



Communications Plan

First Step to Finish | Spring 2024

Situation Analysis

Ivy Tech Systems Office will utilize data from the National Clearinghouse to communicate the benefits of Ivy Tech to 2023 high school graduates who have yet to pursue higher education. There is an opportunity for Ivy Tech to re-engage this target population through purposeful recruitment and remind them how Ivy Tech can improve their futures. Campuses have the choice to opt in to participating in an on-campus event for these students which will be supported by communications and advertisements created by Systems Office.

Goals

- Encourage students to participate in the on campus events taking place to become familiar with Ivy Tech and what it can offer them
- Inform students of all the activities they will be able to participate in at the event (tours, student panel, employer spotlight, program info, stackable credit, NLJ)
- Make audience aware of Ivy Tech as a valuable option to continue their education (Ivy+, wrap around services, classroom and virtual options)
- Ultimately get target audience to enroll at Ivy Tech

Strategies

- Communicate to purchased National Clearinghouse list through different modalities to promote the campus events taking place.
- Incorporation of text, social media posts, calls, mailings, and agentless calls to reach individuals through different modalities
- Create a sense of intrigue and urgency through messaging– there has never been a better time to enroll at Ivy Tech and this in person event will be the perfect opportunity to get connected

Audiences

- [Nat'l Clearinghouse list - 2023 & 2024 high school graduates with no post-secondary education](#)



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Tactics & Timeline

Timing	Tactic	Notes
3/5	Letter from Sue	
3/19	Email 1	
3/26	Text 1	
4/2ish	Social Post	
4/2	Anthology Call	
4/2	Postcard	
4/9	Email 2	
4/15	Text 3	
4/16	First Step Event	



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Letter from Sue

Dear NAME,

At Ivy Tech Community College, the goal is not just graduation day, it's a better every day after. We strive to provide a better life for Hoosiers and their families; we want to be the gateway to a paid vacation or the first holiday at home with your family.

Within the classroom, we are committed to providing the resources and support our students need to discover programs that meet their individual interests and to confidently pursue high-value careers in growing fields. Whether you are interested in a two-year associate degree or a short-term, industry-recognized certification, Ivy Tech has what you need to get you where you want to go quickly and for the most affordable price in the state.

Ivy Tech campuses are integral to the communities we serve. In addition to providing education and career opportunities to students, campuses are filled with talented faculty, staff, and students dedicated to uplifting their communities. Fully engaged campus personnel serve as resources and partners to help communities address their most pressing needs and realize their fullest potential.

We want you to get connected with our community and to experience all of the amazing things we have to offer first-hand. Be on the lookout for an invitation to an event on April 16 at your local campus. During this event, you will have the opportunity to learn more about how you might make a shift in your future and how we can serve you in that process. With more than 70 programs, Ivy Tech has the right fit for you. To find your closest Ivy Tech location, visit ivytech.edu/locations.

We look forward to having you as a part of the Ivy Tech community.

President Sue Ellspermann



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Postcard

Front:

Save the Date!

Back:

Join Ivy Tech Community College at a participating location nearest you on **Tuesday, April 16**. See for yourself why there's never been a better time to enroll!

At this on-campus event, you'll have the opportunity to connect with faculty and staff, take a tour of campus, learn more about financial aid, discover career opportunities, meet with a Career Coach, and more!

Mark your calendars for April 16! Let us know you're interested in attending by filling out a short RSVP form at ivytech.edu/firststep

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

Social Post

Still figuring out what comes next after high school? Join us for First Step to Finish Day on April 16! Ivy Tech campuses around the state will be open to help you prepare for your future. You'll be able to find your best fit among our 70+ program options, learn about the financial aid and scholarships that can help you pay for classes, receive personalized support from faculty and staff, and more! Begin your pathway to a better tomorrow on April 16: ivytech.edu/firststep

Email 1

Subject: Experience Ivy Tech for yourself April 16!

Are you trying to figure out what comes next? Ivy Tech is here for you! We want to help you take the next step to secure your future, not just with a degree, but by connecting you with the resources and support you need to get to where you want to go.

Join us for [First Step to Finish Day](#) on **April 16** to explore all the ways Ivy Tech can help you prepare for the rest of your life. At this event, you'll have opportunities to connect with faculty and staff, meet with Career Coaches, tour campus, learn about financial aid and career opportunities, and more!

Our faculty and staff are excited to help you with college and career discovery and to guide you through important enrollment steps, so you can be fully confident and prepared to begin at Ivy Tech. Learn more about how we can help you take the first step toward your future and let us know if you'll be attending by clicking the button below.



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[RSVP HERE BUTTON](#)

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

Text 1

There's never been a better time to enroll at Ivy Tech! Join us on campus April 16 to see why: ivytech.edu/firststep

Email 2

Subject: You're invited: Join us for First Step to Finish Day!

As a recent high school grad, you may still be trying to figure out what comes next... well, look no further than Ivy Tech! We offer in-person, online, and blended classes that give you the flexibility to complete your degree in a way that works best for you. And with [Ivy+ Tuition & Textbooks](#), you're guaranteed the lowest tuition rate in the state!

Join us at a participating campus near you on **April 16** to see for yourself why Ivy Tech is the best option for you. At [First Step to Finish Day](#), you'll be able to explore our 70+ programs to find the right fit for you. There will also be opportunities to meet faculty and staff, take a tour of campus, and learn about financial aid opportunities available to you.

Fill out our short RSVP form to let us know you're interested. We hope to see you on campus **April 16!**

[RSVP HERE BUTTON](#)

If you have any questions before the event, contact us any time at 888-IVY-LINE (888-489-5463) or ivytech.edu/chat.

Anthology Call

Hello! This is Ivy Tech Community College calling to invite you to join us on campus April 16 for First Step to Finish Day! At this event, you'll be able to see for yourself why Ivy Tech is the best path toward your better tomorrow. You'll have opportunities to connect with faculty and staff, tour campus, learn about financial aid and career opportunities, and more! Our faculty and staff are excited to meet you and to offer any support you may need as you navigate your career exploration and college enrollment process. You can learn more and RSVP online at [Ivy Tech dot edu slash first step](https://ivytech.edu/firststep). If you have any questions, give us a call at 888-IVY-LINE or chat with us online at [Ivy Tech dot edu slash chat](https://ivytech.edu/chat). Thank you and have a great day!



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Text 2

Experience Ivy Tech first-hand TOMORROW (4/16) at First Step to Finish Day! We can't wait to show you why Ivy Tech is the right fit for you. ivytech.edu/firststep

Extra Text - not sent due to scheduling change

Take the next step toward securing your future! Visit Ivy Tech on April 16 to explore campus, academic programs, financial aid, and more! ivytech.edu/firststep

Extra Email - not sent due to scheduling change

Subject: Visit Ivy Tech on April 16!

We want to see you on campus for [First Step to Finish Day](#) on April 16! Join us at a participating campus to explore all that Ivy Tech has to offer. This is your opportunity to attend financial aid workshops and student panels, get important information about academic programs, learn about career opportunities, and more!

At Ivy Tech, the goal isn't just graduation day. The goal is a better every day after. Whether you're looking to quickly earn a workforce certificate or plan to pursue further education at a four-year school, we can get you where you want to go!

Let us know you'll be attending by filling out our short RSVP form. Our faculty and staff are excited to connect with you and help you reach your goals.

[RSVP HERE BUTTON](#)

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