



## COMMUNICATIONS PLAN

### IVY+ IT ACADEMY RFI AUTO RESPONSE

---

#### SITUATION ANALYSIS

Ivy Tech needed to send a release and create a webpage for the new Ivy+ IT Academy. However, the program is not fully developed and therefore we need to establish a warming campaign for prospects while the program details (product) is being solidified.

#### GOALS

- Provide a timely response and generate interest in the program.

#### STRATEGIES

- Email

#### AUDIENCES

- Anyone who has submitted the website RFI
  - Potential Student
  - Employer Partner
  - Elected Official
  - Other

#### TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
1 <sup>st</sup> Mon Post RFI	Email 1 (All Leads)	Thank you for your interest
3 <sup>rd</sup> Wed Post RFI	Email 2 (potential students)	Programs of study
	Email 2 (Employer partners)	Invest in your people
	Email 2 (Elected Officials & Other)	What is Non-credit
4 <sup>th</sup> Mon Post RFI	Email 3 (potential students)	What is Non-credit
	Email 3 (Employer partners)	Customized Trainings
	Email 3 (Elected Officials & Other)	Programs of Study



## CONTENT

---

### Email 1 (All Audiences)

Subject: Ivy+ IT Academy is Almost Here!

Thank you for expressing interest in Indiana's most affordable option in higher education - [Ivy Tech Community College](#). At Ivy Tech, we have the resources, focus and flexibility to meet students where they are, then walk with them to where they want to go! I'm excited to share more information about our NEW Ivy+ IT Academy.

The Academy will offer short, accelerated certificate programs, as well as summer boot camps. Because we're building the curriculum now, we don't have many specific details ready to share just yet. However, if you have questions, please contact me directly and I will do my best to answer your questions. You can reach me by email at [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu).

We will continue to send you information to keep you informed on our progress. Thanks again for your interest and I'm excited to learn more about your specific goals and how the Ivy+ IT Academy can help!

Abi & IT Academy Team

### Email 2 (Potential Students)

Subject: Ivy+ IT Academy Areas of Study

Hi (name)

Things at the Ivy+ IT Academy are coming along quickly! We will open our application soon. In the meantime, here are some areas of study that will be available.

- IT Support
- Cybersecurity
- Mobile Application Development
- Certifications from some of the world's most respected and in-demand technology providers such as [Google](#), [Salesforce](#), [Microsoft](#), [Amazon Web Services](#), and [Cisco](#).

With Indiana's tech industry rapidly growing, a career in IT is a high demand, high wage option for you to consider. But don't take it from me, let's hear directly from our alumni. [Meet](#) Shawn Foley and learn how he went from an Ivy Tech grad to a Network Engineer.

If you have any questions, reach out to [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu).

Thanks again for your interest in the Ivy+ IT Academy!  
Abi



## **Email 2 (Employer Partner)**

Subject: Ivy+ IT Academy is an investment in your greatest asset – Your people!

Your company can only perform at it's best when it has employees with the right knowledge and skills. That makes education and professional development training among the most critical investments you can make in your business.

The new Ivy+ IT Academy is committed to providing you with the highest return on investment by offering solutions that are:

- Industry-recognized – So your company can compete
- Affordable – Helping you cut costs
- Customizable - Which ensures you get exactly what you need
- Proven – With satisfied clients ranging from small businesses to global Fortune 500 companies
- High quality – With instructors bringing world-class experiences and insights to your employees
- Flexible – With solutions for all your employees from front line to key executives.

If you have any questions, please don't hesitate to reach out. My email is [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu) and I'm here to help.

Thanks again for your interest in the Ivy+ IT Academy!  
Abi

## **Email 2 (Elected Official & Other)**

Subject: Ivy+ IT Academy is an Accelerated Way to Gain New Skills

Hi (Name)

As we continue to build the new Ivy+ IT Academy, I wanted to reach out and try and answer some questions you might have. Like, 'what is non-credit'?

The main goal of non-credit classes is to teach students a specific skill in a short time period to help them jump-start their careers or stay competitive in the IT industry. You can use the skills you learn in these classes to build your resume and qualify for a new or better job. Each class is designed to help you stay relevant with new trends, platforms, and software.

Non-credit classes like those taught at the Ivy+ IT Academy do not earn you college credit on their own, but they may exempt you from needing to take a specific course as part of a for-credit program's curriculum in the future.

In fact, many of the Academy's classes are designed to crosswalk into for-credit IT programs offered by Ivy Tech's School of Information Technology to give you credit for your prior learning (see table below). If your associate degree requires a course that you took previously through the Academy, you won't need to take—or pay for—it again.



We cannot guarantee that other colleges and universities will accept these non-credit classes as a substitute for one of their courses. Regardless, the valuable skills you learn in the Academy can help you succeed in for-credit IT courses. Click [here](#) to learn how you can turn your non-credit into credit later on.

If you have any questions, please don't hesitate to reach out. My email is [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu) and I'm here to help.

Thanks again for your interest in the Ivy+ IT Academy!  
Abi

### **Email 3 (Potential Student)**

Subject: Ivy+ IT Academy is an Accelerated Way to Gain New Skills

Hi (Name)

As we continue to build the new Ivy+ IT Academy, I wanted to reach out and try and answer some questions you might have. Like, 'what is non-credit'?

The main goal of non-credit classes is to teach students a specific skill in a short time period to help them jump-start their careers or stay competitive in the IT industry. You can use the skills you learn in these classes to build your resume and qualify for a new or better job. Each class is designed to help you stay relevant with new trends, platforms, and software.

Non-credit classes like those taught at the Ivy+ IT Academy do not earn you college credit on their own, but they may exempt you from needing to take a specific course as part of a for-credit program's curriculum in the future.

In fact, many of the Academy's classes are designed to crosswalk into for-credit IT programs offered by Ivy Tech's School of Information Technology to give you credit for your prior learning (see table below). If your associate degree requires a course that you took previously through the Academy, you won't need to take—or pay for—it again.

We cannot guarantee that other colleges and universities will accept these non-credit classes as a substitute for one of their courses. Regardless, the valuable skills you learn in the Academy can help you succeed in for-credit IT courses. Click [here](#) to learn how you can turn your non-credit into credit later on.

If you have any questions, please don't hesitate to reach out. My email is [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu) and I'm here to help.

Thanks again for your interest in the Ivy+ IT Academy!  
Abi

### **Email 3 (Employer Partner)**

Subject: Tap into Ivy Tech for your Workforce

Did you know Ivy Tech is the largest contributor to the Indiana workforce in the state? And we're taking things to the next level with our new Ivy+ IT Academy! Through our affordable, open



access education and training programs, we prepare Indiana residents to live and work in diverse and globally competitive environments.

- We serve more than 170,000 students a year
- We award more than 20,000 degrees and certificates a year
- We retain 93% of our graduates – meaning they stay in Indiana

Do you have specific training needs for your business? If our standard Ivy+ IT Academy programs don't meet your needs, we also specialize in developing custom skills trainings for our employer partners. If you have any questions, please don't hesitate to reach out. My email is [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu) and I'm here to help.

Thanks again for your interest in the Ivy+ IT Academy!  
Abi

### **Email 3 (Elected Officials & Other)**

Subject: Ivy+ IT Academy Areas of Study

Things at the Ivy+ IT Academy are coming along quickly! We will open our application soon. In the meantime, here are some areas of study that will be available.

- IT Support
- Cybersecurity
- Mobile Application Development
- Certifications from some of the world's most respected and in-demand technology providers such as [Google](#), [Salesforce](#), [Microsoft](#), [Amazon Web Services](#), and [Cisco](#).

With Indiana's tech industry rapidly growing, a career in IT is a high demand, high wage option for you to consider. But don't take it from me, let's hear directly from our alumni. [Meet](#) Shawn Foley and learn how he went from an Ivy Tech grad to a Network Engineer.

If you have any questions, please don't hesitate to reach out. My email is [atambasco@ivytech.edu](mailto:atambasco@ivytech.edu) and I'm here to help.

Thanks again for your interest in the Ivy+ IT Academy!  
Abi