



Communications Plan

Lilly Scholars @ Ivy Tech | Spring Term 2

Tactics & Timeline

Timing	Tactic	Notes
2/13	Email 1	
2/20	Email 2	
2/21	Text 1	

Email 1

Subject: Apply now for Lilly Scholars @ Ivy Tech

Are you interested in a career in pharmaceutical manufacturing, quality, or a related field? You may qualify for a scholarship through [Lilly Scholars @ Ivy Tech!](#)

The Lilly Scholarship covers all tuition and assessed fees at Ivy Tech, including textbooks and certification exam costs. Recipients will also get access to unique opportunities, like networking with industry leaders and participating in paid internships.

You're eligible for this scholarship if you:

- Plan to pursue a certificate or degree in Biotechnology, Smart Manufacturing & Digital Integration, or Industrial Technology
- Maintain at least a 2.5/4.0 cumulative GPA
- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application

Don't miss out on this amazing opportunity! The priority application deadline for the second spring term is **February 21**, so complete the scholarship application now for the chance to become a Lilly Scholar.

[APPLY NOW](#)

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



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Email 2

Subject: Don't miss out on Lilly Scholars @ Ivy Tech

Are you considering a career in pharmaceutical manufacturing, quality, or a related field? [Lilly Scholars @ Ivy Tech](#) could cover the cost of your credentials! This scholarship covers all tuition and assessed fees at Ivy Tech, including Ivy+ textbooks, consumables, and certification exam fees.

Not only that, scholars in this program will have opportunities to:

- Network with industry leaders and mentors
- Participate in industry experiences
- Compete for paid internships and/or apprenticeships
- Apply for full-time employment after graduation, if applicable

The Spring Term 2 priority deadline is **February 21**, so don't wait to apply!

[APPLY NOW BUTTON](#)

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

Text 1

There's still time to apply for Lilly Scholars @ Ivy Tech! Submit your application TODAY (2/21) for the chance to receive full tuition, textbook, and fee coverage: ivytech.edu/lilly-scholars