



## 21<sup>st</sup> Century Scholars: Recruitment and Enrollment Strategy 2024

### Overview and Call to Action:

As we continue our communications to the 21<sup>st</sup> Century Scholars (both current students and Scholars in high school), we have an opportunity for Ivy Tech to engage this target population through purposeful recruitment to increase our 21CS student enrollment and assist with ensuring scholar success each term. Systems Office recommends an ongoing statewide strategy including marketing and communications support alongside recruitment days folded into Tuesdays@TheTech.

### Statewide Recruitment and Enrollment Events - 21<sup>st</sup> Century Scholar Day on Tuesdays@TheTech for 2024: Campuses will Opt In or Opt Out

- Tuesday, February 27, 2024
- Tuesday, July 16, 2024

### Targeted Audiences: Data from CHE

- Current Scholars
- Current seniors (2024 graduates)
- 8<sup>th</sup> grade through HS juniors

### Key Messages:

- This is the most important scholarship for you- but why is it the most important?
  - High quality education and also covers your tuition
- Start here, save money on tuition, build your foundation with Ivy Tech (value prop)
- High quality education
- Small class sizes
- 2 + 2/Transferability
- Free Coaching
- Free Tutoring

### SO Marketing Support: Systems Office will conduct a broad marketing & communications strategy to promote the event

- Postcards to HS senior scholars
- Communications plan

### Additional Details:

- Landing Page: <https://www.ivytech.edu/21st-century/index.html>
- Link to 21CS homepage: <https://learnmoreindiana.org/scholars/>