January 2021 Registration Push
V1 – 9/1/2020

Goal: Registration opens for Spring 2021 on Monday, September 14. Focus is to incentivize behavior to register for Spring earlier rather than waiting until December when grades are received for Fall 2020 semester, a common data point often seen at Ivy Tech.

Messaging:
- Sign up now to get the pick of classes you want and need
- Reinforce creating/updating academic plan
- Info on how to get/use their PIN
- Schedule builder
- Allows you to get registered for the classes now before they are full
- Meet with your advisor now when they have more available appointment
- Plan for success with your spring schedule. We can make changes in early January if your schedule needs change.
- Creating their school schedule now allows students to schedule other activities around their school schedule.
- Not a direct benefit, but we should also communicate they should schedule an appointment with their advisor to create/update their ACP and to receive their registration PIN.

Campaign Timing: September 14 – October 9
- Teaser on Thursday, September 10 (email, landing page, email headers, mobile app)

Incentive: Ten students to receive one free class for Spring 2021 – tuition and fees, one student to receive one year of tuition (Spring 2021, Summer 2021, Fall 2021)

Audience: Degree seeking students that are enrolled for Fall 2020, excluding AYD, as of September 13, 2020

Methods of outreach:
- Email
- Text
- Call
- Mobile App
- TV screens
- IvyLearn
- Digital
- Social
- Flyer
- Postcard

Creative Services – will have campaign name and wordmark concepts to Jeff by 9/4 for approval
- Campaign name
- Wordmark
- Landing page
- Also designing: Mobile App, TV screen, social posts, flyer, postcard, digital campaign ads
Analytics: Cory asked Brad Watts who will serve as data lead to determine effectiveness of campaign and pull lists

Identifying winners: Cory will work with IT