# Communications Plan

October Start | Fall 2023

## Situation Analysis

In an effort to market all five start terms, communications will be sent to those who might not have been able to start with us in August. We want students to know classes start 5 different times throughout the year—the next being October 23—as well as understand the perks of attending Ivy Tech, as well as the value it brings to an individual's life after graduation.

## Goals

- Increase enrollment for the 2nd 8-week term start in October 2023.

## Strategies

- Email, text and call communications.
- Social media communicating—you can start in October!

## Audiences

- Leads
- Opportunities
- Stop Outs & Drop Outs

## Tactics & Timeline

| Timing | Tactic | Notes |
|--------|--------|-------|
| 8/28 | Campaign Kick-Off/Digital Marketing Launch | |
| 8/29 | Email 1 | |
| 9/5 | Text 1 | |
| 9/12 | Agentless Call | |
| 9/19 | Email 2 | |
| 9/26 | Text 2 | |
| 10/3 | Email 3 | |
| 10/3 | Social Media Post | |

| 10/10 | Text 3 | |
|-------|--------|--|
| 10/17 | Email 4 | |

# Email 1

## Leads

Subject: Ivy Tech's your pathway to a better tomorrow!

Ivy Tech Community College offers more than [70 programs](#) that lead to great careers! Our alumni are working at companies like Toyota, Community Health Networks, Eli Lilly, Salesforce, and more!

Not sure which program is the best fit for you? Ivy Tech has free Career Development services which support students in understanding what opportunities are available for them. Students are guided through milestones that help them discover their strengths, explore career options, prepare for job requirements, and more.

Are you ready to take the next step? Apply today at [ivytech.edu/apply](#). Classes start **October 23**, so don't delay!

[APPLY NOW](#)

Have questions that can't wait? Give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

## Opportunities

Subject: Ivy Tech's your pathway to a better tomorrow!

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Are you ready to register for classes? Learn more about your next steps at [ivytech.edu/howtoenroll](ivytech.edu/howtoenroll). You can also connect with someone at your local [enrollment center](enrollment center). Classes start **October 23**, so don't delay!

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# Text 1

## Leads

At Ivy Tech, the goal isn't just graduation day. It's a better every day after. Apply now at ivytech.edu/apply. Classes start 10/23

## Opportunities

The goal isn't just graduation day. It's a better every day after! Get started this October. Classes start 10/23. Visit ivytech.edu/howtoenroll to get started

# Agentless Call

## Leads

Hello! At Ivy Tech Community College, we understand that learning to juggle the demands of being a college student while managing your personal life can be overwhelming sometimes. IvyCares is here to provide additional support for you throughout your academic journey.

At Ivy Tech, our IvyCares office staff are here to connect you with campus and community resources. IvyCares can assist in areas like transportation, food insecurity, mental health, technology access, emergency funds, and childcare. To learn more, visit Ivy Tech dot edu slash IvyCares.

Don't let starting your education take a back seat this fall. Let us help! Classes start October 23, so apply today at Ivy Tech dot edu slash Apply. Thank you and we hope we'll be seeing you soon!

## Opportunities

Hello, this is Ivy Tech Community College calling to remind you that it's not too late to get started this fall. Our second fall term begins October 23, and there's never been a better time to get started.

With our Ivy+ Tuition and Textbooks Initiative, you have the resources and flexibility you need to reach your goals. Ivy+ Tuition means your tuition costs stay the same if you enroll in 12 or more credits per semester, so you can save money and graduate faster! And Ivy+ Textbooks makes all required textbooks one low-cost, predictable price and gives you day-one access, providing a seamless experience.

Don't wait any longer—get started today by visiting Ivy Tech dot edu slash how to enroll. If you have questions along the way, give us a call at 888-IVY-LINE or chat with us online at Ivy Tech dot edu slash chat. Have a great rest of your day!

# Email 2

## Leads

Subject: Take advantage of Ivy+ Tuition & Textbooks

Ivy Tech Community College is committed to your academic success. With [Ivy+](#), we ensure you have the resources and flexibility you need to reach your goals. Our second fall term starts October 23, so [apply now](#) to take advantage of these perks!

**AFFORDABLE EDUCATION**

Ivy Tech's tuition continues to be the lowest in Indiana, giving you the best value in higher education. And with scholarships and grants, many of our students attend tuition-free and 4/5 students graduate with no college debt.

**LOW-COST TEXTBOOKS**

With [Ivy+ Textbooks](#), all required textbooks are available at only $17 per credit hour for eligible* students. This low, predictable price makes textbooks easy to budget for!

**FULL-TIME, FLAT-RATE TUITION**

[Ivy+ Tuition](#) means tuition costs stay the same if you enroll in 12 or more credits per semester. It is the same price if you take 12, 13, 14, or 15 or more credits, so you can save money and graduate faster.

[APPLY NOW BUTTON](#)

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. We hope to see you in classes starting October 23!

*excludes dual credit, non-credit, and apprenticeship/building trades*

## Opportunities

Subject: IvyCares is here to help!

Learning to juggle the demands of being a college student while managing your personal life can be overwhelming sometimes. Don't let this stop you from your better tomorrow. IvyCares is here to provide additional support to you throughout your academic journey.

At Ivy Tech, our IvyCares office staff are here to connect you with campus and community resources. IvyCares can help in areas like:

- Transportation
- Food Insecurity
- Mental Health
- Emergency Funds
- Technology
- Childcare

As a future Ivy Tech student, you'll also have access to IvyAssist, a website filled with local options to further help with different areas of need. You can easily search and filter to find services in your area. IvyAssist can connect you with organizations who provide food assistance, housing needs, transportation, health resources, financial assistance, education options, legal services, and more.

To take advantage of these resources, register for classes—our next term begins October 23. You can get started at ivytech.edu/howtoenroll

REGISTER NOW BUTTON

If you have immediate questions, reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

## Stop Outs/Drop Outs

Subject: Get back in the classroom this fall!

Get ready to jump right back in and explore your future career by taking advantage of Ivy Tech's 70+ academic programs! We offer associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most, so you can start

your new career quickly. Our alumni are working at companies like Eli Lilly, Community Health Networks, Toyota, Salesforce, and more!

Still not quite sure which program is the best fit for you? That doesn't have to stop you! Ivy Tech has free Career Coaching services which support students in understanding the career development process. Students complete milestones that bring career awareness, exploration, preparation, and experience into focus for personal goals.

Are you ready to take the next step? Learn more and get help registering for classes by reaching out to your local campus. Classes start October 23, so don't delay!

FIND YOUR CAMPUS BUTTON

# Text 2

## Leads

Join the 92% of alumni who would choose Ivy Tech all over again. Ivy Tech classes start 10/23. Apply today! ivytech.edu/apply

## Opportunities

Join the 92% of alumni who would choose Ivy Tech all over again. Ivy Tech classes start 10/23. Get registered today! ivytech.edu/howtoenroll

## Stop Outs/Drop Outs

The goal isn't just graduation day. It's a better every day after! Classes start 10/23 - contact your local campus to get registered. ivytech.edu/contact-us

# Email 3

## Leads

Subject: Don't be overwhelmed by the cost of college - apply for financial aid!

75% of all Ivy Tech students are awarded financial aid—don't forget to see if you qualify! All students seeking financial aid must complete the Free Application for Federal

Student Aid, also known as the FAFSA. Start by visiting the Federal Student Aid website at studentaid.gov. Don't forget to enter Ivy Tech's school code: **009917**

Ivy Tech also offers scholarships—approximately 600 scholarships per year worth over $8 million. There are options for nearly every type of student, from academic to athletic to need-based. If you want to learn more about how to apply for scholarships, visit ivytech.edu/scholarships.

Classes start **October 23**, so don't delay! Get started at ivytech.edu/apply!

APPLY NOW BUTTON

If you have immediate questions, reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online.

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Classes start October 23, so don't delay! Get registered today and join us for our second 8 weeks of fall term.

REGISTER NOW BUTTON

If you have immediate questions, reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online.

## Stop Outs/Drop Outs

Subject: IvyCares about you, %%FirstName%%!

There's still time to get registered for classes starting October 23! Finish what you started and get back on track with Ivy Tech. Don't forget, we have programs like IvyCares, which can provide additional support to you throughout your journey.

These services are oftentimes referred to as Wraparound Services. IvyCares office staff members can connect you with campus and community resources, focused on helping in five major areas:

- Transportation
- Food Insecurity
- Mental Health
- Emergency Funds
- Technology
- Childcare

As an Ivy Tech student, you also have access to IvyAssist, a website filled with local options to further help with different areas of need. You can easily search and filter to find services local to your area. IvyAssist can connect you with organizations who provide food assistance, housing needs, transportation, health resources, financial assistance, education options, legal services, and more.

Classes start October 23, so don't wait to register! Contact your local campus to learn how you can get started.

# Text 3

## Leads

Ivy Tech classes start October 23. There's still time to apply and get started! Visit ivytech.edu/apply

## Opportunities

Ivy Tech classes start October 23. There's still time to complete your enrollment and get started! Visit ivytech.edu/howtoenroll

## Stop Outs/Drop Outs

Pick up where you left off! Ivy Tech classes start 10/23. Join us this fall! Contact your campus to get registered: ivytech.edu/contact-us

# Email 4

## Leads

Subject: It's not too late to apply!

A new term is right around the corner at Ivy Tech. Don't miss your chance to join us for new classes beginning next **Monday, October 23!**

Ready to get started but not quite sure what program is right for you? Let Ivy+ Career Link help! As a student, this free resource will provide you with:

- Personalized, one-on-one career coaching
- Tools to explores today's careers
- Resources to develop employability skills
- Support in securing career experiences
- Connections to employers and career opportunities

With Ivy+ Career Link, there is no need to delay your degree. Get started at ivytech.edu/apply!

APPLY NOW BUTTON

If you have questions along the way, reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online!

## Opportunities

Subject: There's still time to register for classes!

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