



2023 Brand Research Key Messaging:

Primary Messages

- With an Ivy Tech education, grads are...(options)
 - Starting new, better paying jobs
 - Taking paid vacations
 - Settling into new homes
 - Spending time with family
 - Spending the holidays at home with family
 - Making a difference in their communities
- You're looking for the education and skills you need for success. And we're committed to providing them—affordably.
- Ivy Tech Community College offers associate degrees, certificates, and workforce certifications in fields where Indiana workers are needed most, so you can be ready to get started in a career quickly. With more than 70 programs and flexible class formats, you'll be able to find your fit for the next step in your career.
- Ivy Tech is your path towards a high-paying, high-demand job in Indiana.

Taglines & Brand Statements

- Higher education at the speed of life
- The goal isn't graduation day. It's a better every day after.
- Graduation day pays off every day.
- More than 70 programs. Which one is meant for you?
- At Ivy Tech Community College, we don't just care about your degree. We care about your life.
 - We major in successful careers.
 - The real value of an Ivy Tech degree lies in the better life it makes possible.
 - Ivy Tech is your pathway to a better tomorrow.
 - Higher education doesn't have to come at a higher price.

Programs Messaging

- 70+ programs designed for Indiana jobs.
- Options that lead to your future
- Ivy Tech programs are made to prepare students for great careers in high-paying, high demand jobs. In fact, Ivy Tech students earn \$10,000 more on average with a 2-year degree. That's just one reason 92% of our alumni would choose Ivy Tech again. Find the program meant for advancing you toward your career—quickly and affordably.
 - 70+ academic programs, credentials in 2 years or less with flexible class formats.
 - 70+ programs—from cyber security to nursing to welding—career & credential options for all types of students.
 - Hands-on learning in state-of-the-art labs and technology
 - Higher education that's built around you.
 - We meet students where they are. OR Dedicated faculty and staff that meet you where you are to help you get where you're going.
 - Classes that fit your busy life. In-person, online, and in between.



- Credentials to prepare you for whatever comes next.

Affordability Messaging

- Indiana's best value in higher education. (concentrate on "value" more than "affordable" wherever possible)
- 4 out of 5 Ivy Tech students graduate with NO college debt.
- Affordable Tuition - \$2,243.25 per semester is Indiana's best value in higher education.
- 75% of all Ivy Tech students are awarded financial aid.
- \$228 million awarded in scholarships, grants, and work study.
- \$0 cost for your Next Level Jobs degree

Ivy+ Tuition & Textbooks Messaging

- **Student Success:** Students are guaranteed day one access to required course materials, ensuring success.
- **Hassle-free Experience:** Ivy+ takes the guesswork out of course materials for students.
- **Student Savings:** Ivy+ provides all required textbooks at an affordable price for eligible students.
- To provide even more affordable solutions for our students, Ivy Tech provides options like Ivy+ Tuition, the Summer Flex Scholarship, and Ivy+ Textbooks.
- Ivy+ tuition means you get the same tuition rate if you enroll in 12 or more credits per semester.
- All textbooks are one low-cost, predictable price with Ivy+ Textbooks.
- Graduate faster and save money with banded tuition.

K-14 Messaging

- Save a year of time and tuition! Start college as a sophomore with the Indiana College Core. Earn the ICC by taking Ivy Tech classes while you're in high school. The Core fulfills requirements equivalent to your first year of college, which means you can start as a sophomore at any public (and many private) Indiana 4-year institutions right after graduation.
- Each year, 70,000+ high school students earn college credit with Ivy Tech.
- Partner with 425 high schools & career centers across the state.
- Crossing the Finish Line has saved students and families over \$2,500,000 in tuition, fees, textbooks, transcripts, and CLEP test fees.
- LevelUp Learning Tool—Free for schools & students. Ivy Tech's LevelUp online learning tool helps teachers and students identify knowledge gaps and develop customized learning plans for reading, writing, math, and ACT/SAT prep. This resource is geared toward high schoolers and is free for all Indiana schools, students, and parents.

Workforce Messaging

- Ivy Tech is your path towards a high-paying, high-demand job in Indiana.
- Tap into Ivy Tech for your Workforce.
- Save money and graduate faster with credit for prior learning.



- 300+ employer partners through Achieve Your Degree (employer sponsored tuition assistance)
- 93% of Apprentices who complete an apprenticeship retain employment.
- \$77,000 is the average annual salary upon completion of an apprenticeship (source: US Dept of Labor)
- An apprentice earns + \$300,000 more over their career than a non-apprentice.
- 90% of apprentices complete their training.
- 89% of apprentices are with the same employer five years after completion.
- 93% of Ivy Tech grads stay and work in Indiana.
- Average salary for Indiana's manufacturing jobs is \$80,000 (*we have been cautious to use this stat, as all avg. salaries from Ivy Tech's most recent data for programs in this industry are less, which is shown on the website*)

Transfer Messaging

- Ivy Tech credits transfer to more than 100 colleges and universities in Indiana and outside the state.
- More than 1,000 Ivy Tech grads go on to earn their bachelor's degree each year—and saved on tuition doing it.
- An affordable start to your bachelor's degree
- 20+ degrees qualify for guaranteed admission at the largest four-year institutions in Indiana.
- 70,000+ high schoolers get a head start on college credit each year with Ivy Tech with options to transfer as a sophomore or junior.
- 5,000+ students transfer to a 4-year university each year.

Impact statements/stats

- 92% of Ivy Tech alumni would choose Ivy Tech again.
- 4 out of 5 Ivy Tech students graduate with NO college debt.
- Ivy Tech alumni earn \$10,000 more on average with a 2-year degree.
- \$0 cost for your Next Level Jobs degree.
- Ivy Tech partners with 425+ high schools and career centers across the state.
- Ivy Tech is the largest singly-accredited community college in the country.
- We major in successful careers.
- Classes start every few weeks.
- More than 70,000 high school students are earning college credit with Ivy Tech.
- Businesses love our grads. Over 2,500 statewide employers partner with Ivy Tech to offer students training and job opportunities.
- **Program-specific**
 - #1 in Nursing—Ivy Tech graduates the highest number of associate-level nurses in the nation.
 - Ivy Tech graduates more Indiana nurses than any other institution.
 - 1,500+ nurses launch their careers from Ivy Tech each year.
 - 8,000+ healthcare graduates launch their career from Ivy Tech each year.
 - 4,500+ business graduates each year.
 - 9 options in the growing tech industry.



- 9 program options in IT and computer science.