



# Communications Journey

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## RFI to Application

### Audiences

- Lead: IvyApplicationStatus\_\_c EQUALS RFI Submitted
- AND Lead: LeadSource EQUALS Online
- OR Lead: LeadSource EQUALS Recruiter RFI
- OR Lead:LeadSource EQUALS Ivy Line RFI

## Automatic Response Email

Subject: Thank you for your interest in Ivy Tech.

Dear %%Lead:FirstName%%,

Congratulations on taking the first step with Ivy Tech Community College! One of our team members will be in touch soon. In the meantime, check out our [website](#) for information about our programs, financial aid, locations, ways to take classes, support services, and how we've helped students like you succeed.

Thank you for your interest and we look forward to welcoming you to Ivy Tech!

[APPLY NOW](#)

## Email 1

Subject: Ready for next steps?

Dear %%Lead:FirstName%%,

Thank you for expressing interest in attending Indiana's best value in higher education. Whether you want to earn a short-term credential, associate degree, or transfer credits toward a Bachelor's degree, we have what you need to launch your career.

Best of all, with [Ivy+ Tuition & Textbooks](#), you can attend classes and get textbooks at an affordable price. Textbooks are one low, predictable cost and with our full-time, flat tuition rate, you can graduate faster at no extra cost. You'll get the same tuition rate if you enroll in 12 or more credits per semester. If you take 13, 14, 15, or even more credits, consider the class/credits free!



# Communications Journey

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## RFI to Application

If you haven't already, file the [Free Application for Federal Student Aid \(FAFSA\)](#)! Financial aid can make college even more affordable, but you must file the FAFSA using Ivy Tech's code: **009917**. This will provide us with the information we need to see if you qualify for loans or grants. Luckily, grants do not have to be paid back!

Classes start five different times of the year—January, March, June, August, and October. Your first step, no matter when you plan to start classes, is to [apply](#) to Ivy Tech. The application is free and only takes about ten minutes to complete.

[APPLY NOW](#)

If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or [chat with us online!](#)

## Need More Information?

### Explore Our Programs

Explore our in-demand programs from Healthcare to IT to Advanced Manufacturing.

[LEARN MORE](#)

### Financial Aid Opportunities

Learn more about scholarships, grants, and loan options.

[LEARN MORE](#)

## Email 2

Subject: Apply now, it's free!

Hi %%Lead:FirstName%%,

Ready to get started at Ivy Tech Community College, but not sure which [application](#) to fill out? Here are some guidelines:

- If you've never applied to Ivy Tech, or it has been two years since you last took a class with us, complete the free [General Admission Application](#).
- If you want to just take a course or two without seeking a degree, select "Courses Only" on the [General Admission Application](#).



# Communications Journey

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- If you're enrolled at another college or university and plan to take Ivy Tech classes that will transfer to your full-time school, please complete the free [Guest Student Application](#).
- If you're a current high school student interested in taking taking Ivy Tech classes, create a [DualEnroll account](#) to start your application.

Whether you start in January, March, June, August, or October, Ivy Tech offers face-to-face, online, virtual, hybrid (blend of face-to-face and online), and Learn Anywhere (choose week-to-week how you plan to attend) class options.

If you need help determining which application to complete or figuring out the best class option, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#). We're happy to help!

[APPLY NOW](#)

## Email 3

Subject: Unsure about your career path? Ivy Tech can help!

Are you unsure about what career pathway is right for you? That's okay...you don't have to have it all figured out. Ivy Tech Community College offers **free** [Career Coaching](#) through Ivy+ Career Link to help you with career exploration, preparation, and career awareness.

One-on-one time with an Ivy Tech career coach gives you the opportunity to ask questions, explore [various programs](#), and navigate next steps.

To take advantage of Ivy+ Career Link, start by applying to Ivy Tech. Our [free application](#) only takes about ten minutes to complete.

[APPLY NOW](#)

If you need help or have questions, call us at 888-IVY-LINE (888-489-5463) or [chat with us online](#). We are here to help!



# Communications Journey

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RFI to Application

## Email 4

Subject: %%Lead:FirstName%%, need more info about program options?

No matter what your career interests are, Ivy Tech Community College has a program that will get you on the path toward a high-paying job. Ivy Tech grads earn \$10,000 more on average with a 2-year degree!

Today's in-demand career areas like Healthcare, Information Technology, Business, and Advanced Manufacturing require education past high school. With [numerous program areas](#) at more than 40 locations across Indiana, plus online options, Ivy Tech has what you need.

Ivy Tech offers associate degrees that can be earned in as little as two years, and short-term certificate programs if you're looking to upgrade your career. As an added value of many degree programs, you may receive professional certifications as part of your normal coursework. Many of our degrees, from Industrial Technology to Visual Communications, have technical and workforce certifications embedded within the programs.

And if you are looking for a more affordable way to earn a Bachelor's degree, Ivy Tech credits [transfer](#) to all four-year colleges and universities. There are numerous transfer programs with in- and out-of-state schools, including guaranteed admissions agreements.

Don't wait to take the next step in your career; [apply today!](#) The application is free and only takes about ten minutes to complete. Classes start five different times of the year—January, March, June, August, or October.

[APPLY NOW](#)

If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or [chat with us online!](#)

## Email 5

Subject: Worried about how you'll pay for college? Look no further.

Stressing about how you'll pay for college is a thing of the past! With our [Ivy+ Tuition & Textbooks](#) initiative, you can graduate faster at no extra cost. Our full-time, flat tuition rate means you'll get the same tuition rate if you enroll in 12 or more credits per



# Communications Journey

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## RFI to Application

semester. And with Ivy+ Textbooks, all required course materials are available at one low, predictable price!

If you're looking for a more affordable way to earn a Bachelor's degree, Ivy Tech credits [transfer](#) to all four-year colleges and universities. There are numerous transfer programs with in- and out-of-state schools, including [guaranteed admissions](#) agreements. By starting at Ivy Tech, you can save more than \$10,000 on earning your degree!

Take the next step and [apply](#) to Ivy Tech. The application is free and only takes about ten minutes to complete.

[APPLY NOW](#)

If you have questions along the way, reach out to us at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

## Email 6

Subject: %%Lead:FirstName%%, earn a credential in a year or less, for free!

Dear %%Lead:FirstName%%,

Ivy Tech Community College offers a wide-variety of short-term certificate options to help you advance in your career, build your resume, or get into the workforce quickly.

Thanks to the Workforce Ready Grant, provided by the [Next Level Jobs program](#), you could earn your certificate for FREE at Ivy Tech. Programs are offered in areas where employers are hiring, such as Advanced Manufacturing, Building & Construction, Health Sciences, Information Technology, and Transportation & Logistics.

The certificates you earn can also “stack” into an associate degree. Make sure you speak with an advisor about your short-term and long-term education and career goals to ensure you take the right classes for your area of study. Start classes January, March, June, August, or October.

Complete the free application today to get started on the path toward a well paying job!



# Communications Journey

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RFI to Application

[APPLY NOW](#)

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

## Email 7

Subject: Seamlessly transfer credits and credentials

Dear %%Lead:FirstName%%,

Did you know that Ivy Tech Community College has more than 100 seamless [transfer](#) programs with in- and out-of-state schools? If your ultimate goal is to earn a Bachelor's degree, then make sure you get started at Ivy Tech.

We help thousands of students transfer degrees and credits each year. Make sure you talk with an advisor about your transfer plans. Ivy Tech has [guaranteed admissions agreements](#) with multiple four-year universities which upon completion of certain programs could gain you immediate admission to the institution.

Did you earn dual credit while in high school? Make sure the earned credits are applied to the Indiana College Core, better known as our [Start as a Sophomore](#) pathway. The 30 credits you earn with Start as a Sophomore is guaranteed to transfer to a four-year institution and help you get a head start in college.

We hope you're ready to take the next step and [apply today](#) for free. Classes start five different times of the year—January, March, June, August, or October.

[APPLY NOW](#)

If you have any questions along the way, contact us as 888-IVY-LINE (888-489-5463) or [chat with us online](#).

## [Explore Transfer Options](#)

- ⦿ [Guaranteed Admissions](#)
- ⦿ [Start as a Sophomore](#)



# Communications Journey

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## RFI to Application

- ⦿ Transfer as a Junior
- ⦿ Guest Student

### Email 8

Subject: Still interested?

Hi %%Lead:FirstName%%,

Remember, the application to Ivy Tech Community College is free! Do you need some help with completing the application? Or more information about programs or financial aid before you hit “submit”?

We're here for you and would love to help! You can contact us at 888-IVY-LINE (888-489-5463) or [chat with us online](#). Or, visit a campus near you to get in-person help. Hours at [each location](#) will vary so be sure you check ahead of time.

Whether it's in January, March, June, August, or October, we look forward to you starting at Ivy Tech Community College! Please reach out if you need help or more information.

[APPLY NOW](#)