**Frequently Asked Questions**

**Overview:** To better serve our students, staff and faculty, Ivy Tech <Insert Campus Name> is transitioning from Express Enrollment Weeks to a new enrollment strategy called Tuesdays@TheTech. As you may remember, Express Enrollment focused on getting students through the enrollment checklist in one day, however, the model no longer worked and needed to be reimagined.

Tuesdays@TheTech will start in June and will be promoted with a statewide [communications](https://www.ivytech.edu/files/Tuesdays%40TheTech%20SO%20Content%20Strategy_V4.docx.pdf) and advertising campaign that is designed to drive both virtual and in-person traffic to campuses for registration support.

**Question:** Will Tuesdays@TheTech replace Express Enrollment Weeks? **Answer:** Yes.

**Question:** What are the goals for Tuesdays@TheTech? **Answer:** To increase sub-term to sub-term retention; improve the student (and staff)   
 experience; and successfully register students within 30 days prior to the start of   
 term.

**Question:** Are we required to hold specific activities at Tuesdays@TheTech events? **Answer:** No, our campus can choose the activities we want to promote.

**Question:** What activities will our campus do at Tuesdays@TheTech events? **Answer:** <Insert your campus response here>

**Question:** What teams will be involved with Tuesdays@TheTech at our campus?   
**Answer:** <Insert your campus response here>

**Question:** Will our campus host a Tuesdays@TheTech event every week? **Answer:** <Insert your campus response here>

**Question:** Where can I learn more about Tuesdays@TheTech? **Answer:** To learn more about Tuesdays@TheTech visit our [website](https://www.ivytech.edu/tuesdays/index.html).

**Question:** What’s being done to promote Tuesdays@TheTech to the community?   
**Answer:** Systems Office is leading a state-wide [engagement plan](https://www.ivytech.edu/comms/index.html#Tuesdays) including emails, text   
 messages, social media, and digital ads to all leads (people who have applied)   
 and opportunities (people who have been accepted but have not registered for   
 classes). <Insert any local efforts the campus is doing>

**Question:** How can I support Tuesdays@TheTech?  
**Answer:** Spread the word about Tuesdays@TheTech throughout the campus community   
 and beyond. Volunteer for a Tuesday@TheTech activity. Share with campus   
 leadership ideas to help make Tuesdays@TheTech successful.