



Communications Plan

School Spotlight | 2024

- January** School of Nursing
- February** School of Health Sciences
- March** School of Public Affairs and Social Services
- April** School of Arts, Sciences, and Education
- May** School of Entrepreneurship & Innovation
- June** Achieve Your Degree and Employer Sponsored Programs
- July** Career Link & Exploration: *'What's New In... emerging fields and programs'*
- August** Career Link & Exploration: *'Explore Employer Connections'*
- September** School of Information Technology
- October** School of Advanced Manufacturing, Engineering, and Applied Science
- November** National Apprenticeships Month, National Career Development Month, Explore Your Career Link
- December** School of Business, Logistics, and Supply Chain



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January: School of Nursing

Timing	Tactic	Notes
12/19	Email	
12/28	Text 1	
1/2	Text 2	
1/1	Social Media	

Audiences

- [General Leads](#)
- [General Opps](#)

Design Content

[Digital Ad Content](#)

Social Media Post:

Ivy Tech is proud to be the #1 source of associate-level nurses in the nation! Want to find out how we do it? Join us for Tuesdays@TheTech this January to learn more about the School of Nursing. Kick off the new year right by seeing if a career in healthcare is right for you! Learn more at ivytech.edu/tuesdays

Webpage Content

Ivy Tech Community College graduates the highest number of associates-level nurses in the nation! Graduates from Ivy Tech's [School of Nursing](#) are qualified to work in hospitals, nursing and residential care facilities, home health care, physician offices, schools, and health departments as Certified Nursing Assistants, Licensed Practical Nurses, Registered Nurses, and more.

This January, you can explore the School of Nursing at Tuesdays@TheTech. Campuses with Nursing programs will be highlighting the ways they prepare students for successful careers in healthcare. Interested in paying us a visit to learn more? Let us know by filling out a short [RSVP form](#). If you have any questions in the meantime, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#).



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Emails/Texts

Email

Subject: Is nursing right for you? Find out at T@TT

Nurses are in high demand in Indiana. Are you ready to meet that need? Join us for [Tuesdays@TheTech](#) this January to learn how you can get started at Ivy Tech. You'll be able to tour program facilities, meet faculty, and get one-on-one personalized support.

Through the [School of Nursing](#), you'll be prepared for career opportunities like Certified Nursing Assistant (CNA), Licensed Practical Nurse (LPN), and Registered Nurse (RN). Graduates of the Ivy Tech Nursing program are qualified to work in hospitals, nursing and residential care facilities, home health care, physician offices, schools, and health departments.

If you're ready to learn more, mark your calendar for a Tuesday in January and [RSVP](#) to let us know you're interested!

[RSVP HERE BUTTON](#)

Questions? Give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Text 1

Ivy Tech graduates the most associate-level nurses in the nation! Ready to become one of them? Join us for Tuesdays@TheTech this January: [ivytech.edu/tuesdays](#)

Text 2

Mark your calendar for a Tuesday this month to learn more about the School of Nursing. Get personalized, 1:1 support during Tuesdays@TheTech: [ivytech.edu/tuesdays](#)

Radio Scripts

15 Second

Join Ivy Tech for Tuesdays at the Tech this January to learn more about the School of Nursing! Visit a campus near you to meet faculty, get one-on-one support, and find out if nursing is right for you. Visit [Ivy Tech dot edu slash Tuesdays](#) to learn more.

30 Second

Ivy Tech graduates the most associate-level nurses in the nation! Find out how you can become one of them at Tuesdays at the Tech this January. Each Tuesday, campuses around the state will be spotlighting the School of Nursing and how it prepares students for successful careers. Meet faculty, tour facilities, get one-on-one enrollment support, and find out if nursing is right for you. Learn more about what's happening at your local campus and RSVP at [Ivy Tech dot edu slash Tuesdays](#).



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February: School of Health Sciences

Timing	Tactic	Notes
1/23	Email	
1/30	Text 1	
2/6	Text 2	
2/5	Social Media	

Audiences

- [General Leads](#)
- [General Opps](#)

Design Content

[Digital Ad Content](#)

Social Media Post:

Over 8,000 healthcare graduates launch their careers from Ivy Tech each year. If you're ready to become one of them, join us for Tuesdays@TheTech to find out how to get started! We're highlighting the School of Health Sciences this February so you can meet Ivy Tech employees, learn more about our programs, and see how students get hands-on training in medical fields. Plan your visit at ivytech.edu/tuesdays

Webpage Content

Over 8,000 healthcare graduates launch their careers from Ivy Tech's [School of Health Sciences](#) each year. Students are prepared to work in a variety of health fields, like Dental Hygiene, Optician & Eye Care, Therapeutic Massage, Medical Assisting, and more. All programs offer hands-on training in "real-life" situations thanks to modern facilities, service learning opportunities, and real-world externship experiences.

If you're ready to launch your healthcare career, join us for Tuesdays@TheTech this February. Campus enrollment specialists will be highlighting degree options and can help guide you through next steps such as applying and submitting transcripts. Let us know you'll be stopping by with our short [RSVP form](#). If you have any questions about Tuesdays@TheTech or our School of Health Sciences, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Emails/Texts

Email



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School Spotlight | 2024

Subject: Mark your calendar for a Tuesday in February

Are you ready for a career in healthcare? If so, join Ivy Tech Community College for [Tuesdays@TheTech](#) this February. We're highlighting the [School of Health Sciences](#), with opportunities to receive one-to-one enrollment support and to meet with a Career Coach to learn which healthcare field is right for you.

Typical healthcare career opportunities include:

- Healthcare Specialist
- Medical Assisting
- Paramedic Science
- Diagnostic Medical Sonography
- And more!

Join the more than 8,000 Ivy Tech students who graduate each year with a degree in healthcare. To learn more, visit ivytech.edu/tuesdays and fill out a short RSVP form to let us know you're interested. We can't wait to welcome you to campus.

[RSVP HERE BUTTON](#)

Questions? Give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Text 1

Visit an Ivy Tech campus near you this February for Tuesdays@TheTech! Learn more about the School of Health Sciences and get 1:1 support: ivytech.edu/tuesdays

Text 2

We're highlighting the School of Health Sciences at Tuesdays@TheTech this February! Visit your local Ivy Tech campus to learn how you can get started in a healthcare career: ivytech.edu/tuesdays

Radio Scripts

15 Second

Join Ivy Tech Community College during the month of February for Tuesdays at the Tech, where you can learn more about our School of Health Sciences! Prospective students can visit campus to speak one-on-one with an Enrollment Specialist to determine if a career in healthcare is their pathway to a better future. Learn more by visiting [Ivy Tech dot edu slash Tuesdays](https://ivytech.edu/tuesdays).

30 Second

Join Ivy Tech Community College for Tuesdays at the Tech during the month of February to learn more about our School of Health Sciences! Every Tuesday, campuses will be open to prospective students interested in touring our facilities and meeting with an Enrollment Specialist to determine if a career in healthcare is the right pathway for them. Join the more than



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8,000 Ivy Tech students who graduate each year with a degree in healthcare. Learn more by visiting [Ivy Tech dot edu slash Tuesdays](#).

March: School of Public Affairs and Social Services

Timing	Tactic	Notes
2/20	Text 1	
2/27	Email	
3/4	Social Media	

Audiences

- [General Leads](#)
- [General Opps](#)

Design Content

[Digital Ad Content](#)

Social Media Post:

Interested in a career in public safety, social services, or the culinary or hospitality industry? The School of Public Affairs & Social Services can get you there! Visit your local Ivy Tech campus for [Tuesdays@TheTech](#) this month to find out how you can get started.

Webpage Content

March School Spotlight—School of Public Affairs & Social Services

Interested in meeting the critical social needs of your community? Ivy Tech's [School of Public Affairs & Social Services](#) prepares students to be on the front lines of change. We offer programs in public safety, social services, culinary arts, hospitality, and more. Each one prepares you for your future plans, whether that's to immediately get started on a career or to go on to earn a bachelor's or master's degree.

During the month of March, you can explore the School of Public Affairs & Social Services at [Tuesdays@TheTech](#). Visit a campus near you to learn more about its programs and how you can get started. Let us know you're interested by filling out a short [RSVP form](#). If you have any questions in the meantime, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#).



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School Spotlight | 2024

Emails/Texts

Email

Subject: You can become a change maker

Ivy Tech Community College's [School of Public Affairs & Social Services](#) is the perfect place for people passionate about making a difference in their communities. Through programs like Public Safety, Human Services, Legal & Paralegal Studies, and more, students are equipped to meet the critical social needs of the world around them.

Join us for [Tuesdays@TheTech](#) this March to learn more about what each program in this school has to offer. Ivy Tech staff will be available to answer any questions you may have and to guide you through processes like registration and financial aid.

Fill out our short RSVP form to let us know you'll be attending! We hope to see you this March.

[RSVP HERE](#)

Questions? Give us a call at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Text 1

Learn how you can get started in Ivy Tech's School of Public Affairs & Social Services at [Tuesdays@TheTech](#) this March! Plan your visit at [ivytech.edu/tuesdays](#)

Radio Scripts

15 Second

You're invited to Ivy Tech this March! Attend [Tuesdays@TheTech](#) to explore the School of Public Affairs and Social Services. See what events are happening at your local campus and schedule your visit at [Ivy Tech dot edu slash Tuesdays](#).

30 Second

Ivy Tech's School of Public Affairs and Social Services prepares students to make a difference in their communities. You can learn how at [Tuesdays at the Tech](#)! Visit an Ivy Tech campus near you to learn about programs in public safety, social services, culinary arts, and hospitality. You'll also be able to meet faculty, explore classrooms, and more! See what events are happening at your local campus and schedule your visit at [Ivy Tech dot edu slash Tuesdays](#).



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April: School of Arts, Sciences, and Education

Timing	Tactic	Notes
3/19	Email	
3/26	Text 1	
4/2	Text 2	
4/1	Social Media	

Audiences

- [General Leads](#)
- [General Opps](#)

Design Content

[Digital Ad Content](#)

Social Media Post:

Ivy Tech’s School of Arts, Sciences & Education can prepare you for careers in anything from chemistry to education! Join us at your local campus this April to see for yourself how Ivy Tech can help you pursue your goals. You can tour state-of-the-art labs, talk to faculty about their industry experience, explore community learning opportunities, and more! Mark your calendars for a Tuesday in April and visit ivytech.edu/tuesdays to plan your visit.

Webpage Content

April School Spotlight—School of Arts, Sciences & Education

Through the [School of Arts, Sciences & Education](#), students are prepared to become the teachers, researchers, advocates, and leaders that will help create a better future for everyone. Our programs focus on the liberal arts, pure sciences, and education, and all are designed to seamlessly transfer to a four-year institution so students can easily take the next step toward a higher degree, if that’s their goal.

During the month of April, you can explore the School of Arts, Sciences & Education at [Tuesdays@TheTech](#). Visit a campus near you to learn more about its programs and how you can get started. Let us know you’re interested by filling out a short [RSVP form](#). If you have any questions in the meantime, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Emails/Texts

Email



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Subject: %%FirstName%%, mark your calendar for a Tuesday in April!

Through Ivy Tech's [School of Arts, Sciences & Education](#), you can get equipped for a career in education, research, social services, communication, and many other important fields. Each program is designed to seamlessly transfer to a four-year institution too, making it even easier for you to pursue your academic goals.

This April, you're invited to learn more about the School of Arts, Sciences & Education at [Tuesdays@TheTech](#)! Visit a campus near you to tour state-of-the-art labs, talk to faculty about their industry experience, explore community learning opportunities, and more. Click the button below to fill out a short RSVP form to let us know you'll be attending! We can't wait to help you take the first step toward a better tomorrow.

[RSVP HERE](#)

Questions? Give us a call at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Text 1

Join Ivy Tech enrollment specialists on campus this April for Tuesdays@TheTech to learn more about the School of Arts, Sciences & Education: ivytech.edu/tuesdays

Text 2

Interested in a career in education, communication, art, or science? Visit Ivy Tech this April for Tuesdays@TheTech to learn how you can get started: ivytech.edu/tuesdays

Radio Scripts

15 Second

Join Ivy Tech this April for Tuesdays At The Tech to learn more about our School of Arts, Sciences and Education! Prospective students can visit campus to meet with an Enrollment Specialist. Learn more by visiting [Ivy Tech dot edu slash Tuesdays](http://IvyTech.edu/slash/Tuesdays).

30 Second

Join Ivy Tech Community College for Tuesdays At The Tech to learn more about our School of Arts, Sciences and Education! Visit your local campus during a Tuesday in April to meet one-on-one with an Enrollment Specialist to find out if a career in education, the arts, or biology or chemistry is right for you. Plan your visit at [Ivy Tech dot edu slash Tuesdays](http://IvyTech.edu/slash/Tuesdays).



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May: School of Entrepreneurship & Innovation

Timing	Tactic	Notes
4/16	Email	
4/23	Text 1	
4/30	Text 2	
5/6	Social Media	

Audiences

- [General Leads](#)
- [General Opps](#)

Design Content

[Digital Ad Content](#)

Social Media Post

Get ready to unleash your entrepreneurial spirit with the Garatoni School of Entrepreneurship & Innovation! If you've ever wanted to start your own business or help others find ways to grow theirs, visit your local Ivy Tech campus for Tuesdays@TheTech this month to find out how you can get started in the Entrepreneurship program. Plan your visit at ivytech.edu/tuesdays

Webpage Content

May School Spotlight—Garatoni School of Entrepreneurship & Innovation

Ivy Tech Community College welcomes students with an entrepreneurial spirit. Through the [Garatoni School of Entrepreneurship and Innovation](#), you'll gain insight into starting a new business or making your current business more successful. The entrepreneurship program partners with many locally owned independent businesses and nonprofit agencies that are dedicated to helping small businesses through education and mentoring.

Additionally, students in this program get extra support from Ivy Tech's partnership with the Regional Innovation and Startup Education (RISE) program. With RISE, students will build ecosystems, create a business model canvas, work with a mentor, and learn from and network with guest speakers and entrepreneurs. Students will also have the opportunity to pitch to investors for funding for their business. To date, the entrepreneurship program has assisted in the launching of many business ventures across Indiana.

During the month of May, Ivy Tech is highlighting the Garatoni School of Entrepreneurship and



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Innovation at Tuesdays@TheTech. Visit a campus near you to learn more about its programs and how you can get started. Let us know you're interested by filling out a short [RSVP form](#). If you have any questions in the meantime, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Emails/Texts

Email

Subject: Calling All Entrepreneurs!

Exploring your options is the way to ensure you're making the most of your future. Find out what programs are right for you at [Tuesdays@TheTech!](#)

This May, we're putting a spotlight on the [Garatoni School of Entrepreneurship and Innovation](#). Students in the entrepreneurship program are equipped with the essential skills they need to become successful entrepreneurs in a rapidly changing business landscape. Thanks to real-world experiences and networking opportunities through Ivy Tech's partnership with the Regional Innovation and Startup Education (RISE), students can pursue rewarding professions and give back to their communities in new ways.

Learn more about opportunities available to you at Ivy Tech and find out if entrepreneurship is right for you at Tuesdays@TheTech! Click the button below to let us know when you'll be visiting. We can't wait to see you on campus!

[RSVP HERE](#)

Questions? Give us a call at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Text 1

You're invited to Tuesdays@TheTech! Visit your local Ivy Tech campus for the chance to meet with a career coach, explore financial aid options, learn how you can get involved in student life, and more! Plan your visit at [ivytech.edu/tuesdays](#)

Text 2

If you've ever thought about starting your own business, Ivy Tech's School of Entrepreneurship & Innovation may be right for you! Join us for Tuesdays@TheTech and find out how you can get started: [ivytech.edu/tuesdays](#)

Radio Scripts

15 Second

Do you have an entrepreneurial spirit? Learn how Ivy Tech can help you take the next step toward your goals. Visit your local Ivy Tech for Tuesdays at the Tech this May and find out how you can get started. Visit [Ivy Tech dot edu slash Tuesdays](#) for more information.

30 Second

Ivy Tech Community College welcomes all students with an entrepreneurial spirit! With lessons in business start-up and management through the Garatoni School of Entrepreneurship and



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School Spotlight | 2024

Innovation, you'll gain insight into launching a new business or making your current business more successful. Develop the skills and connections you need to succeed! Learn how you can get started by visiting your local Ivy Tech campus for Tuesdays at the Tech this May. Plan your visit at [Ivy Tech dot edu slash Tuesdays](http://IvyTech.edu/Tuesdays)

June: Achieve Your Degree and Employer Sponsored Programs

Timing	Tactic	Notes
5/21	Email	
5/28	Text 1	
6/4	Text 2	
6/3	Social Media	

Audiences

- Audience 1
- Audience 2
- Audience 3

Design Content

Webpage Content

Emails/Texts

Radio Scripts



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July: Career Link & Exploration: 'What's New In... Emerging Fields and Programs'

Timing	Tactic	Notes
6/18	Email	
6/25	Text 1	
7/2	Text 2	
7/1	Social Media	

Audiences

- Audience 1
- Audience 2
- Audience 3

Design Content

Webpage Content

Emails/Texts

Radio Scripts

August: Career Link & Exploration: 'Explore Employer Connections'

Timing	Tactic	Notes
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7/16	Email	
7/23	Text 1	
7/30	Text 2	
8/5	Social Media	

Audiences

- Audience 1
- Audience 2
- Audience 3

Design Content

Webpage Content

Emails/Texts

Radio Scripts

September: School of Information Technology

Timing	Tactic	Notes
8/20	Email	
8/27	Text 1	
9/3	Text 2	
9/2	Social Media	



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Audiences

- Audience 1
- Audience 2
- Audience 3

Design Content

Webpage Content

Emails/Texts

Radio Scripts

October: School of Advanced Manufacturing, Engineering, and Applied Science

Timing	Tactic	Notes
9/17	Email	
9/24	Text 1	
10/1	Text 2	
9/30	Social Media	

Audiences

- Audience 1
- Audience 2
- Audience 3



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Design Content

Webpage Content

Emails/Texts

Radio Scripts

**November: National Apprenticeships Month,
National Career Development Month, Explore
Your Career Link**

Timing	Tactic	Notes
10/22	Email	
10/29	Text 1	
11/5	Text 2	
11/4	Social Media	

Audiences

- Audience 1
- Audience 2
- Audience 3

Design Content



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Webpage Content

Emails/Texts

Radio Scripts

December: School of Business, Logistics, and Supply Chain

Timing	Tactic	Notes
11/19	Email	
11/26	Text 1	
12/3	Text 2	
12/2	Social Media	

Audiences

- Audience 1
- Audience 2
- Audience 3

Design Content

Webpage Content

Emails/Texts



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School Spotlight | 2024

Radio Scripts