



SCI External Review Escalation

- Austin Main Campus
- Brownsville Branch Campus
- Corpus Christi Branch Campus
- Harlingen Branch Campus
- Pharr Branch Campus
- San Antonio South Branch Campus
- San Antonio North Branch Campus
- Waco Branch Campus
- Online

Review Escalation Policy

Purpose

The purpose of this policy is to define how Southern Careers Institute (SCI) responds to, investigates, escalates, and documents negative external reviews received on public review platforms.

Consistent handling of review escalations supports SCI's commitment to student satisfaction, customer service, community engagement, accountability, and reputation management.

Definitions

Academic Standing A student's current academic status based on grades, attendance, satisfactory academic progress, and compliance with institutional requirements.	CAA Profile The student's electronic record maintained within SCI systems that contains information related to enrollment, academic activity, student services, and institutional interactions.
Cloud Profile The student's electronic record maintained within SCI's customer relationship management (CRM) and student information systems, including communications, enrollment history, and student activity.	External Review A publicly posted rating, comment, review, or feedback submitted on a third-party platform regarding SCI, its campuses, programs, services, employees, students, or operations. <i>Examples include: Google Reviews, Facebook Reviews, Yelp, Indeed, Glassdoor, and other public review websites.</i>
Financial Aid Notes Documentation maintained by the Financial Aid Department regarding a student's financial aid status, communications, eligibility, packaging, or funding activity.	Human Resources (HR) The department responsible for matters involving employee conduct, workplace policies, personnel actions, investigations, hiring, employee relations, and compliance with employment laws.
Institutional Policy A formal rule, guideline, procedure, or standard established by Southern Careers Institute that governs institutional operations and decision-making.	Leadership Team Member An individual designated by campus or departmental leadership to investigate and respond to review escalations. <i>Examples may include a Campus Director, Associate Campus Director, Director of Education, Director of Admissions, Director of Career Services, Human Resources Representative, or other designated administrator.</i>
Negative Review A public review, comment, rating, or feedback expressing dissatisfaction, concerns, complaints, criticism, or a negative experience related to SCI.	Outreach An attempt by an SCI representative to communicate directly with an individual regarding a concern, complaint, review, or resolution effort through phone, email, text message, mail, or other approved communication methods.

Reputation Management Team The SCI team responsible for: monitoring public review platforms, notifying appropriate personnel of negative reviews, tracking response efforts, maintaining review records, and supporting reputation management initiatives.	Resolution An action taken to address, investigate, clarify, or attempt to resolve a concern raised by a reviewer, student, customer, employee, or community member.
Review Escalation The process of notifying appropriate campus or departmental leadership that a negative external review has been received and requires investigation, outreach, documentation, and follow-up.	Service Recovery Actions taken by SCI to address a negative experience, correct an issue when possible, improve communication, and restore confidence in the institution's services.
Stakeholder Any individual or group affected by SCI operations, including students, prospective students, graduates, employees, customers, community members, employers, and regulatory agencies.	Student Complaint A formal expression of dissatisfaction regarding an institutional policy, procedure, service, decision, or action that directly affects a student. Student complaints are reviewed and managed by the Compliance Department in accordance with Southern Careers Institute policies and procedures.
Student Services Institutional support services provided to students, including academic advising, career services, financial aid assistance, tutoring, student success support, and other student-focused resources.	Title IX A federal law that prohibits discrimination on the basis of sex in educational programs and activities. Reports involving sexual harassment, sexual misconduct, sex-based discrimination, or retaliation are reviewed by the Compliance Department through Southern Careers Institute's Title IX procedures and applicable federal regulations.

External Review

An external review is a publicly posted review, rating, comment, or feedback submitted on a third-party platform regarding SCI, its campuses, programs, services, employees, students, or operations.

Examples include:

- Google Reviews
- Yelp
- Facebook
- Glassdoor
- Indeed
- Other public review or social media platforms

Reputation Management Team

The Reputation Management Team is responsible for:

- Monitoring public review platforms
- Identifying and documenting negative reviews
- Notifying appropriate campus and departmental leadership
- Tracking resolution efforts
- Maintaining review escalation records
- Reporting review activity trends to institutional leadership

Student Complaint

A student complaint is defined as a formal expression of dissatisfaction regarding an institutional policy, procedure, service, decision, or action that directly affects the student.

Examples may include:

- Admissions or enrollment concerns
- Financial aid processing concerns
- Academic issues or grading disputes
- Student services concerns
- Facilities or classroom environment concerns
- Institutional policy concerns
- Cosmetology services concerns
- Students are encouraged to first seek resolution through the appropriate department. If the issue remains unresolved, a formal complaint may be submitted through the institution's established Student Complaint Process.

Title IX Referral

If information received through a complaint, report, or other communication may be deemed Title IX in nature, it will be promptly referred to the Compliance Department for review and appropriate handling in accordance with Southern Careers Institute's Title IX policies and applicable federal regulations.

Relationship Between Reviews and Student Complaints

A negative review submitted on a public platform does not automatically constitute a formal student complaint.

Review escalations and student complaints may be managed simultaneously when appropriate. However, the procedures outlined in this policy are intended specifically for the investigation, outreach, documentation, and resolution of public-facing reviews.

Human Resources-Related Matters

Complaints, concerns, or allegations involving employee conduct, workplace behavior, personnel actions, discrimination, harassment, retaliation, ethics violations, or other Human Resources-related matters are not handled through the Student Complaint Process.

When a student complaint or public review identifies a concern involving employee conduct or potential policy violations, the institution may refer the matter to Human Resources or Legal Department for review and investigation. Such investigations will be conducted in accordance with applicable employment policies and procedures.

To protect confidentiality and privacy rights, the institution may not disclose the findings, disciplinary actions, or outcomes of employee-related investigations to the reporting party.

If, during the review of a student complaint or public review, the institution determines that the matter primarily involves employee conduct or a potential Human Resources issue, the institution reserves the right to:

- Separate the employee-related concern from the student complaint or review response process
- Refer the matter to Human Resources for independent review
- Continue addressing any student-impact concerns through the appropriate student complaint or service resolution process
- Maintain confidentiality regarding personnel matters as permitted by law and institutional policy

Procedures for Handling Negative Reviews

Step 1: Review Notification

When a negative external review is identified by the Reputation Management Team, notification will be sent to the appropriate campus leader and/or responsible department leader.

Examples may include:

- **Campus Leadership** – Concerns related to the student experience, including academics, instruction, student services, customer service, campus operations, or interactions between students and employees.
- **Human Resources** – Concerns involving employee conduct, workplace behavior, or employment-related matters that do not involve a student complaint.
- **Salon Leadership** – Concerns related to services provided by The Salon and Spa at Southern Careers Institute, including client experience and cosmetology services.
- **Compliance Department** – Any review or complaint that may involve a potential Title IX matter, including allegations of sexual harassment, sexual misconduct, sex-based discrimination, retaliation, or other concerns requiring review under SCI's Title IX policies. Such matters will be referred to the Compliance Department for assessment and appropriate handling.
- **Other Department Leadership** – Additional concerns will be routed to the appropriate department based on the nature of the issue.

The recipient of the notification must acknowledge receipt of the escalation by responding to the notification email or designated communication channel on the same business day.

Step 2: Investigation

The assigned campus or department leader will investigate the concern and review all relevant information available.

Depending on the reviewer's relationship to SCI, the investigation may include:

Student-Related Reviews

- Cloud profile
- CAA profile
- Attendance history
- Academic standing
- Financial aid notes
- Previous escalations
- Staff interactions and communication history
- Available campus security camera footage, when applicable

Employee or Former Employee Reviews

- Human Resources documentation
- Prior complaints or concerns
- Relevant communication records
- Available campus security camera footage, when applicable

Customer, Client, or Community Reviews

- Service records

- Appointment history
- Relevant communication records
- Prior documented concerns
- Available campus security camera footage, when applicable

Leadership should also determine whether the review contains allegations that should be addressed through another institutional process, including:

- Student Complaint Process in the school catalogs
- Human Resources Review
- Title IX Procedures in the school catalogs
- Ethics Reporting Procedures
- Other applicable institutional policies

The purpose of the investigation is to develop an accurate understanding of the reviewer's experience before outreach is conducted.

Step 3: Reviewer Outreach

When appropriate and contact information is available, the assigned campus or department representative should attempt outreach as soon as possible.

During outreach:

- Introduce yourself professionally
- Acknowledge the concern
- Ask questions to better understand the experience
- Listen respectfully and without defensiveness
- Document all communication attempts and conversations

The objective is to understand the situation fully and identify opportunities for resolution.

Reviewer Cannot Be Identified

If the reviewer cannot be reasonably identified through available institutional records, the Reputation Management Team will post a professional public response to the review requesting that the reviewer contact **social@scitexas.edu** and provide their contact information.

If the reviewer responds by emailing **social@scitexas.edu**, the Reputation Management Team will collect the information provided and forward it to the appropriate campus or department representative for direct follow-up.

If no contact information is received from the reviewer, no further outreach can be conducted. The public response will serve as SCI's documented attempt to establish communication, and

the review will be considered closed unless the reviewer initiates further contact.

Step 4: Resolution Efforts

Campus or department leadership should work collaboratively with the reviewer to identify an appropriate resolution whenever possible.

Examples may include:

- Clarification of misunderstandings
- Follow-up meetings
- Student support guidance
- Customer service recovery
- Staff coaching or internal review
- Human Resources review
- Referral to the appropriate department
- Assistance with institutional complaint procedures

All efforts should remain professional, respectful, and solution-oriented.

Step 5: Request for Review Update or Removal

Once the concern has been addressed and a reasonable resolution effort has been made, the reviewer may be respectfully asked whether they would consider updating or removing their review.

This request should:

- Never be forced or pressured
- Be presented professionally and courteously
- Only occur after meaningful outreach and resolution efforts

Suggested language:

"We appreciate you taking the time to speak with us and allowing us the opportunity to address your concerns. If you feel your experience has improved, we would appreciate your consideration in updating or removing your review."

Step 6: Follow-Up & Reporting

After the investigation and outreach process has been completed, the assigned campus or department leader must provide an update to the Reputation Management Team regarding:

- Actions taken
- Outreach attempts
- Resolution status
- Referral actions, if applicable

- Recommended next steps

The Reputation Management Team will maintain documentation and monitor resolution progress.

Marketing leadership may receive summary reporting regarding review activity, trends, and resolution outcomes.

Response Time Expectations

Action	Expected Timeframe
Acknowledge escalation notification	Same business day
Begin investigation	Within 24 hours
Initial outreach attempt (when applicable)	Within 24 hours
Status update to Reputation Management Team	Within 5 business days
Ongoing follow-up	Until resolution or closure

Reputation Management Goals

By following this procedure, SCI aims to:

- Improve student satisfaction
- Improve customer and community satisfaction
- Resolve concerns proactively
- Strengthen accountability across campuses and departments
- Maintain a positive online reputation
- Encourage constructive feedback and communication
- Identify opportunities for continuous improvement

Compliance

All campus and department leaders responsible for responding to review escalations are expected to follow this procedure consistently.

Failure to address review escalations in a timely manner may negatively impact SCI's reputation

management efforts, stakeholder satisfaction initiatives, and institutional accountability objectives.

The Reputation Management Team will maintain records of review escalations and resolution efforts to support consistency, trend analysis, and continuous improvement.