Communications Plan

Nursing/Limited Enrollment Health Sciences Application Dates | Year-Long

Situation Analysis

The Nursing/Limited Enrollment Health Sciences online application now has set open and close dates prior to each term start. With the consistency in dates, the plan below will run each year to educate students who are planning to apply using the online application.

Goals

- Spread awareness to intended application of open and close dates for the online application prior to each term.
- Increase number of applications to the nursing/limited enrollment programs.

Strategies

- Email and text messages launching 3 weeks prior to the launch of the application
- Include student and/or faculty testimonial in content to share the reason as to why nursing/health sciences professions are valued & appreciated
- Social Media posts to alert current students and those who applied last year but did not get accepted. Will also provide opportunities for faculty to repost and share with students and/or colleagues.

Audiences

- Current students interested in Nursing / Health Sciences programs
- Students from prior application year who did not get accepted

Tactics & Timeline

Timing	Tactic	Notes
3/15-5/15	Fall Program Start App Dates	
2/23	Email 1	
2/28	Social Post	
3/10	Text 1	
3/10	Email 2	

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Nursing/Limited Enrollment Health Sciences
Application Dates | Year-Long

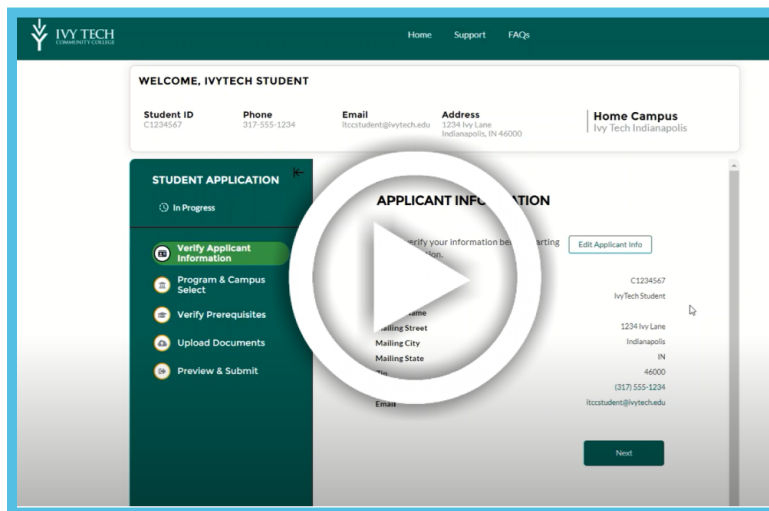|		
3/15	Text 2	
8/15-10/15	Spring Program Start App Dates	
7/25	Email 1	
7/25	Social Post	
8/1	Text 1	
8/8	Email 2	
8/15	Text 2	
12/1-2/1	Summer Program Start App Dates	
11/7	Email 1	
11/7	Social Post	
11/14	Text 1	
11/21	Email 2	
12/1	Text 2	

Fall Program Application Communications

Email 1

Subject: Ivy Tech's Nursing & Limited Enrollment Health Sciences Programs Application Opening Soon!

Completing the application for Ivy Tech's Nursing and Limited Enrollment Health Sciences Programs has never been easier. The application for fall classes will **open March 15 and close May 15**.

There are resources available on our website to help you through the process. Check out our step-by-step tutorial of how to complete the online application.

Don't forget to regularly check your Ivy Tech email account. All information regarding the application will be sent to your Ivy Tech email address.

Social Posts

Facebook: Calling all our future heroes! The online application for the Nursing and Limited Enrollment Health Sciences Programs will open on March 15 and remain open until May 15. Learn more about how to complete the application by visiting our website https://bit.ly/3lDw9kl

Twitter: Dr. Meredith Grey is paging you to let you know that the online application for the Nursing and Limited Enrollment Health Sciences Programs will open March 15 and will stay open until May 15 (insert Grey's Anatomy GIF) https://bit.ly/3lDw9kl

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LinkedIn: Calling all our future heroes! The online application for the Nursing and Limited Enrollment Health Sciences Programs will open on March 15 and remain open until May 15. Learn more about how to complete the application by visiting our website https://bit.ly/3lDw9kl

Text 1

Ivy Tech's Nursing & Limited Enrollment Health Sciences Program application opens THIS month! App opens 3/15. Check out the details here https://bit.ly/3lDw9kl

Email 2

Subject: Nursing & Limited Enrollment Health Sciences App opens soon! Get prepared.

Ivy Tech's online application for Health Sciences Limited Enrollment Programs and Nursing will open on March 15 and close on May 15. In order to prepare for the application launch, run through this simple checklist to ensure you have everything ready:

- Complete any prerequisite coursework
- Complete any pre-admission testing
- Retrieve your required documents, such as a copy of your CNA registration

If you have questions or are unsure if you have met the prerequisite work requirements, feel free to contact your advisor.

For additional details about requirements, you can visit our website. Don't forget, the application opens March 15 and closes on May 15. We look forward to reviewing your application for fall classes.

Text 2

Ivy Tech's online Nursing & Limited Enrollment Health Sciences application is available NOW! Apply today https://bit.ly/3lDw9kl
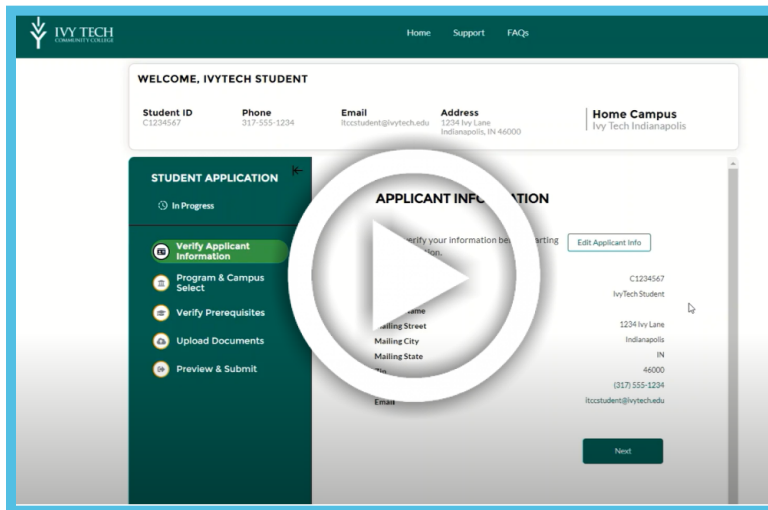
Spring Program Application Communications

Email 1

Subject: Ivy Tech's Nursing & Limited Enrollment Health Sciences Application Opens Soon!

The application for Ivy Tech's Nursing and Limited Enrollment Health Sciences spring classes **opens August 15 and closes October 15**. Make sure you're prepared to apply!

There are resources available on our [website](#) to help you through the process. Check out our step-by-step tutorial of how to complete the online application.

Don't forget to regularly check your [Ivy Tech email](#) account for updates. All information regarding the application will be sent to your Ivy Tech email.

Social Posts

Facebook: Future healthcare professionals, get ready! The online application for the Nursing and Limited Enrollment Health Sciences Programs opens August 15 and closes October 15. Make sure you're prepared by learning about the application process at IvyTech.edu/nursing

Twitter: 🚨 Ivy Tech's Nursing and Limited Enrollment Health Sciences Programs application opens August 15 🚨 Learn more at IvyTech.edu/nursing

Communications Plan

Nursing/Limited Enrollment Health Sciences Application Dates | Year-Long

LinkedIn: Future healthcare professionals, get ready! The online application for the Nursing and Limited Enrollment Health Sciences Programs opens August 15 and closes October 15. Make sure you're prepared by learning about the application process at IvyTech.edu/nursing

Text 1

Ivy Tech's Nursing & Limited Enrollment Health Sciences application opens THIS month! The app opens 8/15: learn more at IvyTech.edu/nursing

Email 2

Subject: Nursing & Limited Enrollment Health Sciences App opens soon! Get prepared.

Ivy Tech's online application for Limited Enrollment Health Sciences Programs and Nursing opens August 15 and closes October 15. In order to prepare for the application launch, run through this simple checklist to ensure you have everything ready:

- Complete any prerequisite coursework
- Complete any pre-admission testing
- Retrieve your required documents, such as a copy of your CNA registration

If you have questions or are unsure if you have met the prerequisite work requirements, feel free to [contact your advisor](#).

For additional details about requirements, you can visit our [website](#). Don't forget, the application opens August 15 and closes on October 15. We look forward to reviewing your application for spring classes.

Text 2

Ivy Tech's online Nursing & Limited Enrollment Health Sciences application is available NOW! Apply today: IvyTech.edu/nursing