



# Communications Plan

March Start | Spring 2024

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## Situation Analysis

The second spring term begins March 18, 2024.

## Strategies

- Email
- Text
- Social Post
- Agentless Call

## Audiences

- [Spring 2024 Leads](#)
- [Spring 2024 Opportunities](#)
- [Continuing Students Not Registered for Term 2](#)

## Tactics & Timeline

Timing	Tactic	Notes
1/30	Email 1	
2/6	Agentless Call	
2/20	Social Post	
2/27	Text 1	
3/5	Email 2	
3/12	Text 2	
3/18	Spring Term 2 Begins	



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## Email 1

### Leads

Subject: Take the next step at Ivy Tech!

Ivy Tech Community College offers more than [70 programs](#), and each one leads to a great career. Our alumni are working at companies like Eli Lilly, Community Health Network, Toyota, Salesforce, and more!

Still deciding which program is the best fit for you? [Ivy+ Career Link](#) offers services like career coaching, which helps students explore academic programs and careers that match their values, interests, personality, and skills. The best part? It's free!

Classes start **March 18**, so don't wait to apply!

[APPLY NOW BUTTON](#)

If you have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#). —

### Opportunities

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Classes start March 18, so take the next step today by registering for classes. We give step-by-step instructions at [ivytech.edu/howtoenroll](#).

[REGISTER NOW BUTTON](#)

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### Continuing

Subject: Stay on track with Ivy Tech!



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If you haven't registered for 2nd 8-week courses yet, now is the time! Taking classes every term keeps you on track for graduation, saving you both time and money.

The next 8-week class session begins March 18, so don't wait any longer. Follow these steps to get registered:

1. Log in to [myivy.ivytech.edu](https://myivy.ivytech.edu)
2. Select *Schedule Builder* from the *Tools and Resources* tab
3. Verify your information and add courses to your Shopping Cart (Check out our [instructions page](#) if you need help)
4. Check out

If you need help determining what classes to take, check in with your [academic advisor](#). If any other questions arise, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

## Agentless Call

### Leads

Hello, this is Ivy Tech Community College calling to let you know our next term starts on March 18! We offer associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most, so you can start your new career quickly. No matter what your plans are, with more than 70 programs and flexible class formats to choose from, you'll be able to find your fit here.

Ivy Tech grads are starting better jobs and making a difference in their communities. You could be one of them! Get started today by visiting Ivy Tech dot edu slash Apply. If you have any questions, reach out to us at 888-IVY-LINE or chat with us online at Ivy Tech dot edu slash Chat.

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## Text 1

### Leads

Ivy Tech equips you with real skills, really fast. Get started today! Classes begin 3/18 - [ivytech.edu/apply](https://ivytech.edu/apply)

### Opportunities

Ivy Tech equips you with real skills, really fast. Get started today! Classes begin 3/18 - [ivytech.edu/howtoenroll](https://ivytech.edu/howtoenroll)

### Continuing

Ivy Tech's 2nd 8-week classes start 3/18. Don't forget to register for classes so you can stay on track for graduation - [myivy.ivytech.edu](https://myivy.ivytech.edu)

## Email 2

### Leads

Subject: Classes begin March 18. Get started today!

Whether you're looking to take classes online, virtually, or in person, Ivy Tech is the right place for you. We want to meet you where you are and make prioritizing your education easy!

We offer courses in the following formats:

- **Traditional** classes are exactly what you might expect. In this format, the instructor and students gather in an on-campus classroom at a scheduled time.
- **Online** classes have no scheduled class meeting time—course assignments are assigned and completed through your IvyLearn class page on a weekly (or regular) basis. However, there are still plenty of opportunities to interact with your instructor through IvyLearn, if you need.
- **Virtual** classes are similar to traditional classes but instead of meeting in the classroom, you meet in a live video call at a scheduled time.
- **Blended** classes mix the traditional course format with virtual or online formats. There is a scheduled class time, but you'll spend some days in the classroom, and some days in an online learning space.
- **Learn Anywhere** courses are taught in the classroom at a scheduled time but can also be accessed in a virtual format. Attendance at each class session is mandatory but students have the choice of whether they would like to attend in-person or virtually on a week-to-week basis.



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Get started on your journey with Ivy Tech by filling out our [free application](#). We hope to see you in classes starting **March 18!**

[APPLY NOW BUTTON](#)

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Take the next step in your journey with Ivy Tech by registering for classes. You can visit [ivytech.edu/howtoenroll](https://ivytech.edu/howtoenroll) for step-by-step instructions on how to navigate the process. We hope to see you in classes starting **March 18!**

[REGISTER NOW BUTTON](#)

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## Continuing

Subject: Pick up a class or two. Classes start March 18!



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By registering for 2nd 8-week courses, you can graduate sooner than expected! Ivy Tech is dedicated to meeting you where you are, which is why we offer a variety of class options. The 2nd 8-week term begins **March 18**, so don't wait to get registered.

Whether you're looking to take courses online, virtually, or in-person, there are options available to you. As a reminder, you can take classes in the following formats:

- **Traditional** classes are exactly what you might expect. In this format, the instructor and students gather in an on-campus classroom at a scheduled time.
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## Social Post

Is college still worth it? This one is! With flexible class formats and over \$1 million in financial aid available, we can meet you where you are to help you get to where you're going. Classes begin March 18 - don't wait to get started on your better tomorrow!

## Text 2

### Leads

Ivy Tech's classes start next week - 3/18! Get started in one of 70+ programs that can lead to a high-paying, high demand job. Apply now: [ivytech.edu/apply](https://ivytech.edu/apply)



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