



Communications Journey

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

[Header]: Congratulations on taking the first step with Ivy Tech Community College, %%=v(@properFirstName)=%%!

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, and services designed to help students like you succeed.

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

[Button]: [Apply Now](#)

Email 1

Subject: %%=v(@properFirstName)=%%, need more info about program options?

No matter what your career interests are, Ivy Tech Community College has [program options](#) 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. By starting at Ivy Tech, you can upgrade your career options by quickly completing a short-term certificate or earning an associate degree in as little as two years.

Not only that, you could receive professional certifications as part of your normal coursework with [stackable credentials](#)! Many of our degrees, from Industrial Technology to Visual Communications, have technical and workforce certifications embedded within the programs.

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.

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If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat!

[Callout Box]: Got big dreams? Go for honors! Many programs offer an Honors College option, giving you access to dialogue-based curriculum and leadership-focused programs. [Learn more.](#)

Email 2

Subject: Indiana's best value in higher education

[Header]: Higher Education Doesn't Have to Come at a Higher Price

Save money by taking classes at Ivy Tech! Our [Ivy+ Tuition & Textbooks](#) initiative is designed to remove the guesswork and financial barriers from paying for college, so you can focus on earning your degree. Required course materials and textbooks are one low, predictable price and with flat tuition rates, you pay the same price if you take 12, 15, 18, or more credits per term!

Not only that, 78% of Ivy Tech students are awarded [financial aid](#). This includes support like grants and scholarships, which don't have to be paid back. To find out what financial aid you qualify for, remember to file the [Free Application for Federal Student Aid \(FAFSA\)](#), using Ivy Tech's code: **009917**.

Take the next step and apply to Ivy Tech. The application is free and only takes about ten minutes to complete!

[Button]: [Apply Now](#)

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 3

Subject: Which application is right for you?

Hi %%=v(@properFirstName)=%%,

Ready to get started at Ivy Tech, 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 [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](#).



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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 [Guest Student Application](#).
- If you're a current high school student interested in taking Ivy Tech classes, create a [DualEnroll account](#) to start your application.

Classes start in January, March, June, August, and October, but applications are accepted year-round! Apply now for the term that's right for you:

[Button]: [Apply Now](#)

If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 4

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

Still figuring out what career pathway is right for you? Don't worry, [Ivy+ Career Link](#) is here to help. As a student at Ivy Tech, you'll have access to:

- Personalized [career coaching](#) to identify your interests, strengths, and best-fit career options
- Work-and-learn experiences, like internships, that allow you to explore career paths and connect with local employers in your field
- Tools to create your Career Development Portfolio, which includes your resume, cover letter, LinkedIn profile, and job experience
- Opportunities to connect with employers through job fairs and HireIvy, Ivy Tech's career development and job posting platform

To take advantage of Ivy+ Career Link, start by applying to Ivy Tech. We can't wait to help you find the career path that's right for you!

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If you need help or have questions, call us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 5

Subject: Seamlessly transfer your credits

[Header]: Start at Ivy Tech and Save Thousands of Dollars!

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



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Our [Guaranteed Admissions Pathway](#) makes it easier than ever to earn transferable credits and stay on track toward a bachelor's degree! Ivy Tech has agreements with over 20 schools, so students in eligible programs are guaranteed automatic acceptance when they transfer. Students who meet the criteria for guaranteed admissions may even have their application fees waived when they apply to transfer, saving you even more money.

If you're ready to take the first step toward your bachelor's degree, apply to Ivy Tech today! Our application is free and takes less than ten minutes to complete.

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If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 6

Subject: College that's built around you

Juggling the demands of work, family, and life can be difficult, we get that! At Ivy Tech, we meet students where they are. Our fast and focused [8-week courses](#) give you the flexibility to take on as much or as little as you want and with five start times a year—January, March, June, August, and October—you can earn your credentials on a timeline that works for you.

You'll also have the freedom to choose the [class formats](#) that best fit your lifestyle. We offer:

- **Traditional** classes, which 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 that 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, which 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 that 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, which 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.

Take the next step toward college on your terms by completing our free application!

Button: [Apply Now](#)



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

Email 7

Subject: %%=v(@properFirstName)=%%, your credential could be free!

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. This program is designed to quickly prepare students for in-demand fields in Indiana like advanced manufacturing, health sciences, building & construction, information technology, and early childhood education.

The certificates you earn can also be applied toward an associate degree, saving you money on your education! Make sure you speak with an [advisor](#) about your short-term and long-term education and career goals after you apply to ensure you take the right classes for your area of study.

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

[Button]: [Apply Now](#)

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Email 8

Subject: Still interested in Ivy Tech?

Hi %%=v(@properFirstName)=%%,

If you're still interested in taking the next step with Ivy Tech, don't forget to submit your [application](#). It's free to apply, and takes less than ten minutes to complete.

If you have any questions or need help with the process, we're here to help! You can call us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. Or, visit your [local campus](#) for in-person assistance. Hours at each location may vary, so be sure you plan out your visit ahead of time.



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Whether it's in January, March, June, August, or October, we hope to see you in classes! Please reach out if you need help or more information.

[Button]: [Apply Now](#)

[Callout Box]: You're invited: join us for Tuesdays@TheTech! Each Tuesday, campuses around the state open their doors to help with registration, answer your questions, and more. [Learn more.](#)