



# Marketing Cloud Journey

## New Opportunities 7 Month Journey

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## Email 1

Subject: Congratulations on your acceptance to Ivy Tech, %%FirstName%%!

%%FirstName%%, welcome to Ivy Tech Community College, where higher education is built around you! Whether you want to continue your studies at a four-year school or start your career as soon as possible, we can help you get there quickly and affordably.

As an accepted student, you'll need to know your student ID number, also known as a C-number. **Your C-number is %%CNumber\_\_c%%**. Hang onto this number during your time with Ivy Tech.

Now that you've been accepted, here are some quick tips and tasks you can start right away! First, you'll need to set up your MyIvy account. MyIvy is your student portal where you'll find all the tools and resources you need at Ivy Tech. It's a great starting point when trying to find information like scheduling an appointment with your advisor, talking with faculty, accessing homework assignments, submitting a HelpDesk ticket, and more! MyIvy is also where your Ivy Tech email inbox is located. **Now that you're an accepted student, we will communicate with you through your Ivy Tech email.** Be sure to check your inbox regularly! To set up your MyIvy account, visit [myivy.ivytech.edu](https://myivy.ivytech.edu) and click on the *First Time Here?* button. You'll need your Ivy Tech email address and C-number to begin the login process.

We've also put together a helpful video series with how-to videos on setting up your MyIvy account, finding your C-Number, and more!

### [FYIVY THUMBNAIL](#)

Once you've set up your MyIvy account, reach out to your [admissions representative](#). Their job is to guide you through the steps you need to finish so you can register for classes. If you need help along the way, feel free to reach out to us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).



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### Email 2

Subject: Important info you need to know

Now that you've been accepted to Ivy Tech, there is some important info you'll need to know and understand as a student. Some examples include the Code of Student Rights, Responsibilities, and Conduct, as well as the resources and services available to help students with disabilities be successful.

To make things easier to find and review, we've created a series of short videos called [FYIvy](#). We encourage all students to watch each video to learn about disability support services, filing the FAFSA, transcripts, transfer credits, and more. You can view these videos anytime from your computer, laptop, tablet, or cellphone, and each video is only 3 minutes or less in length.

[FYIVY THUMBNAIL](#)

Questions? Reach out to your local [admissions representative](#), or contact us at 888-IVY-LINE (888-489-5463) or [ivytech.edu/chat](#).

### Email 3

Subject: You're accepted, now what?

Congratulations again and welcome to Ivy Tech! Starting college is a really exciting time, but it can be confusing and even a little overwhelming. Don't worry, there are lots of tools available to help make things easier!

Check out our [website](#) to learn what's next. You'll find a new student checklist that gives step-by-step instructions on how to complete your enrollment and register for classes. And don't forget, you also have an enrollment partner who can walk with you through it all! Find your [admissions representative](#) and get started today. You can also contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

### Email 4

Subject: Don't let money get in your way—Apply for financial aid

Did you know most Ivy Tech students qualify for some type of financial aid? And Ivy Tech awards about [\\$8 million in scholarships](#) each year! We want to make sure you have everything you need to walk into your first day of classes comfortably and confidently. A major key in



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feeling prepared is the assurance that you have a financial plan set in place to manage your cost of attendance.

You can take the first steps to building this plan by filing your [Free Application for Federal Student Aid \(FAFSA\)](#). Learn more about the FAFSA with this helpful FYIvy introductory video:

### [FYIVY THUMBNAIL](#)

The FAFSA is used by most colleges, including Ivy Tech, to determine eligibility for many types of financial assistance including grants, loans, federal work study programs, and more. Some types of funding are awarded on a first-come, first-serve basis, so it is important to file your FAFSA as soon as you are able. You can learn more about the FAFSA process and file online at [studentaid.gov](#). Be sure to include Ivy Tech's school code when filing: **009917**

If you have any questions about financial aid offerings at Ivy Tech, reach out to your [Financial Aid campus contact](#). Or, contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

## Email 5

Subject: Get personalized, one-on-one career coaching

Still trying to figure out which one of our [70+ programs](#) is right for you? Your Career Coach can help you find high-demand, high-wage careers available right where you live and get you started on the path toward the future you deserve! And as an Ivy Tech student, our [Ivy+ Career Link](#) team can also support you with:

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

You'll even get help creating a Career Development Portfolio with a resume, cover letter, LinkedIn profile, and work & learn experiences! Be sure to take advantage of this great service provided to you! Get help virtually or in-person at [Tuesdays@TheTech](#).

Questions? Give us a call 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).



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### Email 6

Subject: Make sure your classes are the right fit for you

%%FirstName%%, make sure you're prepared to register for classes! Before you can register, you need to complete your [course placement](#). This is a required enrollment step, so we can assess your reading, writing, and math skills and make sure you take the classes that are right for you.

We can do this in several different ways:

- One option is through ACT, SAT, or PSAT scores; high school GPA; or previous college credit you've earned. If you didn't have your test scores available to upload when you applied, that's OK! You have until the end of the term for which you applied to return to your application and upload your assessment documents.
- Another option is using our free [Knowledge Assessment tool](#) in MyIvy. This is not a test, but a review of your current writing, math, and English levels. Once you complete the Knowledge Assessment you will receive your score, as well as a study path that can help you improve your score.
- Your third option is taking a corequisite class in math or English, depending on your program/major requirements.

#### [FYIVY THUMBNAIL](#)

Need help with your assessment? Contact your [admissions representative](#) for step-by-step support. You can also reach us 24/7 at 888-IVY-LINE (888-489-5463) or [ivytech.edu/chat](#).

### Email 7

Subject: Which way to learn is right for you?

There's no reason to be nervous about your first term at Ivy Tech Community College. We're here to help you every step of the way!

As you prepare for registration, you'll want to consider how you want to take classes. Whether you're taking courses online, virtually, or in person, you'll be able to get to know your peers. Our average class size is about 10 students, so your instructors have the time and resources to help students on an individual basis.

Familiarize yourself with the course formats you'll be able to choose from. Here is a list of each type:



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- **Traditional** classes are exactly what you might expect. In this format, the instructor and students gather in an on-campus classroom at a scheduled time.
- **Online** classes have no scheduled class meeting time but students still have plenty of opportunities to interact with their instructor through IvyLearn. Course assignments are assigned and completed through your IvyLearn class page on a weekly (or regular) basis.
- **Virtual** classes are similar to traditional classes but instead of meeting in the classroom, you meet in a live video call at a scheduled time.
- **Blended** classes mix the traditional course format with virtual or online formats. There is a scheduled class time, but you'll spend some days in the classroom and some days in an online learning space.
- **Learn Anywhere** courses are taught in the classroom at a scheduled time but can also be accessed in a virtual format. Attendance at each class session is mandatory but students have the choice of whether they would like to attend in person or virtually on a week-to-week basis

Your academic advisor can also help you determine the best options available to you for the program you want to pursue. Learn more about what your advisor can do for you:

[FYIVY THUMBNAIL](#)

Don't hesitate to reach out if you have any questions! You can give us a call 24/7 at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

## Email 8

Subject: Got questions? We're here to help!

Are you unsure of what you need to do next to get started at Ivy Tech? We're here to help!

Check our [website](#) for a new student step-by-step guide on how to complete your enrollment and register for classes. Your enrollment partner is also standing by to help answer any questions you might have.

Find your [admissions representative](#) and get started today! You can also contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

## Email 9

Subject: Take advantage of the best value in higher education



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Ivy Tech Community College is committed to helping you succeed! With [Ivy+ Tuition & Textbooks](#), you'll have the resources and flexibility you need to reach your goals. We want to make sure you know all about the Ivy+ perks so you can get registered for classes!

### 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's the same price if you take 12, 13, 14, 15, or more credits, so you can save money and graduate faster.

Learn more about Ivy+ or get help with registration at [Tuesdays@TheTech](#). At Ivy Tech, we believe that higher education doesn't have to come at a higher price.

Ready to take the next step towards registration? Reach out to your [admissions representative](#) today! You can also contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

*\*excludes dual credit, KLLM, skills training, and building/construction trade apprenticeship students*

## Email 10

Subject: Get where you want to go FASTER!

Did you know Ivy Tech offers accelerated programs specifically designed to help you achieve your goals faster?

- **Ivy Academy** – designed for current high school students who are interested in earning their Associate Degree while in high school.
- **ASAP (most popular!)** – intended for recent high school graduates who want to earn their associate degree in just one year, and then transfer to a four-year institution as a junior.
- **IvyAccelerate** – created to help busy adults stay on track. Adult learners can graduate with an associate degree in two years or a certificate in just one year by taking classes two evenings per week.



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Classes are held in small, closely-knit groups known as “cohorts” that are made up of students studying the same majors. These are selective programs for serious students who know the value of teamwork. Students work closely with staff, program faculty, and other accelerators in their cohort.

[LEARN MORE BUTTON](#)

Have questions? Give us a call 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

## Email 11

Subject: Getting involved is a part of the fun!

Still considering if Ivy Tech is right for you? Look no further. Ivy Tech Community College is proud to have a robust Student Life department at all 19 campuses.

Take a look at all the ways you can get involved at Ivy Tech by visiting our [student life page](#). Once logged in, you'll be able to see all of the great events, clubs, and opportunities available for you. Becoming involved in Student Life activities and events during your time at Ivy Tech will allow you to gain valuable community involvement, leadership skills, and even build your resume.

Sign into the IvyLife portal to get started today!

- Visit [ivylife.ivytech.edu](https://ivytech.edu/ivylife)
- Click the blue *Sign In* button located at the top right
- Log in with your Ivy Tech username and password

To learn more about events, organizations, and activities in your area, connect with your local [Student Life Office](#).

Have questions? Give us a call 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

## Email 12

Subject: Starting at Ivy Tech opens doors...

Who appreciates the value of an Ivy Tech associate degree? Well, the state's largest colleges for starters—Purdue, Ball State, IU, and more. Over 20 have partnered with us in our





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guaranteed admissions program, where an Ivy Tech associate degree guarantees admission to their bachelor's degree program.

Our [Guaranteed Admissions](#) agreements ensure all your credits transfer and that you complete your associate and bachelor's degrees in four years, all while minimizing cost. For most four-year institutions, it even waives the application fee! We've partnered with schools throughout Indiana on over 100 transfer options to help you save money on the way to your bachelor's degree.

To make sure you get on the right track to take advantage of a Guaranteed Admissions pathway to a local university, work with your [academic advisor](#) to learn more about the requirements.

Have questions? Give us a call 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](http://ivytech.edu/chat).

## Email 13

Subject: %%FirstName%%, are you ready to register for classes?

If you've completed course placement, filed your FAFSA, met with your academic advisor or enrollment partner, and set your academic plan...it's time to register for classes! But how do you do it? Thankfully, creating a schedule and getting registered is easy with Ivy Tech's [Schedule Builder](#).

Schedule Builder is a free online tool available on [MyIvy](#) that can help you create your perfect class schedule! Simply let Schedule Builder know what classes you need, times you may need to take them, and any breaks needed for things like work or other responsibilities, and this tool will give you options of weekly schedules that work best for you.

To get started, head online and follow our [step-by-step instructional video](#) on how to use Schedule Builder. If you have questions or need assistance, call us 24/7 at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

## Email 14

Subject: Big dreams? Go for Honors!



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The [Honors College](#) at Ivy Tech is designed for motivated students who want a more in-depth and robust learning experience. It's a fully **virtual** academic program that allows you to meet and network with honors students and faculty across the state.

Honors coursework is designed to support a student's spirit of inquiry and intellectual growth, as well as foster multicultural awareness and leadership. This experience is supported by Honors faculty and courses that are designed to focus on dialogue, reflection, and critical thinking. Honors graduates exemplify a high level of scholarship and are well-prepared to graduate and continue their education at a four-year college or university.

[LEARN MORE BUTTON](#)

Questions? Register for an [information session](#) or reach out to your [admissions representative](#). You can also contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](http://ivytech.edu/chat).

## Email 15

Subject: Tools you can use

Are you interested in learning more about the Ivy Tech Mobile App? What about disability support services? Do you need help completing your FAFSA? Ivy Tech has put together a series of short videos designed to help explain everything you need to begin as an Ivy Tech student.

[FYIVY THUMBNAIL](#)

Need more help? Your [admissions representative](#) is standing by to help answer any questions you might have. You can also contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](http://ivytech.edu/chat).

## Email 16

Subject: Still considering Ivy Tech?

%%FirstName%%, are you still trying to decide if Ivy Tech is right for you? Check out [what our alumni have to say](#) about how Ivy Tech impacted their lives.

Want to learn more about Ivy Tech? Reach out to your [admissions representative](#). These Ivy Tech experts are available to answer questions and guide you through the steps so you can register for classes. Or, contact us 24/7 at 888-IVY-LINE (888-489-5463) or [chat with us online](#).



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### Email 17

Subject: Veteran & Military Tuition Benefits

Did you, your spouse, or a parent serve in the U.S. military? If so, you might qualify for [VA Education Benefits](#) and/or military tuition assistance at Ivy Tech. And if you served, some of your military training may transfer as credit for prior learning—saving you money on tuition.

[LEARN MORE BUTTON](#)

If you have any questions, contact us 24/7 at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

### Email 18

Subject: Stack your credentials and get more at Ivy Tech

At Ivy Tech, we major in successful careers! We've designed our programs so whether you need to work while taking classes or plan on going to school full-time, you can have quick wins with [stackable credentials](#).

While earning your degree, you can also earn industry-recognized certificates or technical certificates. They're strong on their own and can help you land that job or snag that promotion you've been wanting.

And when you stack these credentials into an associate degree, employers will notice. That means more earning potential for you! In fact, Ivy Tech grads earn \$10,000 more a year than students who just have a high school diploma.

Bonus: there's even funding for stackable credentials with [Workforce Ready Grants](#), so you could qualify to earn credentials for FREE!

Curious about the best direction for you? Contact your [enrollment center](#) to learn more about your options. You can also reach us 24/7 by calling 888-IVY-LINE (888-489-5463) or [chat with us online](#).

### Email 19

Subject: Get credit for prior learning



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Already have college credit? It could count toward your Ivy Tech degree or certificate! We accept courses with grades of C- or better from certain accredited institutions across the country, regardless of the age of the course. Even better, there's no cost to having your credits assessed!

Once you're accepted into the program you plan to pursue, request the granting institution mail your transcript or send it virtually. You can learn more the process from our FYIvY video:

[FYIVY THUMBNAIL](#)

If you have any questions about the process, contact your local [enrollment center](#) for help. You can also reach us 24/7 by calling 888-IVY-LINE (888-489-5463) or [chat with us online](#).

## Email 20

Subject: Ways to pay for classes

Did you know most Ivy Tech students qualify for Financial Aid? And Ivy Tech gives away about \$8 million a year in [scholarships](#). Higher education doesn't need to come at a higher cost!

An important step in preparing for the start of the semester is setting a financial plan in place to help manage your cost of attendance. At Ivy Tech, we offer several payment methods, which provides you with low-cost options for budgeting tuition and fees. Two payment options that are important for you to be aware of are financial aid and tuition payment plans.

Financial aid is need-based aid provided by the federal government and includes options like grants, Pell grants, loans, federal work study, and more. You can apply for financial aid by filing the Free Application for Federal Student Aid (FAFSA) online at [studentaid.gov](#). Any funds you receive from the FAFSA can be used toward your tuition bill. Students interested in receiving scholarships must also apply for FAFSA.

A [tuition payment plan](#) breaks your payments down into smaller, monthly increments, allowing you to slowly pay your bill over time, rather than having to pay the total amount at once. Payment plans come with no additional interest, so you won't accrue more cost each month.

Learn more about these options and other accepted payment methods at [ivytech.edu/businessoffice](#) and start building your financial plan now. If you have additional questions, feel free to call us 24/7 at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.



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### Email 21

Subject: IvyCares about you!

Worried about juggling the demands of being a college student with managing your personal life? [IvyCares](#) is here to provide additional support to you throughout your academic journey.

IvyCares campus staff members are here to connect you with campus and community resources. These services, oftentimes referred to as wraparound services, focus on helping students in five major areas:

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

#### [FYIVY THUMBNAIL](#)

Our students also have access to [IvyAssist](#)—a website filled with local options to further assist with personal needs. 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.

Questions? Contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

### Email 22

Subject: Download Ivy Tech's mobile app

IvyMobile is your direct digital connection to Ivy Tech. It puts important Ivy Tech information like your class schedule, professors, deadlines and holidays, and financial aid right in your pocket.

#### [FYIVY THUMBNAIL](#)

The modern look and feel allows you to navigate easily. The app gives you easy access to:

- View your class roster (with email links included!)



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- Check out quiz details and in-progress or previous assignment submissions
- Take a look at your grades
- Even create and reply to conversations in your Canva inbox

If you haven't had the chance, be sure to download Ivy Tech's mobile app from the [App Store](#) or [Google Play](#). If you have questions, give us a call 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

## Email 23

Subject: Don't forget to check FYIvy

Have you watched all of the videos on [FYIvy](#), %%FirstName%%? Each one covers helpful information that will guide you through the enrollment and registration process.

Make sure you watch through every video so you're fully aware of the resources available to you and your responsibilities as a student. Not only does it cover the basics, like the enrollment process and code of conduct, it also goes over specific resources like veteran and military benefits and disability support services. Each video is only a couple minutes long, so you can complete the series quickly!

[FYIVY THUMBNAIL](#)

If you still have questions after finishing FYIvy, contact your local [enrollment center](#) for help. You can also reach us 24/7 at 888-IVY-LINE (888-489-5463) and [ivytech.edu/chat](https://ivytech.edu/chat).

## Email 24

Subject: Ivy Tech is still here for you

Starting college is an exciting time, but it can be confusing and even a little overwhelming. We noticed you applied a while ago but still haven't registered for classes. Don't worry, we offer 5 starts a year, so it's not too late to get registered and begin taking classes at Ivy Tech.

Here are some quick help tips to get you through the enrollment process.

1. Check out the new student [step-by-step guide](#) on how to complete your enrollment and register for classes.
2. Need help with course placement? Visit our [website](#) to understand your options and next steps.



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3. Have questions about your FAFSA? Join us the first Tuesday of every month for our FAFSA Filing Tuesdays@TheTech to get personalized help with your application. Or, check out our [website](#) for information and how-to videos.
4. Having trouble scheduling your classes with Schedule Builder? Check out [this how-to video](#) for help.

And don't forget, you also have an enrollment partner who can walk with you through it all! Find your [admissions representative](#) and get started today. You can also contact us 24/7 at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).