Communications Plan

June Start | Summer 2024

Situation Analysis

Summer term begins June 3, 2024. Guest students and high school students have separate campaigns encouraging summer enrollment, so this covers audiences that fall outside of those groups.

Strategies

- Email
- Text
- Social Post
- Agentless Call

Audiences

- Leads
- Opportunities
- Continuing Students Not Registered for Summer 2024
- Stop Outs & Drop Outs (added part way through plan)

Tactics & Timeline

Timing	Tactic	Notes
4/23	Email 1	Get a head start w/ summer classes
4/30	Email 2	Financial aid
5/7	Text 1	Grads make more
5/14	Social Post	
5/21	Text 2	Not too late for summer classes
5/28	Email 3	Start your better tomorrow
6/3	Summer Term begins	

Social Post

Summer term starts June 3! If you're looking for ways to get a head start on your future, why not pick up a few summer classes? Our 70+ programs are all designed to help you get started in a high-demand, high-paying career, and fast. Or, if you're looking to pursue a bachelor's, Ivy Tech credits transfer seamlessly to all public Indiana colleges and universities.

Email 1

Leads

Subject: Get ahead with summer classes!

At Ivy Tech, we meet you where you are to help you get where you're going, at the speed that's right for you. If you're looking to get a jumpstart on your future, why not pick up a couple of summer classes?

Ivy Tech offers a variety of [class formats](#), giving you the flexibility you need to fit your busy schedule. You'll be able to choose the format that's right for you, whether that's in a traditional classroom alongside other students or at your own pace in an online class. No matter what you choose, you'll get support from your instructors and have access to resources like [tutoring](#) and career development.

Ready to get started? Apply now for summer classes and jumpstart your future, starting June 3.

[APPLY NOW BUTTON](#)

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Opportunities

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Continuing

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Ready to get started? Check out our [Schedule Builder instructions](#) and register for summer classes now!

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Email 2

Leads

Subject: Don't be overwhelmed by the cost of college

Did you know that 4/5 Ivy Tech graduates finish with ZERO college debt? You could be one of them!

Students at Ivy Tech get access to over $100 million in [financial aid](#) opportunities like scholarships, grants, and federal work-study programs. These resources make Indiana's best value in higher education even more affordable, so you can focus on earning your credentials without the cost of college getting in the way. To find out what you may qualify for, complete the [Free Application for Federal Student Aid (FAFSA)](#) and make sure you enter Ivy Tech's school code: **009917**.

If you're ready to invest in your future, apply to Ivy Tech today! We hope to see you in classes this summer, starting June 3.

APPLY NOW BUTTON

If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Opportunities

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If you're ready to invest in your future, take the next step and register for classes today! We hope you join us this summer for classes starting June 3.

REGISTER NOW BUTTON

If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Continuing

Subject: Stay on track with Ivy Tech!

If you haven't registered for summer classes yet, now is the time! Taking classes every term keeps you on track for graduation, saving you both time and money.

Summer term begins **June 3**, so don't wait to take the next step! Follow these steps to get registered:
1. Log in to myivy.ivytech.edu
2. Select *Schedule Builder* from the *Tools and Resources* tab
3. Verify your information and add courses to your Shopping Cart (Check out our instructions page if you need help)
4. Check out

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If you need help determining what classes to take, check in with your [academic advisor](#). If any other questions arise, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Text 1

Leads

Ivy Tech alumni earn $10,000 more on average with a 2-year degree. Get started today! Classes begin 6/3: ivytech.edu/apply

Opportunities

Ivy Tech alumni earn $10,000 more on average with a 2-year degree. Get started today! Classes begin 6/3: ivytech.edu/howtoenroll

Continuing

Ivy Tech alumni earn $10,000 more on average with a 2-year degree. Stay on track by registering for summer classes today! Classes begin 6/3: ivytech.edu/howtoenroll

Text 2

Leads

There's still time to apply for Ivy Tech's summer term! Get a head start on your goals by picking up a class or two: ivytech.edu/apply

Opportunities

There's still time to register for Ivy Tech's summer term! Get a head start on your goals by picking up a class or two: ivytech.edu/howtoenroll

Continuing

There's still time to register for Ivy Tech's summer term! Get a head start on your goals by picking up a class or two: ivytech.edu/howtoenroll

Email 3

Leads
Subject: Summer classes start soon—don't miss out!

With an Ivy Tech education, graduates are starting better-paying jobs, taking paid vacations, spending time with family, and making a difference in their communities. Our [70+ programs](#) are all designed to prepare students for fields where Indiana workers are needed most, so you can be ready to get started in a career quickly.

Take the first step toward a better tomorrow and apply today! Summer classes start **June 3**.

[APPLY NOW BUTTON](#)

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

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Take the next step toward a better tomorrow and register for summer classes! Summer term starts **June 3**.

[REGISTER NOW BUTTON](#)

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Continuing
Subject: Summer classes start soon—don't miss out!

Ivy Tech's summer classes start **June 3**. There's still time to register for classes and join us this summer! Complete the steps below to get registered and take the next step toward achieving your goals:

1. Log in to [myivy.ivytech.edu](#)
2. Select *Schedule Builder* from the *Tools and Resources* tab

3. Verify your information and add courses to your Shopping Cart (Check out our [instructions page](#) if you need help)
4. Check out

Take the next step toward a better tomorrow and register now for summer classes!

[REGISTER NOW BUTTON](#)

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Stop Out & Drop Out Comm Additions

Email 1 - Stop Outs

Subject: Get registered for summer term at Ivy Tech!

Ivy Tech's summer term is right around the corner, %%First Name%%. Jump back into pursuing your goals by picking up a couple of classes this June! Taking courses in the summer provides you with a lighter load in the fall and spring and can help you graduate faster.

Don't forget, Ivy Tech offers a variety of [class formats](#), giving you the flexibility you need to fit your busy schedule. Choose the format that's right for you, whether that's in a traditional classroom alongside other students or at home taking an online class. No matter what you choose, you'll get support from your instructors and have access to resources like [tutoring](#) and career development.

Ready to get started? Check out our [Schedule Builder instructions](#) and register for summer classes now!

[REGISTER NOW BUTTON](#)

If you need any guidance or help navigating next steps, contact your [local campus](#). Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Email 1 - Drop Outs

Subject: We want you back at Ivy Tech, NAME!

Ivy Tech is the right choice for anyone looking for an affordable way to advance their career with a degree or short-term credential. Our 40+ locations across the state offer course options in formats like traditional, online, and hybrid, so you can create the best schedule to fit into your busy life. If you've thought about returning to Ivy Tech, this summer is the perfect time!

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Summer term starts June 3, so don't wait to pick back up where you left off. Before you can jump back into completing your Ivy Tech credential or degree, you'll need to submit a new [application](). After that, we'll be in touch with a couple more steps to complete so you're ready to join us this summer

[APPLY NOW BUTTON]()

If you have any questions about your next steps, contact your [local campus](). Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat]().

Email 2 - Stop Outs

Subject: Get back on track with Ivy Tech

Ready to pick back up where you left off, %%First Name%%? Ivy Tech is here to help you get back into a routine and prioritize your education. On average, Ivy Tech grads earn $10,000 more a year compared to high school grads. Finish your degree and start earning more!

Don't wait any longer—summer term begins **June 3**. Check out our [Schedule Builder instructions]() and register for summer classes now!

[REGISTER NOW BUTTON]()

If you need any guidance or help navigating next steps, contact your [local campus](). Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat]().

Email 2 - Drop Outs

Subject: Let's finish what you started, %%First Name%%

Completing your Ivy Tech education can lead to better-paying jobs, paid vacations, more time with your family, and making a difference in your community. Our [70+ programs]() are all designed to prepare you for fields where Indiana workers are needed most, so you're ready to get started in a career quickly.

If you're ready to finish your Ivy Tech degree or credential, join us for summer classes starting **June 3**! All you need to do is submit a new application to start your journey back to the classroom.

[APPLY NOW BUTTON]()

If you have any questions about your next steps, contact your [local campus](). Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat]().