**Employee Update**

**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.

In general, students will be able to get enrollment support, financial aid help, and registration assistance as well as tour campuses during Tuesdays@TheTech events. Other activities may be incorporated into the Tuesdays@TheTech events, including School Spotlight, 21st Century Scholars recruitment, and others, depending on enrollment goals.

The overall goals of the program are 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. To learn more about Tuesdays@TheTech visit our [website](https://www.ivytech.edu/tuesdays/index.html).

**Below is an overview of important information for our upcoming T@TT event:**

**Upcoming T@T Campus Date:** <Insert upcoming date>

**T@T Event Times/Locations:** <Insert event times>

**Teams Required:** <Insert departments/teams who are required to participate in upcoming event>

**Team Arrival Time:** <Insert time staff needs to arrive for set up>

**Planned Activities:** <Insert activities here> (FAFSA workshop, KA assistance, community partner presentation, etc.)

**Resources Required:** <Insert list of items as well as who is responsible for bringing them> (tables, signage, view books, giveaway items etc.)

**Campus Point of Contact:** <insert campus lead or each dept lead>

**Marketing Materials Available:** <https://www.ivytech.edu/comms/index.html>