



Communications Plan

Guest Student | Summer 2024

Situation Analysis

Guest Students typically attend Ivy Tech Community College at a higher rate during the summer term. Due to high enrollment of summer guest students, the goal is to promote taking courses at Ivy Tech during the summer months in order to lighten the course load while attending at an individual's home institution. Other benefits include: cost savings, smaller class sizes, & convenience of course modalities.

Goals

- Increase enrollment of Guest Students
- Increase the number of courses a Guest Student takes in one term, resulting in higher FTE for the College

Strategies

- Postcard to former dual credit students, graduated from high school in 2023, who are now attending other institutions (Data to come from National Student Clearinghouse.)
- Email and text message communications to audiences promoting benefits of being an Ivy Tech Guest Student
- Effectively communicate benefits of Ivy+ for eligible students

Audiences

- [Guest Students 2023-24](#)
- [Former Dual Credit students from 2022-23 who graduated from high school in 2023](#)

Tactics & Timeline

Timing	Tactic	Notes
4/2	Email 1	
4/9	Text 1	
4/16	Email 2	
4/16	Postcard	
4/16	Social Post	



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4/23	Text 2	
4/30	Email 3	
5/7	Text 3	
5/14	Email 4	
5/14	Social Post	
5/21	Text 4	
5/28	Email 5	



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Postcard (To Dual Credit Students)

Front:

Save thousands by taking courses as a Guest Student!

Back:

Congratulations on your recent academic achievements! You've worked hard to finish high school and start college. Make your next year a little easier and lighten your course load by taking summer courses at Ivy Tech Community College.

Ivy Tech offers the lowest tuition in the state, which means you can save thousands of dollars on your core classes. And making sure those courses count toward your degree is easy—Ivy Tech credits seamlessly transfer to any in-state institution. Summer classes start **June 3**, so don't wait!

Get started at ivytech.edu/guest

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

Social Post 1

Taking classes at a different college? You can still take advantage of everything Ivy Tech has to offer! Attend classes as a guest student this summer to save time and money by checking off some of your core classes. Classes start June 3! ivytech.edu/guest

Social Post 2

Summer term starts June 3! If you're looking for ways to earn your degree faster and for less, why not pick up a few summer classes? Students from other colleges can still take advantage of Ivy Tech's affordable tuition by attending as a guest student, then transferring those credits back to their home institution. Get ahead on your core classes this summer! ivytech.edu/guest

Email 1

Subject: Take an Ivy Tech course that transfers!

Taking courses as a [guest student](#) at Ivy Tech has its perks! By taking classes at Ivy Tech this summer, you can:

- Easily transfer credits to your home institution
- Have more course flexibility during upcoming terms at your home institution
- Save **thousands** of dollars



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Summer classes start June 3! Apply today to get the pick of classes you want at the times and locations that are best for you:

[APPLY NOW BUTTON](#)

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

Text 1

Don't forget - registration for summer term is now open. Take another class as a guest student at Ivy Tech and invite a friend! ivytech.edu/guest

Email 2

Subject: Registering as a guest student is easy!

Ivy Tech credits seamlessly transfer to any in-state institution, and registering for classes is just as easy! To sign up to take courses as a guest student, you should:

1. Complete the online [Guest Student Application](#)*
2. Register for classes online via [MyIvy](#)
3. [Pay your tuition](#)

Summer classes start June 3, so apply today to get the pick of classes you want at the times and locations that work best for you. We hope to see you in the classroom this summer!

[APPLY NOW BUTTON](#)

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

*Your guest student application is good for one semester, so you will need to complete another application even if you've taken classes as a guest student in the past.

Text 2

Register for classes as a guest student this summer and save thousands! To learn more, visit ivytech.edu/guest



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Email 3

Subject: %%FirstName%%, save money by taking courses at Ivy Tech!

Ivy Tech is Indiana's best value in higher education. Save money by signing up for courses as a [guest student](#) this summer! The credits you earn will easily transfer back to your home institution, giving you more flexibility and freedom during the fall semester.

Check out your course options and how to apply at ivytech.edu/guest. Summer classes start June 3, so don't wait! Apply now to get started.

[APPLY NOW BUTTON](#)

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

Text 3

There's still time to apply to take classes as a guest student at Ivy Tech this summer! Don't miss out on the chance to save money and get ahead on your coursework: ivytech.edu/guest

Email 4

Subject: Summer classes start soon! Apply today.

There's still time to sign up as a [guest student](#) and take advantage of Ivy Tech's summer term! Reap the benefits—save money and time, learn in a class format that fits your lifestyle, and easily transfer courses to your home institution once the term ends. And if summer classes don't fit your schedule, why not add a class or two during the fall? Fall classes start August 19.

Don't wait—apply to be a guest student today! Summer classes start June 3, so submit your guest student application now to get started.

[APPLY NOW BUTTON](#)

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

Text 4

Ivy Tech's summer classes start June 3! It's not too late to sign up as a guest student and lighten your load at your home institution: ivytech.edu/guest



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Email 5

Subject: Register for classes as a guest student at Ivy Tech

Ivy Tech's summer classes start next week—June 3! There's still time to register as a [guest student](#) and take advantage of Indiana's best value in higher education. Follow these simple steps to get registered today:

4. Complete the online [Guest Student Application](#)*
5. Register for classes online via [MyIvy](#)
6. [Pay your tuition](#)

If summer classes don't align with your schedule, why not join us for fall term starting August 19? With flexible scheduling options and online classes, we make it easy for you to earn credits that seamlessly transfer back to your home institution.

[APPLY NOW BUTTON](#)

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

*Your guest student application is good for one semester, so you will need to complete another application even if you've taken classes as a guest student in the past.