



Communications Plan

CHE Pre-Admissions | Fall 2023-Spring 2024

Situation Analysis

In September 2023, CHE will send students a letter listing the institutions for which the student is eligible for admission. This letter will prompt the students to apply to the various colleges and universities via a landing page as well as how to file the Free Application for Federal Student Aid ("FAFSA"). Because we are an open access institution, this "Pre-Admission" campaign is a perfect opportunity for Ivy Tech to directly market to all high school seniors at participating high schools.

Goals

- Encourage ALL interested students to apply to the college to ensure they are added to all Financial Aid and communication journeys.
- Increase matriculation of dual credit / dual enrolled (DC/DE) students to New First Time in the Summer or Fall.
- Promote the value of higher education to all graduating high school seniors.
- Present Ivy Tech as a viable option to all graduating high school seniors.

Strategies

- [Landing Page](#)
- Digital advertising
- Prospect postcard
- Overview flyer
- Email headers and photos (for campus use?)
- Monthly prospect SMS/text to current DC/DE students, Leads & Opportunities with a grad date of 2023
- Video short on "Why Ivy Tech"
- Statewide social media
- IHSSA coaches email

Audiences

- Indiana Residents in participating high schools, in the 2024 graduating class.
- IL, OH, KY, MI residents eligible if granted reciprocity tuition rates.

Systems Office (SO) Marketing Support:

- Target Audiences included in SO Comms & Paid Ads
- [Current DC/DE High School Seniors](#)
- Parents of High School Seniors



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- Non-Ivy Tech High School Students

Tactics & Timeline

Timing	Tactic	Notes
8/24	Statewide Press Release	
TBD	CHE Letter	
TBD	Social Post 1	
TBD	Postcard	
10/10	Text 1	Programs
10/24	Email 1	Programs
11/21	Email 2	Affordability
12/19	Text 2	Jan. start (dc/de promo)
1/3	Social Post 2	
1/23	Email 3	Transfer
2/27	Text 3	March start (dc/de promo)
3/19	Email 4	Workforce
4/23	Text 4	Workforce
5/14	Email 5	June start/free summer?
5/28	Text 5	June start/free summer?
6/25	Email 6	Transfer
7/30	Text 6	August start



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Postcard Content

Prepare to launch your career at Ivy Tech! Whether you plan to continue your education at a four-year school or want to start your career as soon as possible, Ivy Tech can help you get started quickly and affordably.

Our 70+ programs are designed for Indiana jobs, so you can be sure you're investing in your future. That's not all! Here are just a few reasons why 92% of our alumni would choose Ivy Tech again:

- At just \$2,455.76 per semester, Ivy Tech is Indiana's best value in higher education
- Ivy Tech credits transfer to 100+ colleges and universities in Indiana and beyond
- Over 2,500 employers partner with Ivy Tech to offer training and job opportunities
- 4/5 Ivy Tech students graduate with NO college debt

Ready to get started? Learn your next steps at ivytech.edu/pre-admissions

Text 1

Ivy Tech has 70+ programs designed for Indiana jobs! Take the first step toward a high-paying career by applying today: ivytech.edu/pre-admissions

Social Post 1

In an effort to encourage all interested high school students to apply to and attend college, the Indiana Commission for Higher Education (CHE) and the Department of Education (DOE) are partnering with Indiana schools on a new pre-admission program designed for high school seniors. You can learn more at ivytech.edu/pre-admissions

Email 1

Students

Subject: Launch your career at Ivy Tech

At Ivy Tech, students can choose from [70+ programs](#) that are designed to lead to great careers. No matter what you choose, each program is focused on getting you hands-on experience in your field through classes in state-of-the-art labs and partnerships with local employers.



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You can earn three different types of credentials at Ivy Tech:

- **Certificates (CTs)** are industry focused and designed for workforce preparation. Earned in as little as 6 months, CTs will be your fastest path to getting into the workforce.
- **Technical Certificates (TCs)**, like CTs, are meant for workforce preparation but include further training—qualifying you for higher paying roles, in most cases, than CTs.
- **Associate degree programs** usually take about two years to complete and prepare students to pursue careers or more advanced degrees.

Many of Ivy Tech's academic programs have [stackable credentials](#), meaning you can earn multiple certificates on the way to an associate degree. With these credentials, you can enter work in your field before graduation, have more to show on your resume, and have attainable milestones that help you track your progress.

[LEARN MORE BUTTON](#)

Questions? Contact us at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Parents

Subject: Academic programs designed for Indiana jobs

At Ivy Tech, students can choose from [70+ programs](#) that are designed to lead to great careers. No matter what they choose, each program is focused on getting students hands-on experience in their fields through classes in state-of-the-art labs and partnerships with local employers.

Ivy Tech offers three types of credentials:

- **Certificates (CTs)** are industry focused and designed for workforce preparation. Earned in as little as 6 months, CTs will be your fastest path to getting into the workforce.
- **Technical Certificates (TCs)**, like CTs, are meant for workforce preparation but include further training—qualifying you for higher paying roles, in most cases, than CTs.
- **Associate degree programs** usually take about two years to complete and prepare students to pursue careers or more advanced degrees.

Many of Ivy Tech's academic programs have [stackable credentials](#), meaning students can earn multiple certificates on the way to an associate degree. With these credentials, students can enter work in their fields before graduation, have more impressive resumes, and track their progress with attainable milestones along the way to their degree.

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Email 2

Subject: Take advantage of Indiana's best value in higher education

Worried about the cost of college? With Ivy Tech, you don't have to! **Four out of five Ivy Tech students graduate with ZERO debt**, thanks to our affordable tuition and variety of opportunities for students to save money. Here are just a few programs you can benefit from as a student:

IVY+ TEXTBOOKS

With [Ivy+ Textbooks](#), all required textbooks are available at only \$17 per credit hour for eligible* students. This low, predictable price makes textbooks easy to budget for!

FINANCIAL AID

78% of all Ivy Tech students are awarded [financial aid](#). This includes scholarships, grants, federal work-study, and loans, all of which can help cover costs like tuition, textbooks, and other fees associated with attending college.

IVYCARES

Students also have access to [IvyCares](#), a program designed to offer wraparound services that cover expenses beyond regular school fees. IvyCares focuses on helping students connect with resources in the following areas: emergency transportation assistance, food security, mental health resources, technology assistance, and emergency aid funding.

**excludes dual credit, non-credit, and apprenticeship/building trades*

[LEARN MORE BUTTON](#)

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Text 2

Dual Credit Promo

Ivy Tech's spring term starts January 16! Start taking classes before graduation to get a head start on your goals: ivytech.edu/dual-credit

Regular Promo

Ivy Tech's spring term starts January 16! Don't miss out on Indiana's best value in higher education: ivytech.edu/pre-admissions



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Social Post 2

Is earning a college degree one of your New Year's Resolutions? Ivy Tech can help you achieve it! Spring term starts January 16 - apply today to get started on the path to a better tomorrow.
ivytech.edu/apply

Email 3

Subject: Get a head start on your degree

You could save \$10,000+ on your degree by starting at Ivy Tech! We have [transfer agreements](#) with more than 100 schools, giving you the opportunity to save money while pursuing a bachelor's degree or higher.

Choose from three transfer pathways:

- Guaranteed Admissions
- Transfer as a Junior
- Start as a Sophomore.

More than 1,000 Ivy Tech grads go on to earn their bachelor's each year—you could be one of them! Get an affordable start on your college journey at Ivy Tech.

[LEARN MORE BUTTON](#)

Questions? Contact us at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Text 3

Dual Credit Promo

Ivy Tech's second spring term starts March 18! You can start earning college credit early with dual credit or dual enrollment: ivytech.edu/dual-credit

Regular Promo

It's not too late to join us at Ivy Tech! The second spring term starts March 18 - learn how to get started at ivytech.edu/pre-admissions



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Email 4

Subject: Still figuring out your future?

If you're still trying to decide what career path is right for you, [Ivy+ Career Link](#) can help! Ivy Tech students and alumni have access to this free resource, which provides career development support like:

- Personalized, one-on-one career coaching
- Tools to explore today's careers
- Resources to develop employability skills
- Support in securing career experiences
- Connections to employers and career opportunities

Let Ivy Tech help you find your path toward a high-paying, high-demand job.

[LEARN MORE BUTTON](#)

Questions? Contact us at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Text 4

Looking for hands-on experience? Over 2500 statewide employers partner with Ivy Tech to offer training and job opportunities. ivytech.edu/pre-admissions

Further communications will be added 2024