

## Graduate Prospect Communication Plan

\*There is a separate plan for prospects who express interest in online delivery, content selected by SHSU Online.



Some subsequent emails to prospect "superpool:" programmatic news or announcements, invites to CWL events, incomplete ApplyTexas, FAFSA but no application, etc.

## Bearkat Link Create Account Confirmation

*\*This message sends to people who create a Bearkat Link account*

**From:** Graduate Admissions, Sam Houston State University <graduate@shsu.edu>

**Subject:** Bearkatlink.shsu.edu Account Created at SHSU

Dear Suzanne,

You've taken the first step toward your graduate education! Thank you for your interest, we think Sam Houston State University is a great place to be too.

You've created your [bearkatlink.shsu.edu](https://bearkatlink.shsu.edu) account, a place to register for Graduate Admissions events and manage your application to a graduate program at SHSU.

The Graduate Admissions team is here to guide you and answer any questions you may have. You can find us online at [shsu.edu/grad](https://shsu.edu/grad).

Please expect to see more information from SHSU soon!

Sincerely,

The Office of Graduate Admissions

graduate@shsu.edu

936.294.1971

Box 2478, Huntsville, TX 77341

shsu.edu/grad

Sam Houston State University

Member The Texas State University System

Don't want to receive further messages from SHSU Graduate Admissions?

Please reply with "unsubscribe" in the subject line.

## Program Advisor Email

(Prospect receives message from program in which s/he expressed interest, this is a template that inserts variable text based on program of interest) Sample:

**From:** Graduate Admissions, Sam Houston State University

**Subject:** A message from Doris Pratt, Graduate Advising Coordinator

Dear Jerry,

Thank you for expressing an interest in our Criminal Justice Leadership and Management, Master of Science program offered by the College of Criminal Justice at Sam Houston State University. As Graduate Advising Coordinator, I am pleased to have this opportunity to tell you a little bit more about this program of study.

The masters degree in Criminal Justice Leadership and Management is intended for criminal justice professionals currently working in mid-management positions or those seeking career advancement in the field of criminal justice. The degree is offered in two delivery formats: weekend or online.

The degree caters to professionals whose jobs and family commitments prevent them from returning to campus as full-time students. The program allows working professionals to continue the pursuit of their career in criminal justice while completing their degree in two years.

Please visit our [Criminal Justice Leadership and Management, Master of Science program webpage](#) for a complete list of application requirements and detailed program information. All of our applications are submitted through the [Apply Texas](#) system and are processed by the Office of Graduate Admissions.

If you have any other questions about our program, please do not hesitate to contact me.

Sincerely,

Doris Pratt

Graduate Advising Coordinator, Criminal Justice Leadership and  
Management, Master of Science Program

Department of Criminal Justice and Criminology

icc\_dcp@shsu.edu

(936) 294-3637

<http://www.shsu.edu/programs/master-of-science-in-criminal-justice-leadership-and-management-online/>

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## SHSU More Than a Number

**From:** Graduate Admissions, Sam Houston State University <graduate@shsu.edu>

**Subject:** %%First Name%%, You're More Than a Number to Us



%%First Name%%, you're more than a number to us.

When you apply to Sam Houston State University, you're more than just a GPA or GRE score. We look at the whole picture. Your academic advisor will holistically review all your application materials, appreciating all factors that have prepared you for graduate school.

But we know you *are* interested in the numbers.

Pursuing a graduate degree is an investment and you'll want to research all your options. I share seven additional reasons to consider Sam Houston State University for your graduate education. At SHSU, you'll find a unique mix of features that you might not find at a larger or smaller university.

Sincerely,

Angie Taylor

Director of Admissions



**Affordable:** Tuition and fees for Texas residents start at \$1,449 per on campus class. Non-Texans may find our non-resident tuition and fees cheaper than that of universities in your home

state. Students taking only online courses get campus fees waived.



**Research Oriented:** Sam Houston State University is classified as a “Doctoral Research University” by the Carnegie Commission on Higher Education, placing SHSU in the top seven percent of all U.S. colleges and universities.



**Flexible:** Our course offerings are flexible and designed to accommodate a busy schedule with plenty of options. That’s why we offer a wide range of degrees that are available on campus, online, or through a combination of the two.



**Personalized:** Our faculty to student ratio remains around 19 to 1 with an average class size of 31 students.



**Nationally Recognized:** For the fourth consecutive year, SHSU earned national recognition in *U.S. News & World Report’s* annual rankings of online graduate programs including Information Technology, Education, Criminal Justice, and MBA programs.



**Innovative:** We are proud of our collaborative and innovative faculty members, many of whom earn recognition as international leaders and researchers in a variety of diverse fields.



**Accredited:** All of our graduate programs are fully accredited. Founded in 1879, SHSU has been a trusted and well-respected name in higher education for over 130 years. We are recognized for our programs in business, education, criminal justice, and science.

[Apply Today](#)

Office of Graduate Admissions

%%Member\_Busname%%

%%Member\_Addr%%

%%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%%-2478

Phone: 936.294.1971

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

[shsu.edu/grad](http://shsu.edu/grad)

Member The Texas State University System

You're receiving this email because you applied to SHSU, signed up at [shsu.edu](http://shsu.edu), or with one of our education partners. Not interested anymore? [Update your profile](#) or [unsubscribe](#).

Applicants will be automatically reinstated in the system for emails that include information on admission decisions, missing documentation, deadlines, and announcements of open registration.

## How to Apply Domestic

**From:** Graduate Admissions, Sam Houston State University

**Subject:** Start Your Grad School Application at SHSU



Sam Houston  
State University

[Apply Today](#)

## Seven Tips for Your Graduate Application



### 1. Admission Requirements

Visit the Degree Programs page and locate your intended program of study. Make note of the deadlines and admission requirements for your program.

[Degree Programs Page](#)



### 2. Apply Texas Application

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

[Apply Texas](#)



### 3. Transcripts



Transcripts showing your bachelor's degree conferral are required and are critical for a complete application. Allow for a minimum of two weeks for these to be received and added to your file. Additional transcripts where other coursework may be requested by some programs.



## 4. Standardized Tests

If your program requires the [GRE](#) or [GMAT](#) for admission, 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 GMAT.



## 5. References

If your program requires references, contact your referrers and let them know that you will be applying to graduate school at Sam Houston State University. Gather their contact information and provide yours.



## 6. Check Your Email

The email address you provide on your Apply Texas application will be used as the primary means of communication about your

application. Be sure to check it for important messages from SHSU.



## 7. Where to Send Supplemental Materials

After you submit your application, provide any supplemental materials. You can upload many items on your [Bearthlink.shsu.edu](http://Bearthlink.shsu.edu) account, or mail or fax items 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.

[The Office of Graduate Admissions](#)

Office of Graduate Admissions  
%%Member\_Busname%%  
%%Member\_Addr%%  
%%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%%-  
2478  
Phone: 936.294.1971  
[graduate@shsu.edu](mailto:graduate@shsu.edu)  
[shsu.edu/grad](http://shsu.edu/grad)

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## Follow Up

**From:** Graduate Admissions, Sam Houston State University

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

%%First Name%%,

I wanted to check in with you and ask if you have any questions about becoming a graduate student at SHSU. I remember all the questions I had before I started my own graduate studies. I am happy to help- please reach out if you need more information.

Kristi DeBose

Graduate Recruiter

Office of Graduate Admissions

%%Member\_Busname%%

%%Member\_Addr%%

%%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%%-2478

Phone: 936.294.1971

graduate@shsu.edu

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## Assistantship

**From:** Graduate Admissions, Sam Houston State University



[Apply Today](#)



## A Graduate Assistantship (GA) is an excellent way to offset the cost of your education.

Some graduate programs offer assistantships, during which students can gain valuable research or teaching experience and earn a stipend. GAs are available on a limited basis and are very competitive.

[Degree Programs Page](#)

### How to Apply

Applications and availability are managed by the degree program to which you apply. To locate GA applications and find contact information, visit the [Degree Programs page](#), locate your program of interest, and follow the Department link on your program page.

### Eligibility

To be eligible, you must be accepted into the program and enrolled as full-time student. GA application deadlines vary by program and should be sent to the coordinator of your program.

Please let me know if you have any questions.

Sincerely,

Kristi DeBose  
Graduate Recruiter

Office of Graduate Admissions  
%%Member\_Busname%%  
%%Member\_Addr%%  
%%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%%-2478  
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### Online Learning

**From:** Graduate Admissions, Sam Houston State University

**Subject:** {#First Name#}, is Online Learning Right for You?



## Is Online Learning Right for You?

[Become a Student](#)

You've taken the first step to pursue your education, but you may still have questions about taking online classes. A few questions I often hear:

- 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 at [SHSU Online](#) or contact us. We are available to answer your questions about online programs

at [online@shsu.edu](mailto:online@shsu.edu) or 936.294.2420.

Sincerely,

SHSU Online Programs

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

936.294.2420

Your Time. Your Place. Your Degree.



SHSU Online

%%Member\_Busname%%

%%Member\_Addr%%

%%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%%

Phone: 936.294.2420

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

[online.shsu.edu](http://online.shsu.edu)

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## Connect with SHSU

**From:** Graduate Admissions, Sam Houston State University

**Subject:** Connect with SHSU and See Why the Difference is Here



%%First Name%%, choosing a university isn't just an academic decision, it's a personal one as well.



Find your inspiration to lead at SHSU, where faculty and students demonstrate what commitment, hard work, and talent can accomplish every day.

See Why the Difference is Here





## Stay Informed

Explore faculty and student accomplishments, recognition, and research via Today @ Sam, SHSU's news resource.

[Today @ Sam →](#)



## Connect

Looking to network with current students, faculty, staff, and alumni? Or just interested in pretty photos of campus?

[Facebook](#)

[Twitter](#)

[Instagram](#)

[Linked In](#)



## Visit Campus

The Visitor Center provides visitor parking and general campus tours. Be sure to stop by Grad Admissions as well!

[SHSU Visitor Center →](#)

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