



Communications Plan

College Go! Week | Fall 2023

Audiences

- [Current Students](#)
- [Leads](#)

Tactics & Timeline

Current Students

Timing	Tactic	Notes
9/18	Email 1	
9/21	Email 2	
9/22	Text 1	

Leads

Timing	Tactic	Notes
9/18	Email 1	
9/22	Email 2	
9/25	Text 1	

September 22 - #WhyApply Day

September 25-29 - College Application Week

September 26 - College GO! themed Tuesdays@TheTech



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Current Students

Current Email 1

Subject: Help us celebrate #WhyApply Day!

This Friday, September 22, is #WhyApply Day. This day is dedicated to sharing why you decided to apply to college.

Celebrate with us by sharing your Ivy Tech application story. How did you hear about Ivy Tech? What made you apply? Was there anything that made you nervous about applying to college? Finish your story out by sharing some advice you have for others going through the college application process.

You can share your story on social media with the hashtags #CollegeGo #GolvyTech and #WhyApply.

We can't wait to hear more about *your* story!

Current Email 2

Subject: Celebrate #WhyApply Day tomorrow-9/22!

Don't forget—tomorrow, September 22, is #WhyApply Day!

#WhyApply Day is dedicated to uplifting your college journey by sharing why you applied. Celebrate with Ivy Tech by printing out our [#WhyApply poster](#) template. Simply write down your story on the poster, snap a pic with it, and share the picture on social media! Your story can include things like how you heard about Ivy Tech, why you applied, what advice you have for others navigating the college search process, and anything else that's important to you.

When posting, be sure to use the hashtags #WhyApply #CollegeGo and #GolvyTech so we can connect with you.

We can't wait to hear more about *your* story!



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Current Text 1

Today is #WhyApply Day! Celebrate with us by sharing why you applied to college on social media using the hashtags #WhyApply #GolvyTech

Leads

Leads Email 1

Subject: Check out Ivy Tech during College GO!

Ready to apply for college, but not quite sure where to start? From September to November, [College GO!](#) is dedicated to helping students find the right college by giving students options to research schools, visit campuses, and complete applications.

With over 70 academic programs and opportunities like the [Honors College](#), Ivy Tech Community College has a lot for you to explore! Take advantage of College GO! by visiting us on campus and learning all about why Ivy Tech is the perfect college choice to get you where you want to go.

Join us at your local campus on September 26 for a special [Tuesdays@TheTech](#). At this event, you'll be able to get a feel for campus, explore programs, connect with faculty and staff, and even get one-on-one help completing your application!

[RSVP for Tuesdays@TheTech](#)

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

Leads Email 2

Subject: Apply to Ivy Tech during College Application Week!

Next week is Indiana's [College Application Week](#) and we want to celebrate with you!

Join us on September 26 at your local Ivy Tech campus for a special [Tuesdays@TheTech](#) dedicated to College GO! and helping you jumpstart your Ivy Tech journey. Our faculty and staff will be ready to welcome you on campus and guide you through your exploration of academic



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programs, future career options, financial aid and scholarships, academic opportunities like the [Honors College](#), and more. We will even sit down with you and help you complete your Ivy Tech application so you can be confident in your submission.

[RSVP for Tuesdays@TheTech](#)

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

Leads Text 1

It's Indiana's College Application Week, making it the perfect time to apply to Ivy Tech! Our application is ALWAYS free: [ivytech.edu/apply](#)

Call

Next week is Indiana's College Application Week and Ivy Tech Community College wants to celebrate with you! Join us on September 26 at your local Ivy Tech campus for a special Tuesdays@TheTech dedicated to College GO! and helping you jumpstart your Ivy Tech journey. Our faculty and staff will be ready to welcome you on campus and guide you through your exploration of academic programs, future career opportunities, financial aid and scholarships, and more. We will even sit down with you and help you complete your Ivy Tech application so you can be confident in your submission. Learn more and RSVP to attend at Ivy Tech dot edu slash Tuesdays.

Social Post

College Application Week

It's officially our favorite season. No, not autumn...it's #CollegeGo season! From September through November, College GO! is dedicated to helping students find the right college by giving students options to research schools, visit campuses, and complete their applications. Use this time to learn what Ivy Tech has to offer you and apply. Our application is FREE all year round! #GolvyTech



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College Application Week (Tuesdays)

Next week is Indiana's College Application week! Join us on campus for Tuesdays@TheTech to learn more about Ivy Tech, connect with faculty and staff, and get help completing your FREE application! #CollegeGo #GolvyTech

College Application Week (General)

It's Indiana's College Application Week! Use this week to start taking steps toward where you want to go in the future. Ivy Tech is your pathway to a better tomorrow, so commit to completing your Ivy Tech application THIS WEEK! #GolvyTech #CollegeGo

WhyApply

It's #WhyApply Day! Were you nervous about applying to college? Excited? Unsure? Let us know your own college story and why you chose to apply by using the hashtags #CollegeGo #WhyApplyIvy #GolvyTech

Radio Script

Option 1: Tuesdays@TheTech

Ready to apply for college but not quite sure where to start? Ivy Tech Community College is here to help. Join us on September 26 to celebrate Indiana's College Application Week. During this time you'll be able to explore academic programs, discover future careers, connect with faculty and staff, and get help completing your Ivy Tech application. RSVP at Ivy Tech dot edu slash Tuesdays

Option 2: General apply

September 25-29 is Indiana's College Application Week, making it the perfect time to apply to Ivy Tech Community College! With locations in more than 40 communities and the lowest tuition rate in the state of Indiana, Ivy Tech makes education accessible for you. Apply now at Ivy Tech dot edu slash apply.