



# Communications Plan Journey

General Melt | Term-Start

## Situation Analysis

In an effort to decrease the number of students who register for courses and might not attend, we're communicating with New First Time and Continuing registered student populations to increase their knowledge of the upcoming term, as well as provide information about available resources.

## Audiences

- New First Time registered students (7 emails)
- Continuing student population (7 emails)

## Tactics & Timeline

Timing	Tactic	Notes
11/28	Email 1	
12/5	Email 2	
12/12	Email 3	
12/19	Email 4	
1/2	Email 5	
1/9	Email 6	
1/16	Email 7	



# Communications Plan Journey

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General Melt | Term-Start

## Continuing Students

### Email 1

Subject: Don't forget about MyIvy!

Staying informed while attending Ivy Tech Community College is key to being successful. Make sure you are staying up-to-date as faculty and staff communicate with you by logging into your MyIvy portal on a regular basis.

MyIvy is where all of your student data is stored. You can use it to find information that will help you view your class schedule, manage your payment plan, schedule an appointment with your advisor, access your grades, and more! Be sure to regularly login to MyIvy at [myivy.ivytech.edu](https://myivy.ivytech.edu).

If you ever have questions, feel free to reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat). We can't wait to see you back in the classroom!

### Email 2

Subject: Remember the perks of Ivy+

Ivy Tech Community College is committed to your academic success. With [Ivy+ tuition and textbooks](#), we ensure you have the resources and flexibility you need to reach your goals. With a new term right around the corner, we want to remind you of the perks!

#### Affordable Tuition

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 one low cost for eligible\* students. This low, predictable price makes textbooks easy to budget for!

#### Flat-Rate Tuition

[Ivy+ Tuition](#) means tuition costs stay the same if you enroll in 12 or more credits per semester. It is the same price if you take 12, 13, 14, or 15 or more credits, so you can save money and graduate faster.

Thank you for choosing Ivy Tech Community College to pursue your higher education and career goals!



# Communications Plan Journey

---

General Melt | Term-Start

Let us know if you have questions. We are here to help! Feel free to reach out to us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

*\*excludes dual credit, non-credit, and apprenticeship/building trades*

## Email 3

Subject: IvyCares about you, %%first name%%!

Juggling the demands of being a college student while still trying to manage your personal life can be overwhelming sometimes. As an Ivy Tech student you always have access to [IvyCares](#), which can provide additional support to you throughout your academic journey.

You may have heard these resources referred to as wraparound services. Our IvyCares office staff members are here to connect you with campus and community resources. IvyCares focuses on helping in five major areas:

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

You also have access to [IvyAssist](#)—a website filled with local options to further assist you. 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.

Learn more about IvyCares, or locate the IvyCares office on your campus, by visiting our [website](#) for detailed information.

If you have immediate questions, reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

## Email 4

Subject: Paying for classes—You've got options!

Paying your tuition doesn't have to be overwhelming. You can pay your balance in full or enroll in a [payment plan](#) online via [MyIvy](#). Be sure to pay before the new term begins to



# Communications Plan Journey

---

General Melt | Term-Start

ensure you aren't dropped from any of your courses. Learn more about our payment plan options and what they mean for you with this quick [video](#)!

Need help paying for college? Apply for financial aid, if you haven't already! Financial aid can help you pay for college so you can finish with little to no debt. All students seeking financial aid must complete a FAFSA by visiting the Federal Student Aid [website](#).

Ivy Tech also offers hundreds of scholarships worth around \$8 million. There are options for nearly every type of student. If you want to learn more about how to apply for scholarships, visit [ivytech.edu/scholarships](http://ivytech.edu/scholarships).

Reach out if you have questions! Call 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

## Email 5

Subject: %%First Name%%, do you need help with class work?

Once classes start again, you might feel a bit overwhelmed. Don't worry, we're here for you! We offer free tutoring services to our students. Tutors are ready to work with you in whatever format you prefer. Want help in person? Campus tutoring centers offer a variety of hours to accommodate your schedule. [Click here](#) to find more about the tutoring center at your campus.

Prefer online help? [Tutor.com](#) is available 24/7 and offers online tutoring services. This service is free and easy to use. You can access tutor.com from any internet-enabled computer or mobile device. Tutor.com offers resources like assessment quizzes, study tools, lessons, test prep materials, and instructional videos. Get connected with an [expert tutor](#) now!

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

## Email 6

Subject: Keep up with IvyLearn

Keeping up with your [IvyLearn account](#) is imperative to your success. Be sure to continue logging in regularly to view college updates, communicate with your professors, and stay up to date with course expectations and assignments.



# Communications Plan Journey

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## General Melt | Term-Start

It is important to log in to your account even before your classes start so you can get familiar with information your professors may have already posted and be fully prepared for the start of a new term.

If you need help, don't hesitate to give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. We can't wait to have you back in the classroom!

### Email 7

Subject: Welcome to a new term at Ivy Tech!

Welcome back! I could not be more excited to have you back in the classroom for another term at Ivy Tech. You are moving down a great pathway and all of us at Ivy Tech look forward to continuing to witness the wonderful things you accomplish.

Take a moment to let me welcome you to this new term. Click below to hear more helpful tips about how to make this term at Ivy Tech your best one yet!

[Thumbnail of Sue's vid](#)

Always remember to reach out with any questions. You can call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. Best of luck, %%first name%%!

## New First Time

### Email 1

Subject: Save MyIvy to your favorites today!

The first key to being successful at Ivy Tech Community College is to stay informed! There are a few ways our faculty and staff will communicate with you and it's all located in our student portal, called MyIvy. You'll want to log into MyIvy every day to see announcements, check your Ivy Tech email account, and keep up with assignments in IvyLearn.

MyIvy is your home base for every step of your Ivy Tech journey. It's a great starting point when trying to find certain information like how to set up a payment plan, scheduling an appointment with your advisor, accessing your grades, and more! You can start by visiting [myivy.ivytech.edu](http://myivy.ivytech.edu) and clicking on the *First Time Here?* button. You'll need your Ivy Tech email address to begin the login process.



# Communications Plan Journey

---

## General Melt | Term-Start

If you need help along the way, feel free to reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat). We can't wait to see you in the classroom!

### Email 2

Subject: Get ready for classes!

Ivy Tech Community College is committed to your academic success. It's important that you get your books and course materials before classes start. After you've registered, go to [MyIvy](#) and check your Ivy Tech email inbox. Look for an email from our bookstore, Barnes & Noble. The email will be sent within 24 hours of registering. It will include your schedule and textbook confirmation details. You must confirm in the [BNC Ivy+ Student Portal](#).

Once you've confirmed, you can access your Ivy+ textbooks through MyIvy. Log in, then go to IvyLearn and get digital course materials and books in the Ivy+Bookshelf.

Still need more info? You can learn more by watching this [short video](#) that explains more about Ivy+ Tuition & Textbooks. With a new term right around the corner, we want to make sure you know all about the perks!

Let us know if you have questions. We are here to help! Feel free to reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

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Learning to juggle the demands of being a college student while still trying to manage your personal life can be overwhelming sometimes. [IvyCares](#) is here to provide additional support to you throughout your academic journey.

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

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# Communications Plan Journey

---

## General Melt | Term-Start

- Technology

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Learn more about IvyCares, or locate the IvyCares office on your campus, by visiting our [website](#) for detailed information.

If you have immediate questions, reach out to us at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](https://ivytech.edu/chat).

### Email 4

Subject: Ways to pay for classes

Paying for higher education doesn't have to be overwhelming. Once you've registered for classes, your bill will be emailed to your Ivy Tech email account. Login to MyIvy to get to your inbox and see the invoice. You can pay your balance or enroll in a [payment plan](#) online via [MyIvy](#). Be sure to pay before the new term begins to ensure you aren't dropped from any of your courses. Learn more about our payment plan options and what they mean for you with this quick [video](#)!

Need help paying for college? Apply for financial aid today! Financial aid can help you pay for college so you can finish with little to no debt. All students seeking financial aid must complete a FAFSA by visiting the Federal Student Aid [website](#).

Ivy Tech also offers hundreds of scholarships worth around \$8 million! There are options for nearly every type of student. Scholarships give students the ability to earn free money for college. If you want to learn more about how to apply for scholarships, visit [ivytech.edu/scholarships](https://ivytech.edu/scholarships).

Reach out if you have questions! Call 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

### Email 5

Subject: %%First Name%%, here's what you might expect in your classes...



# Communications Plan Journey

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## General Melt | Term-Start

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. You can always touch base with your local campus team, or even [connect with us](#) virtually.

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 12 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 taking. Here is a list of each type:

- **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 are where there is no scheduled class meeting time but students do have plenty of opportunities to interact with their instructor through IvyLearn. Course assignments will be 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.

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

## Email 6

Subject: Become familiar with IvyLearn

IvyLearn is Ivy Tech Community College's online learning platform powered by Canvas. You can get to IvyLearn through the [MyIvy student portal](#). To sign into your account, use your Ivy Tech email address as your username and your Ivy Tech password.

Once you log in to [IvyLearn](#), you will see a Dashboard. On the left are navigation links to access features listed below:

1. **Account:** You can edit your profile, change your settings, set notifications, access and upload files, and logout.





# Communications Plan Journey

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## General Melt | Term-Start

2. **Dashboard:** The Dashboard shows past and present courses, upcoming assignments, and feedback from instructors.
3. **Courses:** This link will list the same courses as the Dashboard. Clicking on All Courses will allow you to select which courses appear on the Dashboard. Click on the star to add or remove a course.
4. **Calendar:** The Calendar shows due dates and other important events that some instructors have added. You can filter the Calendar to see all classes or a specific course.
5. **Inbox:** You can use the inbox to send and receive messages within Canvas. An icon will show up when you have unread messages.
6. **Help:** You can access the Student Resource Center, contact the Help Desk, search for answers on the Canvas Guides, and access the online library.

It's important to login to IvyLearn prior to the start of the upcoming term. Classes open in IvyLearn two days before the start of class. Logging in early will allow you to familiarize yourself with the platform and reach out with any questions. And don't worry, you've got this!

If you need help, don't hesitate to give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. We can't wait to have you join us for the new term!

## Email 7

Subject: Welcome to your first day at Ivy Tech!

Congratulations on starting your educational journey at Ivy Tech Community College. I could not be more excited you've chosen to join the Ivy Tech community. You have a great pathway ahead of you and all of us at Ivy Tech are looking forward to witnessing the wonderful things you will soon accomplish.

Take a moment to let me welcome you to the new term. Click below to hear more about helpful tips to make your first term at Ivy Tech a success!

[Thumbnail of Sue's vid](#)

Always remember to reach out with any questions. You can call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. Best of luck, %%first name%%!