



COMMUNICATIONS PLAN

PROJECT LEAD THE WAY // SUMMER 2023

SITUATION ANALYSIS

Ivy Tech has identified an opportunity to recruit students from Project Lead the Way (PLTW) high school programs. This audience participates in career ready programs in academic areas closely aligned with our high achieving programs at Ivy Tech. Our goal is to create awareness of key Ivy Tech programs that align with their career goals, and encourage students to apply and register.

GOALS

- Make students aware of key programs Ivy Tech has available that align with their career goals based on their PLTW program of choice.
- Encourage students to enroll at Ivy Tech.

STRATEGIES

- Promote health programs to PLTW- Biomed students within Indiana, Ohio, Illinois, and Kentucky
- Promote School of Advanced Manufacturing, Engineering, and Applied Science programs to PLTW- Engineering students within Indiana, Ohio, Illinois, and Kentucky
- Promote School of Information Technology programs to PLTW- CmptSci students nationally (as these have a virtual learning option)
- Communicate programs, fit, affordability, transferability to PLTW students and parents via email and mailing

AUDIENCES

- Project Lead the Way students ([Report linked here](#))
- Score sharing - February 2023 Distribution ([Report linked here](#))

TACTICS AND TIMELINE

TIMING	TACTIC	NOTES
Tuesday, May 9, 2023	Email #1	
Tuesday, June 13, 2023	Email #2	
Tuesday, July 11, 2023	Email #3	
Tuesday, August 8, 2023	Email #4	
Tuesday, August 29, 2023	Email #5	
Tuesday, September 19, 2023	Email #6	



CONTENT

Email #1

Audience: Biomed

Subject: Ivy Tech has the perfect programs for a PLTW student, like you!

As a [Project Lead the Way](#) (PLTW) student, you are challenging yourself in the classroom with hands-on, career-focused learning that is preparing you for a fulfilling life and career. What you have accomplished is noteworthy, and we want to congratulate you on all your hard work. But what comes after PLTW? At Ivy Tech, we have the answer.

After high school, you can continue your high-quality education and seamlessly transition to the college classroom by enrolling in one of our many [Health Sciences](#) programs at Ivy Tech. We have programs in many areas of health care you may be interested in like Nursing, Medical Technology, Kinesiology, Paramedic Science, Biomedical Technology, and [more!](#)

Whether you're looking to receive a two-year associate degree, or a short-term certificate or certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you will be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

Fall courses begin August 21, but don't delay— complete our free application today by visiting ivytech.edu/apply.

New Section header: Still have a little bit of time left before you graduate high school?

Indiana students can get a jumpstart on a college degree by taking advantage of [dual credit](#) and dual enrollment courses and complete Ivy Tech credit while still in high school! Getting a headstart will help save you time *and* money when earning your degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).

Email #1

Audience: Engineering

Subject: Ivy Tech has the perfect programs for a PLTW student, like you!

As a [Project Lead the Way](#) (PLTW) student, you are challenging yourself in the classroom with hands-on, career-focused learning that is preparing you for a fulfilling life and career. What you have accomplished



is noteworthy, and we want to congratulate you on all your hard work. But what comes after PLTW? At Ivy Tech, we have the answer.

After high school, you can continue your high-quality education and seamlessly transition to the college classroom by enrolling in our School of Advanced Manufacturing, Engineering, and Applied Science at Ivy Tech. We have programs in many areas of study you may be interested in like Engineering, Smart Manufacturing & Digital Integration, Advanced Automation & Robotics, Design Technology, and [more](#).

Whether you are looking to receive a two-year associate degree, or a short-term certificate or certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you will be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

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Email #1

Audience: Computer Science

Subject: Ivy Tech has the perfect programs for a PLTW student, like you!

As a [Project Lead the Way](#) (PLTW) student, you are challenging yourself in the classroom with hands-on, career-focused learning that is preparing you for a fulfilling life and career. What you have accomplished is noteworthy, and we want to congratulate you on all your hard work. But what comes after PLTW? At Ivy Tech, we have the answer.

After high school, you can continue your high-quality education and seamlessly transition to the college classroom by enrolling in our School of Information Technology at Ivy Tech. We have programs in many areas of study you may be interested in like Computer Science, Informatics, Cyber Security, and [more](#). The best part? Some of these programs can be completed virtually, so you can still get a quality education from a distance!



Whether you are looking to receive a two-year associate degree, or a short-term certificate or certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you will be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

New Section header: Still have a little bit of time left before you graduate high school?

Indiana students can get a jumpstart on a college degree by taking advantage of [dual credit](#) and dual enrollment courses and complete Ivy Tech credit while still in high school! Getting a headstart will help save you time *and* money when earning your degree.

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Email #2

Audience: All – Computer Science, Engineering, & Biomed

Subject: Join Ivy Tech for fall classes, starting August 21!

As a Project Lead the Way (PLTW) student, you've taken initiative and worked hard to get a head start on your future career. Don't let your momentum stop after high school! You can continue your high-quality education by enrolling at Ivy Tech.

We have [top-notch programs](#) in each of the three academic areas PLTW highlights. These programs create a perfect pathway for you to seamlessly transition into the college classroom and continue to build upon your education. A degree from Ivy Tech will prepare you to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

No matter what your path may look like, we have the programs you need to get you where you want to go. Get started by completing our free application now and join us for fall classes starting August 21.

Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).



Email #3

Audience: All – Computer Science, Engineering, & Biomed

Subject: Fall classes are starting soon at Ivy Tech!

Ivy Tech is the perfect college choice for a Project Lead the Way (PLTW) student like you, and now is the perfect time to get started!

We offer [high-quality programs](#) in fields relating to healthcare, computer science, and engineering. These programs create a perfect pathway for you to seamlessly transition into the college classroom and continue to build upon your education. With a valuable degree from Ivy Tech, you'll be ready to earn a high-wage, in-demand job soon after graduation, or [transfer your credits](#) to 100+ colleges and universities.

Get started by completing our free application at ivytech.edu/apply and join us for fall classes starting August 21.

Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).

Email #4

Audience: Biomed

Subject: Project Lead the Way students – Look to Ivy Tech next!

[Project Lead the Way](#) (PLTW) has allowed you to discover a passion for biomedical and health science. Let us help you turn that passion into a fulfilling career and seamlessly transition to the college classroom by enrolling at Ivy Tech!

We offer top notch [health programs](#) that may be the perfect fit for you. Choose from programs like Nursing, Medical Technology, Kinesiology, Paramedic Science, Biomedical Technology, and [more!](#)

Whether you're looking to receive a two-year associate degree, or a short-term certificate or certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

We have new classes beginning August 21, but don't delay– complete our [free application](#) today!



Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).

Email #4

Audience: Engineering

Subject: Project Lead the Way students - Look to Ivy Tech next!

[Project Lead the Way](#) (PLTW) has allowed you to discover a passion for engineering. Let us help you turn that passion into a fulfilling career and seamlessly transition to the college classroom by enrolling at Ivy Tech!

We offer top notch programs in our [School of Advanced Manufacturing, Engineering, and Applied Science](#) that may be the perfect fit for you. Choose from programs like Engineering, Smart Manufacturing & Digital Integration, Advanced Automation & Robotics, Design Technology, and [more](#).

Whether you're looking to receive a two-year associate degree, or a short-term certificate or certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

We have new classes beginning August 21, but don't delay— complete our [free application](#) today!

Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

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Email #4

Audience: Computer Science

Subject: Project Lead the Way students- Look to Ivy Tech next!

[Project Lead the Way](#) (PLTW) has allowed you to discover a passion for computer science. Let us help you turn that passion into a fulfilling career and seamlessly transition to the college classroom by enrolling at Ivy Tech!



We offer top notch programs in our [School of Information Technology](#) that may be the perfect fit for you. Choose from programs like Computer Science, Informatics, Cyber Security, and [more](#). The best part? A lot of these programs can be completed online, so you can still get a quality education from a distance!

Whether you're looking to receive a two-year associate degree, or a short-term certificate or certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you thousands of dollars along the way.

We have new classes beginning August 21, but don't delay— complete our [free application](#) today!

Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).

Email #5

Audience: All – Computer Science, Engineering, & Biomed

Subject: You still have a chance to join Ivy Tech this fall!

Good news! Ivy Tech's next term starts on October 23, which means there is still time for you to join us this fall!

With high-quality STEM programs in fields like healthcare, computer science & informatics, engineering, technology, and more, Ivy Tech provides the perfect pathway for Project Lead the Way students. You can seamlessly transition into the college classroom and earn your degree. Upon graduation, you'll be prepared to secure a high-wage, in-demand job soon after graduation, or easily transfer to a four-year institution as a junior, saving you as much as \$10,000 on your degree.

Don't delay any longer. Get started now by completing our [free application](#). It only takes about 10 minutes!

Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).



Email #6

All – Computer Science, Engineering, & Biomed

Subject: Ivy Tech wants to see PLTW students, like you, in the classroom.

Ivy Tech Community College is the perfect college choice for a [Project Lead the Way](#) (PLTW) student. Jumpstart your college degree and join us in the classroom for our next term, starting October 23!

With over 70 academic programs in fields like healthcare, computer science, and engineering, [and more](#), Ivy Tech is the perfect place to continue your high-quality STEM education. With a valuable degree from Ivy Tech, you will be ready to earn a high-wage, in-demand job soon after graduation, or transfer your credits to 100+ colleges and universities to continue your education.

Get started by completing our [free application](#) now, and hurry! Classes begin very soon, on October 23. Still in high school? No problem! Indiana students can take advantage of [dual credit](#) and dual enrollment courses and get a headstart on a college degree.

If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat from 7 a.m. to 1 a.m. (ET).