



Communications Plan

BridgeBack | Not Term Specific

Situation Analysis

Many students are not accepted to Indiana State University (ISU). At the time in which their application is denied, they are put on a list of individuals who might need additional education before transferring to ISU. This list is sent to Ivy Tech Community College on a monthly basis. Each time the list is received, Systems Office marketing sends out a series of emails, content below.

Strategies

- Email
- Text

Audiences

- Indiana State University - Bridgeback List

Tactics & Timeline

Timing	Tactic	Notes
List Received	Email 1	
Next Week	Text 1	
Next Week	Email 2	
Next Week	Text 2	



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Email 1

Subject: Start at Ivy Tech—save time & money

Did you know 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. Ivy Tech has guaranteed admissions agreements with multiple four-year universities, including Indiana State University, Purdue University, and more! Upon completion of certain programs, you could gain immediate admission to the institution.

Are you ready to take the next step? Start by filling out our free application. It only takes about 10 minutes to complete. Visit ivytech.edu/apply to get started today.

[APPLY NOW BUTTON](#)

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

Text 1

Seamlessly transfer credits earned at Ivy Tech to all Indiana colleges & universities. Get started today at ivytech.edu/apply

Email 2

Subject: The best value in higher education: Ivy Tech Community College

Ivy Tech credits transfer to colleges and universities throughout Indiana and outside the state. And it is more than just a few classes. You can complete your first two years at Ivy Tech and transfer as a junior to all Indiana colleges and universities like Indiana State University, Indiana University, and more!

There are even some Ivy Tech associate degree programs that, upon completion, provide guaranteed admission to many in-state colleges and academic programs. By



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Completing your first two years at Ivy Tech, **you can save as much as \$10,000 on the cost of a Bachelor's degree.**

To make matters even better, Ivy Tech's full-time, flat Ivy+ tuition model offers the best value in higher education. You can graduate faster and reduce the overall cost of your education! To learn more, visit ivytech.edu/ivyplus.

Get started by filling out our free application at ivytech.edu/apply today! Need help along the way? Give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

[APPLY NOW BUTTON](#)

Text 2

Ivy Tech is the best value in higher education. Save \$10k on your bachelor's degree by starting at Ivy Tech: ivytech.edu/apply