



## COMMUNICATIONS PLAN

### CDL // FALL 2022 - SPRING 2023

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#### STRATEGIES

- Email, Web, Postcard, Social post

#### AUDIENCES

- Purchased list

#### TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
Friday, September 16	Email	
Thursday, November 2	Social post	
Wednesday, December 7	Email	
Friday, January 20	Social post	
Friday, March 3	Email	

#### CONTENT

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##### Email 1:

Subject: {First Name}, Grow your Career in Logistics & Supply Chain

Body:

Do you have a CDL-A license? Love your job, but are interested in doing more in the ever-growing Logistics and Supply Chain industry? Ivy Tech can help you further your career beyond truck driving. Ivy Tech's CDL+ program is a bridge to current drivers looking for other job opportunities. This 18-credit hour program will allow you to:

- Earn your certificate in one semester
- Be considered for federal financial aid
- Access virtual and online course options
- Earn 8 credit hours with a copy of your CDL-A License
- Develop professionalism and customer service skills

To learn more about how to get started, visit our website at [IvyTech.edu/CDLPlus](https://IvyTech.edu/CDLPlus).

If you have any questions in the meantime, you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/Chat](https://IvyTech.edu/Chat) from 7 a.m. to 1 a.m. (ET). We are here to help you.

##### Email 2:



Subject: {First Name}, check out the CDL+ Certificate program at Ivy Tech

Body:

If you're looking to advance in your career, at little or no cost, Ivy Tech's CDL+ program is meant for you. The program enhances a graduate's employability in the increasingly growing trucking industry and might be covered by financial aid.

CDL+ is a 18-credit hour certificate, which can be completed in one-semester. Enrolled students complete training, which includes:

- 121 hours of operating observation
- 30 hours of behind-the-wheel skill development
- 8-week internship
- Focus on professionalism and customer service

Already have a CDL-A license? Ivy Tech can help transition you into a new career! CDL+ is a bridge to current drivers looking to go to college or look for other job opportunities. Learn more about the CDL+ program by visiting our website at [IvyTech.edu/CDLPlus](http://IvyTech.edu/CDLPlus).

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/Chat](http://IvyTech.edu/Chat) from 7 a.m. to 1 a.m. (ET).

**Email 3:**

Subject: Learn how Ivy Tech's CDL+ Program can benefit you, {First Name}.

Body:

If you're looking to advance in your career, at little or no cost, check out Ivy Tech's CDL+ program. The CDL+ program is an 18-credit hour certificate which can be completed in one semester, and is eligible for federal financial aid.

Already have a CDL-A license? Ivy Tech can help transition you into a new career! CDL+ is a bridge to current drivers looking to go to college or look for other job opportunities. Learn more about the CDL+ program by visiting our website at [IvyTech.edu/CDLPlus](http://IvyTech.edu/CDLPlus).

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/Chat](http://IvyTech.edu/Chat) from 7 a.m. to 1 a.m. (ET).

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**Social post 1:**

Looking to advance in your career at little to no cost? Ivy Tech's CDL+ program is meant for you.

Conexus Indiana and Ivy Tech launched the nation's first training program for commercial truck drivers enhances a graduate's employability in the increasingly growing trucking industry [ivytech.edu/cdlplus](http://ivytech.edu/cdlplus)

**Social post 2:**



If you're looking to advance in your career, at little to no cost, Ivy Tech's CDL+ program is meant for you. This program is an 18-credit hour certificate which can be completed in one semester.

Already have a CDL-A license? Ivy Tech can help transition you into a new career! [ivytech.edu/cdlplus](https://ivytech.edu/cdlplus)