Key messaging for June 2020 marketing and communications
As of 4/15/2020

Key messaging:
- Hundreds of online classes being offered this June
  - (Note: established in this space for a long-time, online for Ivy Tech is not new)
- Virtual classes
- Take classes/enroll from the safety of your home
- Affordability, lowest tuition rate in the state
- Classes transfer to any state college in Indiana
- Classes start June 8 – don’t wait
- Virtual support services like tutoring and advising
- Call, chat, website, etc.

Sub messaging:
- Small class sizes
- Instructors can still support virtually and have time for one-on-one interactions
- Campus virtual support info, if applicable
- Prospects - Free application, takes about ten minutes to complete
- Applicants – Register now, meet with an advisor virtually
- File the FAFSA

Tone
- Empathetic and non-demanding (per the research, students and families are sad and disappointed because of how their school experience has changed)
- Helpful: “Look at all of our options for support, help, etc.”
- Positive: “We’re here for you!”

Visuals
- Students at computers, single person, not groups
- AVOID – visuals with people close together, in a classroom/lab

Info to keep in mind
- According to digital performance from Statwax, “online” messaging being clicked/engaged with higher than “virtual”
  - Searches for “summer” and “online” increasing
- Simpson Scarborough study suggests existing 4-year students may take a gap year or transfer since residential experience changing

Data to keep in mind, supports our key messages
- The spread of COVID-19 has caused 17% of high school seniors to rethink their decision to enroll in a full-time bachelor’s degree program in the fall of 2020—35% of these students planning to take a gap year. (Source: Chronicle of Higher Education; Inside Higher Ed)
- High school seniors who were planning to attend a 4 year institution. 20% of the seniors surveyed believe that they are likely not to attend any college, with another 11% saying that it is too soon to say whether or not they will attend college next year. (Source: Simpson Scarborough National Student Survey)
• Just three weeks into the COVID-19 outbreak in the U.S., half of high school seniors and college students say their family’s financial situation has been affected by the pandemic. (Source: Simpson Scarborough National Student Survey)
• The importance of communication with prospective students can’t be overlooked in a time of crisis. Prospects don’t have the same level of connection or sense of belonging to the institution compared with current students. Typically we hear prospective students saying that they receive too much communication from colleges and universities they are considering. It’s incredibly rare to see prospects asking for more information than they are currently getting. (Source: Simpson Scarborough National Student Survey)
• 64% of high school seniors said they would “observe an online class” if offered. (Source: Simpson Scarborough National Student Survey)
• Students’ feelings of anger are starting to be replaced by feelings of sadness and disappointment. While they don’t blame their school for COVID-19, the current situation does have an impact on perceptions of their school. (Source: Simpson Scarborough National Student Survey)
• 41% of college students say their opinion of their current school has gotten worse as the result of COVID-19. (Source: Simpson Scarborough National Student Survey)
• 97% of college students have switched to online instruction as the result of COVID-19. The majority of college students have switched to online instruction, and students have been quick to evaluate online instruction as worse than the in-person instruction they received. (Source: Simpson Scarborough National Student Survey)
• 11% of students who were planning to attend a 4-year college before the COVID outbreak now say they will go to a community college, enroll in an online college, or not go to college at all. An 11% drop in incoming freshmen could be enough to create dramatic revenue shortages at many colleges and universities, especially if retention is down as well. (Source: Simpson Scarborough National Student Survey)