to the U.S., among other tasks.



## Graduate Prospective Student Emails

Here is a link to our [online checklist](#) and a link to the [academic calendar](#) to help you get started.

If you have any questions, please email us at [oiip@shsu.edu](mailto:oiip@shsu.edu).

Sincerely,

Office of International Programs

[oiip@shsu.edu](mailto:oiip@shsu.edu)

936-294-4737

1908 Avenue J, Box 2150

Huntsville, TX 77341

Sam Houston State University

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*Ready to apply? Apply now at [shsu.edu/apply](https://shsu.edu/apply).*

Day 15: Why Earn Grad Degree2025-GR-P-WhyEarnGradDegree

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** Discover the benefits of a graduate degree



\${Contacts.First Name}, earning a graduate degree has many career benefits—social and professional networks, advanced communication skills, specialized knowledge—and financial benefits as well.

- **Earning Potential:** The median annual salary for those with a master's degree is \$74,568. That's \$12k more than those with a bachelor's degree.
- **Career Outlook:** Master's-level occupations are expected to grow by 17% over the next five years, the fastest of any education level.

- **Job Stability:** The unemployment rate is lower for those with a master's degree (2.1%) than those with bachelor's degree.

*Source: U.S. Bureau of Labor Statistics*

Equip yourself with the skills you need to advance your career and remain competitive in today's job market. [Apply today](#) and see where a **graduate degree from SHSU can take you.**

---

### ***Enrich your experience beyond the academics***

The Graduate School at SHSU works to build a community of support that encourages the discovery of leadership abilities, building relationships with mentors, creating opportunities for future development, and much more. Our new GradKat Community Mentorship program is comprised of Houston-area business and industry professionals who share wisdom, networks, and insights to prepare students for the current job market, a new career, or career advancement. [Learn more →](#)

---

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<https://www.shsu.edu/TheGraduateSchool>

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Day 20: Student testimonials 2025-GR-P-ApplyTexas-StudentTestimonials

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** \${Contacts.First Name}, why choose SHSU?



\${Contacts.First Name},

If you ask our students what the biggest highlight of their graduate school experience is, you'll find a consistent theme: **faculty support**. See what our students have to say about their experiences at SHSU.

*"The program and its faculty have been key to my current success and a catalyst to my optimistic holistic view on higher education."*

*- Bobby Scott, Higher Education Administration MA*

*"The faculty truly are dedicated to ensuring graduate students have what they need to succeed in their academics and life in general."*

*- Matthias Woeckener, Criminal Justice PhD candidate*

*"The biggest highlight of my education at SHSU has been the amount of support I have received from professors that truly care and want to see their students succeed."*

*- Alisha Gardner, Counseling MA*

Submit your application today and experience first-hand the support of faculty dedicated to your success.

[Submit My SHSU Application →](#)

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## About The Graduate School

*The Graduate School works to build a community of support that encourages the discovery of leadership abilities, building relationships with mentors, creating opportunities for future development, and much more. Our new GradKat Community Mentorship program is comprised of Houston-area business and industry professionals who share wisdom, networks, and insights to prepare students for the current job market, a new career, or career advancement. [Learn more →](#)*

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Day 24: Graduate Recruiter Follow Up2025-GR-P-FollowUp

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** Any questions about your grad program or SHSU?



Hello \${Contacts.First Name},

We wanted to check with you to see if you have any questions about becoming a graduate student at SHSU. We are here to help - please reach out if you need more information.

Sincerely,

The Graduate School

Sam Houston State University

Box 2541, Huntsville, TX 77341

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**Connect with SHSU**



**Explore faculty, student, and campus news**

[Today @ Sam »](#)

**Schedule a Campus Visit**

[SHSU Visitor Services »](#)

Day 30: Why earn a grad degree? 2025-GR-P-ApplyTexas-WhyEarn

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** Discover the benefits of a graduate degree



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- **Earning Potential:** The median annual salary for those with a master's degree is \$74,568. That's \$12k more than those with a bachelor's degree.
- **Career Outlook:** Master's-level occupations are expected to grow by 17% over the next five years, the fastest of any education level.



- **Job Stability:** The unemployment rate is lower for those with a master's degree (2.1%) than those with bachelor's degree.

*Source: U.S. Bureau of Labor Statistics*

Hi {Contacts.First Name}, equip yourself with the skills you need to advance your career and remain competitive in today's job market. Come see where a graduate degree from SHSU can take you.

[Submit Your SHSU Application →](#)

---

### ***Enrich your experience beyond the academics***

*The Graduate School at SHSU works to build a community of support that encourages the discovery of leadership abilities, building relationships with mentors, creating opportunities for future development, and much more. Our new GradKat Community Mentorship program is comprised of Houston-area business and industry professionals who share wisdom, networks, and insights to prepare students for the current job market, a new career, or career advancement. [Learn more →](#)*

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<https://www.shsu.edu/TheGraduateSchool>

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## Graduate Prospective Student Emails

### Day 35: Online Learning

**From:** SHSU Admissions – Graduate Programs, [graduate@shsu.edu](mailto:graduate@shsu.edu)

**Reply To:** [graduate@shsu.edu](mailto:graduate@shsu.edu)

**Subject:** \${Contacts.First Name}, experience innovative learning for everyone



[Apply Now](#)

*Education Everywhere, For Everyone.*



Whether you're enrolled in an online program, taking one online class, or utilizing an online component for your on-campus class; your online learning experience at SHSU begins with Blackboard, an online learning platform where you can attend your online classes, manage your coursework, submit assignments, and more.

Here are just some of the many reasons why SHSU is a great place for your online learning.

## The Same Great Education

Our online courses, like all SHSU courses, are created and taught by our talented and innovated faculty members. Each course consists of a unique mix of video, text, discussion boards, lectures, and other course materials in accordance with the individual instructor and subject matter.

## Your Classroom, Wherever You Are

Although class requirements may vary from course to course, one thing remains the same for all online courses: if you have an internet connection, you can access your course.

## Flexibility of Online, Support of a University

At SHSU, our online students have access to the benefits and resources of an established university at their fingertips, such as the Newton Gresham Library's [Distance Learning Services](#).

---

*Ready to apply? Apply now at [shsu.edu/apply](https://shsu.edu/apply) or discover more about [graduate school admissions](#) at SHSU.*

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Box 2418, Huntsville, TX 77341

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[shsu.edu/TheGraduateSchool](https://shsu.edu/TheGraduateSchool)

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Day 46: Grad School Resources2025-GR-P-GradSchoolResources

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** Do, create, experience more at SHSU



[Apply Now](#)



\${Contacts.First Name}, [The Graduate School](#) at SHSU works to build a community of support that encourages the discovery of leadership abilities, building relationships with mentors, creating opportunities for future development and much more. Here are just a few of the many resources we offer to our graduate students.

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## Graduate Student Appreciation Week

Each Spring, The Graduate School hosts the [Graduate Student Appreciation Week](#) which celebrates the contributions and accomplishments of our more than 2,800 graduate students with a week of workshops and fun.

## Professional Wednesday Series

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A career and professional development series, the [Professional Wednesday](#) series helps prepare students to confidently venture into competitive academic programs or professional work environments.

### 3 Minute Thesis (3MT®)

Students can sharpen their communication skills with [3MT®](#), a competition where students are challenged to present a compelling verbal presentation of their thesis/dissertation topic and its significance in just three minutes.

---

We aim to maximize the opportunities for professional development and advancement while providing graduate students with support beyond the academics. ***If you want to do more, create more, experience more, come join our community at SHSU.***

[Discover more about The Graduate School →](#)

*Ready to apply? Apply now at [shsu.edu/apply](https://shsu.edu/apply) or discover more about [graduate school admissions](#) at SHSU.*

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[shsu.edu/thegraduateschool](https://shsu.edu/thegraduateschool)

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## Graduate Prospective Student Emails

### Day 60: Follow Up Final

**From:** SHSU The Graduate School, TheGraduateSchool@shsu.edu

**Reply To:** TheGraduateSchool@shsu.edu

**Subject:** \${Contacts.First Name}, any questions about SHSU?



Hello \${Contacts.First Name},

We noticed we haven't received an application from you. We wanted to reach out one last time to see if you had any questions about graduate school. You can [contact us by email](#) or schedule a Zoom appointment if that is easier.

Sincerely,

The Graduate School

Sam Houston State University

Box 2541, Huntsville, TX 77341

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