



COMMUNICATIONS PLAN

ANTHOLOGY ADHOC OUTREACH // UNDECIDED STUDENTS

SITUATION ANALYSIS

In an effort to assist students with declaring a major, the Anthology call center agents will perform an outbound call campaign to assist campuses. The goal of this campaign is to connect undecided students to campus Ivy+ Career Link Career Coaches. The conversation between the undecided student and campus Career Coach will lead to assisting the student with declaring a major. Career Coaches will inform students of career exploration tools and resources available to them.

GOALS

- Decrease the number of ‘undecided’ students
- Increase strategic partnerships between Ivy Tech students and Career Coaches

STRATEGIES

- Outbound adhoc call outreach from Anthology call center agents to undecided students who are in need of declaring a major

AUDIENCES

- Undecided students who have not declared a major

TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
March 21, 2023	Project Kick-off	
March 21, 2023	Outbound Live Agent Calls	
TBD	First round of calls completed	
TBD	Listen to calibration call to assess agent interactions	
TBD	Meeting to assess success, continued improvement tactics	

CONTENT

Outbound call campaign

Live agent script:

Hi, my name is <agent’s name> and I’m calling from Ivy Tech Community College, may I speak with <student’s name>?

IF YES/Right Party Connect:



- Wonderful. I'm calling today because our records show you have not declared a major yet. I know sometimes that can be daunting and maybe a bit overwhelming, but we have a team in place who can help you by answering any questions you may have, and even provide resources and tools to assist you if you need help making a decision. Have you met with a Career Coach at your campus yet?
 - IF YES: Great! So you're familiar with all of the great support and resources a Career Coach can provide. Do you remember how to contact your Career Coach?
 - IF YES: Great! I'm going to provide you with the email address of your Career Coach so that you can stay connected throughout your time at Ivy Tech and schedule appointments when convenient for you. *(Agent note: confirm campus with the student and then provide the email address of career contact from the chart below.)* May I help you with anything else?
 - IF NO: That's no problem. I would love to connect you with your campus Career Coach. This Coach will provide you with one-on-one personalized support to ensure you feel comfortable and confident with your future intended major. Can you please confirm which campus you are attending?
<student states primary campus>
Great! The <insert campus name>. Let me look up your personalized Career Coach.
Agent Note: Refer to the chart below with contact information for each campus Career Coach. It is imperative to ensure you are choosing the correct campus to provide the student with the correct information.
 - IF NO: That's no problem. I would love to connect you with your campus Career Coach. This Coach will provide you with one-on-one personalized support to ensure you feel comfortable and confident with your future intended major. Can you please confirm which campus you are attending?
<student states primary campus>
Great! The <insert campus name>. Let me look up your personalized Career Coach.
Agent Note: Refer to the chart below with contact information for each campus Career Coach. It is imperative to ensure you are choosing the correct campus to provide the student with the correct information.

IF NO: No problem. It appears <student's name> has not yet declared a major yet. I was calling to see if I could help him/her with the next steps in the process. I appreciate your time today & will be trying back to reach them at a more convenient time. Thank you & have a wonderful day.

Voicemail Script:

Hello. This is Ivy Tech Community College calling to speak to you about choosing a major. It appears you are either marked as choosing an undecided major or general studies. We wanted to connect you with your campus career link team so they can help answer your questions, and even provide resources and tools to assist you if you need help making a decision. The team will provide you with one-on-one personalized support to ensure you feel comfortable and confident with your future intended major. To



get started, visit ivytech.edu/careerlink. If you have immediate questions, give us a call back at 888-IVY-LINE or chat with us online at ivytech.edu/chat. Thank you and have a nice day.

Ivy+ Career Link Campus Emails:

Campus	Shared Inbox
Anderson	anderson-careerlink@ivytech.edu
Bloomington	bloomington-careerlink@ivytech.edu
Columbus	columbus-careerlink@ivytech.edu
Evansville	evansville-careerlink@ivytech.edu
Fort Wayne	fortwayne-careerlink@ivytech.edu
Hamilton County	hamco-careerlink@ivytech.edu
Indianapolis	indianapolis-careerlink@ivytech.edu
Kokomo	kokomo-careerlink@ivytech.edu
Lafayette	lafayette-careerlink@ivytech.edu
Lake County	lakeco-careerlink@ivytech.edu
Lawrenceburg	lburgbville-careerlink@ivytech.edu
Madison	madison-careerlink@ivytech.edu
Marion	marion-careerlink@ivytech.edu
Muncie	muncie-careerlink@ivytech.edu
Richmond	richmond-careerlink@ivytech.edu
Sellersburg	sellersburg-careerlink@ivytech.edu
South Bend	southbend-careerlink@ivytech.edu
Terre Haute	terrehaute-careerlink@ivytech.edu
Valparaiso	valparaiso-careerlink@ivytech.edu
Systems Office (high level)	careerlink@ivytech.edu