



Marketing Cloud Journey

Next Level Jobs (NLJ)

Audience:

- LeadSource EQUALS Workforce Ready Grant
- AND Lead: Status EQUALS Unassigned, Assigned, or Working

Email 1

Subject: Earn a certificate for free, %%Lead:FirstName%%!--Next Level Jobs

Preheader: Your program of interest may be one of the many high demand jobs needed for Indiana's workforce.

Body:

Interested in Getting Your Degree for *Free*?

Your program of interest is one of the many high demand jobs needed for Indiana's workforce, your tuition and fees for your program may be covered by the Workforce Ready Grant, thanks to Indiana's [Next Level Jobs](#) program.

Programs range in fields such as Advanced Manufacturing, Building and Construction, Health Sciences, Information Technology and Business Technology, and Transportation and Logistics.

Ivy Tech grads often have jobs waiting for them after graduation. Best of all, graduates who participate in Next Level Jobs average around \$7000 more a year. We have the most career focused programs and with our new [Ivy+](#) approach to tuition, required textbooks are included in tuition.

How do you qualify?

- Must be an Indiana resident
- Must have a high school diploma or GED/High School Equivalency
- May not have previously received a certificate in a Workforce Ready Grant eligible program

What are your next steps?

- Fill out the [FAFSA](#) and enter Ivy Tech's school code: 009917
- [Apply](#) and complete enrollment to Ivy Tech Community College in an [eligible Certificate or Technical Certificate Program](#)

We encourage you to apply for either a Certificate or Technical Certificate when filling out the online application for admission, even if your end goal is to complete an



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associate degree. By starting at the Certificate or Technical Certificate level you will be able to earn several stackable workforce certifications.

We are here to help!

If you have questions about the Next Level Jobs program, please reach out to us at 888.IVY.LINE (Option 1) and one of our representatives will be happy to assist you.

Email 2

Subject: Next Level Jobs -- Get started at Ivy Tech.

Body:

Hello %%Lead:FirstName%%,

[Ivy Tech Community College](#) is excited to see you are interested in our Workforce Ready Grant eligible programs, thanks to the [State of Indiana's Next Level Jobs program](#). The grant funds high-value certificate programs in areas where jobs are in high-demand.

We offer many areas to choose from, including:

- Advanced Manufacturing
- Business
- Information Technology Services
- Building and Construction
- Healthcare
- Transportation and Logistics

If you're undecided on what might be the right fit for you, you're in luck! Ivy Tech Community College, the Governor's Workforce Cabinet, and InsideTrack have teamed up to provide Hoosiers 18 years or older a free service to help you explore your career path. For more information, visit careercoaching.yournextstepin.org/.

Completing your [FAFSA and applying to Ivy Tech](#) are the first steps to qualify for the Workforce Ready Grant. Our [application](#) is free and takes about ten minutes to complete.

Have more questions? Contact us at 888-IVY-LINE seven days a week from 7AM to 1AM (ET).



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Email 3

Subject: What would you do with \$7,000 more a year?

Body:

Did you know that the average Workforce Ready Grant graduate makes around \$7,000 more annually? Many of our grads often have jobs waiting for them before they graduate.

If you're interested in a job in Information Technology, Healthcare, Transportation and many other fields, your tuition and fees for your program could be covered by the Workforce Ready Grant, thanks to [Indiana's Next Level Jobs program](#).

As an added benefit, you may even be able to pair the certificate you receive with other classes offered at Ivy Tech for a more advanced credential. [By stacking credentials](#) you may be able to receive a technical certificate or even an associate degree.

Email 4

Subject: Not sure which Next Level Jobs path is right for you?

Body:

[Ivy Tech Community College](#), the Governor's Workforce Cabinet, and InsideTrack have teamed up to provide Hoosiers 18 years or older a free service to help explore different career pathways. If you are still unsure about which high-value certificate is right for you, now is the time to let InsideTrack help.

InsideTrack has a team of career coaches who are focused on helping you set and advance toward your career goals based on your unique strengths and circumstances. This is a free program that is only accessible to residents of the state of Indiana. Participants will receive up to four months of career coaching!

Visit careercoaching.yournextstepin.org/ to learn more about this exciting new opportunity. Get started on the path toward a new career today!

Have more questions? Contact us at 888-IVY-LINE seven days a week from 7AM to 1AM (ET).