

Communication Sequence (Standard Approach) *From Inquiry to Enrollment*

Initial Packet: most include Financial Aid message

Specific Letter re: Financial Aid

Acceptance Packet: @ time of acceptance letter – students are directed to get finances in order

Appointment with Admissions Counselor (either face to face or by phone)

Calling Sequence (FASFA form/package, complete any missing forms)

Example:

Biola/Talbot: posts SMI's paragraph with web link on school website – (see SMI's website)
includes SMI inserts in initial inquiry packet ~5,000/yr
includes SMI brochure in acceptance packet ~900/yr
distributes testimonial letters from active SMI students on campus

Info Sessions: getting prospects on campus
evening sessions (provide food, presentation re: programs/costs)
distribute SMI brochures or include in information packets
testimonials from active SMI student on campus and/or power point presentation of SMI

*Contact the SMI office to request information re: active SMI students & testimonials
or specially designed presentations and inserts*

936.756.2790

info@studentministriesinc.org

As students consider enrollment, it is beneficial for students to know all options available to them. The opportunity afforded by SMI can help students decide their educational choice and journey. While students currently enrolled can access SMI, it is ideal to help students strategically resolve the dilemma of cost through the admissions process as they are considering enrollment.