



The Southeastern Conference sponsors, supports and promotes collaborative higher education programs and activities involving administrators, faculty and students at its 14 member universities through its SECU academic initiative. The SEC also provides online and social media platforms to showcase achievements of these individuals on regional, national and international levels.

***SECU Vision Statement:*** To serve as the primary mechanism through which the collaborative academic endeavors and achievements of Southeastern Conference universities are promoted and advanced.

***SECU Mission Statement:*** To provide Southeastern Conference universities with efficient and thoughtful management of a cooperative academic program that includes regional, national and international components, each supported with an online/social media presence and all resourced by the Southeastern Conference.

***SECU Goals:***

- Highlight the endeavors and achievements of SEC faculty, students and universities  
Examples: SEC Academic Conference; Faculty Achievement Awards; Faculty Travel Program
- Advance the academic reputation of SEC universities beyond their traditional regions  
Example: SEC College Tours; SEC Symposium; Public Service Announcements
- Identify and prepare future leaders for high-level service in academia  
Example: SEC Academic Leadership Development Program
- Increase the amount and type of education abroad opportunities available for students  
Examples: IFSA Foundation Award; SEC Engineering Student Exchange; Dr Pepper Awards;  
SEC Cooperative Agreement
- Provide opportunities for collaboration among SEC university personnel  
Examples: Enrollment/Admissions Managers; International/Education Abroad Administrators;  
Business School Deans; Chief Research Officers; University Communicators

***Connecting with SECU:***

- Online – [www.TheSECU.com](http://www.TheSECU.com)
- Facebook – TheSECU
- Twitter – @TheSECU
- Instagram – @TheSECUniversity
- You Tube – SECUniversity