



# Communications Plan

21 Century Scholars | 2023-2024

## Situation Analysis

All postsecondary institutions are required to report to CHE how they are supporting 21st Century Scholar (21CS) through the College Scholar Success Program. This is an opportunity for Ivy Tech to engage this target population through purposeful recruitment, increase our 21CS student enrollment, and assist with ensuring scholar success each term.

## Goals

- Increase Fall '24 enrollment of 21st Century Scholars
- Provide tools and reminders to help current Ivy Tech Scholars maintain their scholarship

## Strategies

- Monthly emails

## Audiences

- Grade 9-11 21st Century Scholars & their parents
- Senior 21st Century Scholars & their parents
- [Current Ivy Tech Scholars](#)

## Tactics & Timeline

Timing	Tactic	Notes
10/16/23	Email 1	Intro
11/20/23	Email 2	Free resources
12/11/23	Email 3	Transfer
1/8/24	Email 4	IvyLife
2/19/24	Email 5	Free resources
3/18/24	Email 6	Ivycares
4/15/24	Email 1	Intro
5/20/24	Email 2	Free resources
6/17/24	Email 3	Transfer
7/15/24	Email 4	IvyLife
8/19/24	Email 5	Free resources
9/16/24	Email 6	Ivycares



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## Email 1 - October/April

### Grades 9-11

Subject: Use your 21st Century scholarship at Ivy Tech!

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the resources you need to complete a degree or credential that will help you secure an in-demand, high paying career quickly and at the most affordable price.

Your scholarship will cover up to 100% of tuition, but not fees like books, room and board, and any other fees that are not assessed to all students. By staying close to home and attending Ivy Tech, you can avoid extra costs and pursue a degree for the lowest cost possible!

[LEARN MORE BUTTON](#)

Don't forget to complete the [required activities](#) for each year to maintain your eligibility in the program. And if you have any questions about starting at Ivy Tech, don't hesitate to reach out! You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

### Grade 12

Subject: Use your 21st Century scholarship at Ivy Tech!

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the resources you need to complete a degree or credential that will help you secure an in-demand, high paying career quickly and at the most affordable price.

Your scholarship will cover up to 100% of tuition, but not other fees like books, room and board, and any other fees that are not assessed to all students. By staying close to home and attending Ivy Tech, you can avoid extra costs and pursue a degree for the lowest cost possible! Get started on your journey with Ivy Tech today by filling out our [free application](#).

[APPLY NOW BUTTON](#)

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### Parents

Subject: Your student could attend Ivy Tech tuition-free

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like your student, the resources they need to complete a degree or credential that will help them secure an in-demand, high paying career quickly, all for the most affordable price.



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The Scholars program offers full tuition coverage, but not costs like books, room and board, and other fees. By staying close to home and attending Ivy Tech, your student can avoid those extra costs and earn their degree for the lowest cost possible! Encourage them to stay on the path to receiving the scholarship by completing the [required activities](#) for each year and tracking their progress through [ScholarTrack](#).

[LEARN MORE BUTTON](#)

If you or your student have any questions, don't hesitate to reach out to us at 888-IVY-LINE (888-489-5463) or at [ivytech.edu/chat](https://ivytech.edu/chat).

## Current Students

Subject: Keep up-to-date on your 21st Century scholarship.

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the resources you need to complete a degree or credential that will help you secure an in-demand, high-paying career quickly and at the most affordable price.

Be sure you are continuing to complete your [scholarship requirements](#) each year, so you can continue to attend Ivy Tech and earn your degree tuition-free!

If you have any questions about your requirements or would like to speak with someone about your current status as a Scholar, please contact your local campus [21st Century Scholars contact](#).

## Email 2 - November/May

### Grades 9-11

Subject: Get access to free support resources

Ivy Tech Community College is committed to supporting you throughout your education and meeting all of your needs as a [21st Century Scholar](#). In addition to the tuition coverage you'll receive, Scholars at Ivy Tech also have access to many valuable support resources like:

- Small class sizes, which mean you can get the personal support you need in the classroom
- Free in-person and virtual [tutoring services](#)
- Free coaching and mentorship through [InsideTrack](#)
- Free career coaching and exploration through [Ivy+ Career Link](#)



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Remember to continue completing the [required activities](#) for the Scholar Success Program. And as you plan what to do after graduation, consider the many benefits Ivy Tech has to offer 21st Century Scholars. If you have any questions, feel free to call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

## Grade 12

Subject: Get access to free support resources

Ivy Tech Community College is committed to supporting you throughout your education and meeting all of your needs as a [21st Century Scholar](#). In addition to the tuition coverage you'll receive, Scholars at Ivy Tech also have access to many valuable support resources like:

- Small class sizes, which mean you can get the personal support you need in the classroom
- Free in-person and virtual [tutoring services](#)
- Free coaching and mentorship through [InsideTrack](#)
- Free career coaching and exploration through [Ivy+ Career Link](#)

Get started today by completing our [free application](#).

[APPLY NOW BUTTON](#)

Remember to continue completing the [required activities](#) for the Scholar Success Program. And if you have any questions about the Scholars program or the application, feel free to call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

## Current Students

Subject: Take advantage of free support resources

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of your tuition and fees! Plus, you have access to awesome support resources like:

- Small class sizes, which mean you can get the personal support you need in the classroom
- Free in-person and virtual [tutoring services](#)
- Free coaching and mentorship through [InsideTrack](#)
- Free career coaching and exploration through [Ivy+ Career Link](#)

Make sure you secure your scholarship by continuing to meet your [21st Century Scholarship requirements](#) each year. This will ensure the cost of your tuition remains covered as you work toward your degree.

If you have any questions about the program, please reach out to your local campus [21st Century Scholars contact](#).



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## Email 3 - December/June

### Grades 9-11

Subject: Transfer opportunities for you as a 21st Century Scholar

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for you! If you're planning on pursuing a bachelor's degree, start your journey at Ivy Tech and save \$10,000+ on your degree.

We have [transfer agreements](#) with over 100 schools, both in-state and out-of-state, both public and non-public. These agreements guarantee your credits will transfer and make it easier than ever to transfer to another school.

[LEARN MORE BUTTON](#)

As you plan for your future, make sure you stay on track by meeting your [21st Century Scholarship requirements](#) each year. If you have any questions about Ivy Tech's transfer programs, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

### Grade 12

Subject: Transfer opportunities for you as a 21st Century Scholar

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for you! If you're planning on pursuing a bachelor's degree, start your journey at Ivy Tech and save \$10,000+ on your degree.

We have [transfer agreements](#) with over 100 schools, both in-state and out-of-state, both public and non-public. These agreements guarantee your credits will transfer and make it easier than ever to transfer to another school.

Ready to get started with Indiana's best value in higher education?

[APPLY NOW BUTTON](#)

As you plan for your future, make sure you stay on track to receive your scholarship by continuing to meet your [21st Century Scholarship requirements](#) each year. If you have any questions about Ivy Tech's transfer programs, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.



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## Current Students

Subject: Transfer opportunities for you as a 21st Century Scholar

As a [21st Century Scholar](#) at Ivy Tech Community College, you have the opportunity to transfer your credits to a 4-year school and save up to \$10,000 on a bachelor's degree!

We have [transfer agreements](#) with over 100 schools, both in-state and out-of-state, both public and non-public. These agreements guarantee your credits will transfer and make it easier than ever to transfer to another school.

[LEARN MORE BUTTON](#)

Remember to keep meeting your [21st Century Scholarship requirements](#) to secure your scholarship. This will ensure the cost of your tuition remains covered as you work toward your degree. If you have any questions about the program, please reach out to your local campus [21st Century Scholars contact](#).

## Email 4 - January/July

### Grades 9-11

Subject: 21st Century Scholars: Get involved at Ivy Tech!

At Ivy Tech, 100% of your tuition and fees will be covered as a [21st Century Scholar](#). We can help you save time and money as you earn the degree or certificate needed to pursue a high-demand, high-paying career.

But that's not all! With [IvyLife](#), you can gain valuable skills, meet new people, and get involved in your community. Our 40+ campuses have a wide variety of organizations to choose from, based around everything from academics to service or hobbies. No matter what your interests are, you can find your people and take advantage of opportunities to take part in professional development, attend campus-sponsored trips, participate in student government, and more!

[LEARN MORE BUTTON](#)

Remember: stay on track for the Scholar Success Program by completing the [required activities](#) for each year. And as you plan for what you'll do after graduation, don't forget the unique benefits of Ivy Tech! If you have any questions about our student life opportunities, call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.



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## Grade 12

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If you're ready to get involved, get started by filling out our [free application](#) today:

[APPLY NOW BUTTON](#)

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## Current Students

Subject: 21st Century Scholars: Get involved at Ivy Tech!

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Be sure you are continuing to complete your [scholarship requirements](#) each year, so you can continue to attend Ivy Tech and earn your degree tuition-free.



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If you have any questions about your requirements or would like to speak with someone about your current status as a Scholar, please contact your local campus [21st Century Scholars contact](#).

## Email 5 - February/August

### Grades 9-11

Subject: Perks of being a Scholar at Ivy Tech!

Ivy Tech Community College is committed to providing [21st Century Scholars](#) the resources needed to complete a high-value degree or credential that can lead to a career in an in-demand field quickly.

The Scholars program provides full tuition coverage, meaning you can attend Ivy Tech for free! Your only cost would be textbooks, which are available at one low-cost, consistent price thanks to [Ivy+ Textbooks](#). By staying close to home and attending Ivy Tech, you can spare yourself extra costs like dining plans and room and board!

Ivy Tech's 21st Century Scholars also benefit from:

- Small class sizes, which help you get the personal support you need in the classroom
- Free in-person and virtual [tutoring](#) services
- Free career coaching and exploration through [Ivy+ Career Link](#)

Keep up with your [21st Century Scholarship requirements](#) to stay on track to receive your scholarship. And if you ever have any questions about the benefits available to Ivy Tech students, don't forget to contact us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

### Grade 12

Subject: Perks of being a Scholar at Ivy Tech!

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Get started today by filling out our [free application](#):

[APPLY NOW BUTTON](#)

And don't forget to keep up with your [21st Century Scholarship requirements](#) to stay on track to receive your scholarship! If you have any questions about how to get started at Ivy Tech, contact us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

## Current Students

Subject: Perks of being a Scholar at Ivy Tech!

Ivy Tech Community College is committed to providing [21st Century Scholars](#) the resources needed to complete a high-value degree or credential that can lead to a career in an in-demand field quickly.

Remember to keep meeting your [21st Century Scholarship requirements](#) to maintain your scholarship eligibility. By meeting these guidelines, you ensure the cost of your tuition remains covered as you work toward your degree.

If you ever have any questions about the program or your status as a Scholar, we're here to help! Just reach out to your local campus [21st Century Scholars contact](#) with any questions.

## Email 6 - March/September

### Grades 9-11

Subject: IvyCares about 21st Century Scholars



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Ivy Tech Community College is committed to supporting [21st Century Scholars](#) on the path to their future careers.

Full tuition coverage through the Scholars program, plus textbook support through our [Ivy+ Textbook program](#), means Ivy Tech is the most affordable option for Scholars! On top of that, Ivy Tech offers wraparound services through [IvyCares](#) that are designed to support students not only in school, but in life as well. We offer additional support in areas like:

- Technology assistance
- Transportation resources
- Food access
- Mental health
- Emergency funds
- And more!

[LEARN MORE BUTTON](#)

If you have any questions about the support available for Ivy Tech students, don't hesitate to call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. And remember: stay on track for the Scholar Success Program by completing the [required activities](#) for each year!

## Grade 12

Subject: IvyCares about 21st Century Scholars

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- Technology assistance
- Transportation resources
- Food access
- Mental health
- Emergency funds
- And more!

You can access these great resources by becoming a student at Ivy Tech. Take the first step by [applying](#) today!



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[APPLY NOW BUTTON](#)

If you have any questions about the support available for Ivy Tech students, don't hesitate to call us at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. And remember: stay on track for the Scholar Success Program by completing the [required activities](#) for each year!

## Current Students

Subject: IvyCares about 21st Century Scholars

Ivy Tech Community College is committed to supporting [21st Century Scholars](#) on the path to their future careers.

As you work to complete your program, don't forget about the many resources available to you as a student at Ivy Tech. [IvyCares](#) is here to offer the wraparound services that support you not only in school, but in life as well. You can get support in areas like:

- Technology assistance
- Transportation resources
- Food access
- Mental health
- Emergency funds
- And more!

Keep meeting your [21st Century Scholarship requirements](#) to maintain your scholarship eligibility. By meeting these guidelines, you ensure the cost of your tuition remains covered as you work toward your degree.

And if you ever have any questions about the program or your status as a Scholar, feel free to reach out to your local campus [21st Century Scholars contact](#).