



Communications Plan

Dual Credit/Dual Enroll Parents | 2024

Situation Analysis

In order to improve the way Ivy Tech is perceived by parents of potential students, we will send occasional emails promoting the benefits of Ivy Tech.

Audiences

- [Parents of Dual Credit/Dual Enroll students](#)
 - (use registrations with application fields report)

Tactics & Timeline

Timing	Tactic	Notes
1/16	Email 1	Programs
4/16	Email 2	Affordability
7/16	Email 3	Workforce fast - certifications, etc.
10/15	Email 4	Guaranteed admissions



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Email 1

Subject: Programs designed around student success

At Ivy Tech, we don't just care about graduation day. We care about every day after. That's why our [70+ programs](#) are all designed to prepare students for high-paying, high demand jobs. Every program, from Cybersecurity to Nursing to Welding, was created in response to the needs of Indiana's job market and is built to prepare students for their next steps, whether that's immediately starting a career or continuing their education at a four-year school.

How do we do it? Ivy Tech students benefit from:

- **State-of-the-art facilities**, like labs and workspaces, that give students hands-on experience with the tools and technology of their field.
- **Dedicated academic support** thanks to small class sizes that allow professors to dedicate time to each student, as well as additional resources like the [Tutoring Center](#).
- **Stackable credentials** that give students easily trackable milestones and more impressive resumes that show degrees and specialized certifications.
- **Partnerships with local employers** that lead to apprenticeships and internships—often with the chance of full employment after graduation.
- **Special programs** like [ASAP](#) and [Honors College](#), which give motivated students the opportunity to challenge themselves and learn at a more accelerated pace.

Interested in seeing how else Ivy Tech's programs prepare students for success?

[LEARN MORE BUTTON](#)

If you have any questions, call us any time at 888-IVY-LINE (888-489-5463) or online at ivytech.edu/chat.

Email 2 - affordability

Subject: Ivy Tech: An affordable start to a better tomorrow

- Affordability

Email 3

Subject:

- Workforce fast - certifications, etc.



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Email 4

Subject:

- Guaranteed admissions

Quarterly message to dual enroll parents

Your student is currently taking classes with us. They should continue with us after graduation!

CTA: learn more - point to our big info pages