



Communications Plan

Crossing the Finish Line | Summer 2024

Situation Analysis

Crossing the Finish Line is an initiative funded by the Indiana Department of Education (in partnership with the Indiana Commission for Higher Education) to assist high school students, identified as “near completers,” in progressing/completing a post-secondary credential over the summer. Focus is on both the Indiana College Core and Associate Degrees, as well as short-term industry recognized certifications (CTs and TCs).

Funding Covers: Tuition and textbooks.

Goals

- Increase number of high school students in the completion of a post-secondary credential during the summer of 2024

Strategies

- Communicate to high school students that they are near completion of a post-secondary credential – possibly the Indiana College Core or a short-term industry recognized certification
- Also communicate with parents of high school students through the use of a direct mail piece (postcard)

Audiences

- High school juniors or seniors within 6 credits of completing the Indiana College Core or a short-term industry recognized certification

Tactics & Timeline - COMMS WEREN'T USED THIS YEAR DUE TO HIGH AMOUNT OF INTEREST ALREADY

Timing	Tactic	Notes
3/19	Email 1	
3/26	Text 1	
4/2	Email 2	
4/9	Text 2	
4/9	Postcard(?)	
4/16	Email 3	



Communications Plan

Crossing the Finish Line | Summer 2024

4/23	Text 3	
4/30	Email 4	
5/7	Text 4	
5/14	Email 5	
5/21	Text 5	
6/3	Summer Classes Begin	



Communications Plan

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Postcard

Front:

You're Close to Completing a Certificate!

Back:

Cross the Finish Line at Ivy Tech This Summer

You're only a few credit hours away from completing a credential like the Indiana College Core or an Ivy Tech certificate or degree. Take the last few classes you need for FREE this summer at Ivy Tech Community College!

The state of Indiana is offering to fund your tuition and books so you can finish your credential and get a head start on college! By completing the Indiana College Core or a certification, you'll be able to seamlessly transfer your credits to schools across Indiana—saving you time and money.

Get started at ivytech.edu/crossingthefinishline

Spots are limited, so don't wait! We hope to see you in classes starting June 3.

Email 1

Subject: Finish your credential for free!

Congratulations! You've been identified as a student who is just a few credit hours away from earning the Indiana College Core or another high-value credential from Ivy Tech Community College. To help you "[Cross the Finish Line](#)," the state of Indiana is offering to fund you tuition and book fees for classes this summer so you can complete your credential for FREE!

By completing your credential, you can get a head start on your plans for the future, no matter what they are. Certifications in your field can make you stand out when applying for jobs and qualify you for higher-paying opportunities in the workforce. Or, transfer the credits you earn through a certificate or the [Indiana College Core](#) to schools across the state, saving you time and money!

Classes start June 3, but don't wait! Visit our website to find out how you can cross the finish line this summer.

[LEARN MORE BUTTON](#)

Questions? Contact your local [High School Programs Contact](#) to learn more about Crossing the Finish Line. For more general information, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.



Communications Plan

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Text 1

You're so close to earning an Ivy Tech credential or degree! Let us help you cross the finish line: ivytech.edu/crossingthefinishline

Email 2

Subject: Don't miss out on free classes!

Ivy Tech's summer term is quickly approaching! Don't miss out on [crossing the finish line](#) by taking the last few credit hours you need to earn the Indiana College Core or another high-value credential from Ivy Tech.

The state of Indiana is offering to fund your tuition and textbooks this summer so you can complete your credential for FREE! You can get a head start on your goals not just in the classroom, but with other valuable resources like free [Career Coaching](#). Make sure you're prepared for the best career opportunities for you through one-one-one career coaching sessions, tools like a Career Development Portfolio, and connections with employers in your fields of interest.

Don't wait—register now so you're ready for classes starting June 3!

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Text 2

Cross the finish line this summer and complete your Ivy Tech credential for FREE! Learn more at ivytech.edu/crossingthefinishline

Email 3

Subject: Cross the finish line this summer

Take advantage of free classes at Ivy Tech! You're just a few credits away from earning the Indiana College Core or another high-value credential—[cross the finish line](#) this summer for FREE.

By taking a few classes to finish your credential, you are setting yourself up for success in your educational journey and career. For example, if you complete the [Indiana College Core](#), you can



Communications Plan

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start college as a sophomore. If you complete your Ivy Tech associate degree, you could even start at a four-year school as a junior!

Classes start June 3! Don't miss out on this incredible opportunity.

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Text 3

Ready to finish your Ivy Tech credential or degree? Do it for free this summer!
ivytech.edu/crossingthefinishline

Email 4

Subject: Interested in free classes, NAME?

You're so close to earning the Indiana College Core or another high-value credential. Come to Ivy Tech this summer to [cross the finish line](#) for free!

Not only will you earn your last few required credits, you'll also get access to helpful resources like [Ivy+ Career Link](#). You can explore program options, receive career coaching, and plan the best pathway toward your future.

Classes start June 3, but don't wait! Spots are limited, so don't wait to register for classes and cross the finish line this summer.

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Text 4

Your tuition & textbooks can be FREE this summer at Ivy Tech. Take the last few credit hours you need to cross the finish line and earn your credential: ivytech.edu/crossingthefinishline



Communications Plan

Crossing the Finish Line | Summer 2024

Email 5

Subject: Finish your credential for free!

You're just a few credit hours away from earning the Indiana College Core or another high-value credential from Ivy Tech! And you're in luck—the state of Indiana wants to help you [cross the finish line](#) by paying for your tuition and textbooks for classes at Ivy Tech this summer.

Still on the fence about taking summer courses? Here are a few reasons why you should:

- It's free!
- You only need to take one or two more classes to earn your credential.
- You can get a head start on college classes and possibly graduate sooner.
- You can use your Ivy Tech credential to start your career fast.
- Additional resources like [free career coaching](#) can help you plan your future.

We hope to see you in classes starting June 3!

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Text 5

It's not too late to sign up for FREE summer classes at Ivy Tech! Get ready to take the last few courses you need to earn an Ivy Tech credential: [ivytech.edu/crossingthefinishline](#)

Email 6

Subject: Free summer classes start soon!

Summer classes are coming up fast, and so is your opportunity to [cross the finish line](#) by taking the last few credit hours you need to earn the Indiana College Core or another credential from Ivy Tech!

Since you're so close to finishing your credential, the state of Indiana will fund your tuition and textbooks so you can take classes for FREE! In just a few months, you could earn a college credential that can count toward a higher degree or be used to apply for high-paying jobs across the state.

Classes start June 3, so don't wait to get registered!

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