Communications Plan

Early Registration for Summer/Fall | 2024

Situation Analysis

Registration for the summer and fall 2024 terms will open on Monday, March 18. To increase student success and retention among both opportunities and current students, making these groups knowledgeable of the ability to register is a must.

Goals

- Promote early registration
- Encourage current students to register for their next term

Strategies

- Communicate through modalities such as Ivy Tech email (current students) and personal email (Fall opportunities) to promote knowledge of registration opening.
- Incorporation of text, social media posts, and agentless calls to reach individuals through different modalities
- Create a sense of urgency through messaging – first pick of classes to fit your schedule, less stress moving forward, etc.
- Push in-app notifications for the current student population

Audiences

- [Spring 24, Summer 24, Fall 24 Leads](#)
- [Spring 24, Summer 24, Fall 24 Opportunities](#)
- [Continuing Students](#)
- [Summer 23 and Fall 23 Guest Students](#)

Tactics & Timeline

Timing	Tactic	Notes
3/5	Text 1	
3/11	Concerto Graphic	
3/11	Social Post	
3/12	Email 1	
3/17	Text 2	

3/18	MyIvy Push	
3/18	Postcard	
3/18	Registration Opens	

Last year's content: W Registration Push for Summer/Fall 23.docx

Concerto Graphic

Mark your calendars for March 18
Registration for summer & fall classes opens March 18. Register early to get your perfect schedule!

MyIvy

Summer & Fall Registration is now open!
Registration for summer and fall classes is now open! Remember to register early to make sure you get the classes you want at the times that work best for you.

Social Post

Registration for Ivy Tech's summer and fall courses opens Monday, March 18. If you're planning on taking classes in June, August, or October, register early so you can get the classes you want at times that work best for you!

Postcard

Leads

Front
Registration for Summer and Fall Courses is Now Open!

Back
Registration for Ivy Tech courses beginning in June, August, and October 2024 opened **March 18**! Apply now so you can register for the classes you want at the times that work best for you.

Ivy Tech offers associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most, so you can be ready to pursue a Bachelor's degree or get started in a career quickly and affordably.

Complete the FREE application to get started! Visit ivytech.edu/apply-2024 today [include QR code to that specific url too]

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. We look forward to seeing you in class!

Opportunities

Front
Registration for Summer and Fall Courses is Now Open!

Back
Registration for Ivy Tech courses beginning in June, August, and October 2024 opened **March 18**! Make sure you've completed your enrollment steps so you can register for the classes you want at the times that work best for you.

With more than 70 programs in on-campus, online, and mixed modalities, you're sure to find a program to get started on your education, your career, and your brighter tomorrow!

Visit ivytech.edu/register-2024 to get started. [include QR code to that specific url too]

Questions? Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. We look forward to seeing you in class!

Text 1

Leads
Registration for Ivy Tech's summer & fall 2024 classes opens 3/18! Apply now and get ready to join us in the classroom this year: ivytech.edu/apply

Opportunities
Registration for Ivy Tech's summer & fall 2024 classes opens 3/18! Make sure you've completed your registration steps so you're ready to enroll: ivytech.edu/howtoenroll

Continuing
Registration for Ivy Tech's summer & fall 2024 classes opens 3/18! Make sure you're prepared to register: ivytech.edu/schedule-builder

Guests

Registration for Ivy Tech's summer & fall 2024 classes opens 3/18! Take a course or two & graduate sooner: ivytech.edu/guest

Email 1

Leads

Subject: Apply now and get ready to register for summer & fall classes!

Registration for Ivy Tech's summer and fall courses opens **Monday, March 18**. Apply now so you're ready to get started on the pathway to your better tomorrow!

By registering for classes early, you can get the courses you want during times that work best for you. Don't wait! Our application is easy to fill out and takes less than ten minutes to complete, so you'll be ready for registration in no time.

[APPLY NOW BUTTON](#)

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

Opportunities

Subject: Are you ready to register for summer and fall classes?

Registration for Ivy Tech's summer and fall courses opens **Monday, March 18**. Mark your calendar so you can register early and get the courses you want during times that work best for you.

Before registration opens, make sure you've completed every step of the [New Student Checklist](#). By taking care of steps like meeting with an Enrollment Specialist, setting up your MyIvy account, and completing course placement, you'll be prepared to easily register for classes without any delays.

If you need any help with the registration process or have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Continuing

Subject: Are you ready to register for summer and fall classes?

Registration for Ivy Tech's summer and fall courses opens **Monday, March 18**. Mark your calendar so you can register early and get the courses you want during times that work best for you.

Before registration opens, take a look at what classes will be available and plan out your schedule. We recommend meeting with your academic advisor and exploring upcoming courses using Schedule Builder, so you'll be able to easily register for your perfect schedule when the time comes.

If you need any help with the registration process or have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Guests

Subject: Take a class that transfers!

Registration for the summer and fall terms at Ivy Tech Community College opens on **Monday, March 18**. Why not take a course or two as a Guest Student to lighten your load at your home institution?

Taking courses with Ivy Tech is easy! Follow the steps below to get registered:

1. Complete the Guest Student Application
2. Register for classes online via MyIvy after registration opens on March 18 (we have step-by-step instructions available online)
3. Pay your tuition online via MyIvy

If you need any help with the registration process or have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Text 2

Leads

Registration for Ivy Tech's summer & fall classes opens tomorrow, 3/18! Complete our FREE application now so you can register: ivytech.edu/apply

Opportunities

Registration for Ivy Tech's summer & fall classes opens tomorrow, 3/18! Make sure you're ready to register: ivytech.edu/howtoenroll

Continuing

Registration for Ivy Tech's summer & fall classes opens tomorrow, 3/18! Are you ready to register? ivytech.edu/schedule-builder

Guests

Registration for Ivy Tech's summer & fall classes opens tomorrow, 3/18! Register for a course or two and save time and money on your degree: ivytech.edu/guest