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COMMUNICATIONS PLAN

FREE SUMMER TUITION AND TEXTBOOKS // SUMMER 2023

SITUATION ANALYSIS

Indiana high school students, ranging from grades 9 to 12, have the opportunity to receive free tuition and textbooks this summer with Ivy Tech Community College. Not to be confused with the Summer 2023 push to Crossing the Finish Line (CTFL) eligible students, these free courses will fill the gap for those **who *do not* qualify for CTFL.**

Important Note: The future enrollment of dual enrollment students will not impact campus retention rates, as high school students are not included in retention metrics.

GOALS

- Provide equity for HS students who don't qualify for CTFL
- Increase Summer 2023 headcount and/or FTE for campuses statewide
- Introduce Ivy Tech as a valuable option to new students & their influencers
- Offer free career exploration for students without a plan
- Add Summer courses to current DC/DE students

STRATEGIES

- Communicate through modalities of email, text and digital advertising free courses option to eligible students. (Covering tuition, fees, and textbooks.)
- RFI Form: https://ivytech.qualtrics.com/jfe/form/SV_85MdRWptZ7DuzhY
- Landing Page: ivytech.edu/freecourses
- Radio Script

AUDIENCES

- Original Crossing the Finish Line (CTFL) list with the CTFL students removed. List only contains Indiana high school students, grades 9 through 12, and their parents.

TACTICS AND TIMELINE

Timing	Tactic	Message
Monday, April 10	Statewide Press Release	
Tuesday, April 11	Email 1	Sent through MC Journey Builder
Week of April 17	Digital Advertising Launch	List provided for look-alike audiences
Tuesday, April 18	Text 1	Submitted to Bb on 4/17/23
Tuesday, April 25	Email 2	Scheduled in MC on 4/24/23

Wednesday, April 26	Blackboard Call 1	Submitted to Bb on 4/17/23
Tuesday, May 2	Postcard	Grades 9-11 and grade 12. ACE #2401
Tuesday, May 2	Email 3	Scheduled in MC on 4/24/23
Tuesday, May 9	Text 2	Submitted to Bb on 4/24/23
Tuesday, May 16	Email 4	Scheduled in MC on 4/24/23
Tuesday, May 23	Text 3	Submitted to Bb on 4/24/23
Tuesday, May 30	Email 5	Scheduled in MC on 4/24/23

CONTENT

Landing Page:

Main header H1- Free Tuition & Textbooks for High School Students

Top Graphic: Get Free Tuition & Textbooks This Summer!

Intro Content- Make your college goals a reality this summer with FREE tuition & textbooks for high school students at Ivy Tech! Whether you're just getting started, almost finished, or somewhere in-between, these free courses can help you:
- Get started on your college goals
- Explore programs and career opportunities
- Move closer to college completion
- Accomplish Indiana College Core courses
- Focus on areas needing attention

Sound interesting? Complete this short form and an Ivy Tech representative will contact you about next steps.

Header- High School Freshman, Sophomores, and Juniors
Content- Taking Ivy Tech courses while in high school gives you the opportunity to explore future careers and discover your passion while earning college credit! You may even have the ability to complete the Indiana College Core or earn an associate degree before you graduate high school, saving you time and money.

Subheader H2- Indiana College Core
Content- The Indiana College Core ensures that your 30 hours of general education credit transfers between public colleges and universities. By completing this credential with Ivy Tech while you're still in high school, you can guarantee that most, if not all, of your core college classes will already be completed by the time you begin college, regardless of what school you choose to attend.

Subheader H2- Associate Degree

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By working hard to earn your associate degree in high school, you will be ready to transition directly into the workforce and begin a fulfilling career after graduation, or you can seamlessly transfer to a four-year college or university and earn your bachelor's degree in only two years, saving you thousands of dollars. Ivy Tech has 20+ associate degrees that qualify for guaranteed admission to many other four-year institutions around the state.

Header- Graduating High School Seniors (Class of 2023):
Content- As a graduating senior, you may be planning on attending Ivy Tech or looking to head straight to a four-year institution. You may also be one of many students who are still searching for what comes next and looking for ways to explore your options. Regardless of what path you are on, **taking free Ivy Tech courses this summer** is a great first step as it will allow you to explore potential future careers, get an introduction to the college classroom, earn college credit, and save money.

If you like what you see this summer, continue studying with us by registering for courses this fall!

Digital Ad Content:

Responsive Ad Content
Static Ad Content

Email 1:

Grades 9-11:

Subject: Start your college degree for FREE at Ivy Tech!

Ivy Tech wants to help you get a head start on your college degree by offering free tuition & textbooks to high school students this summer!

Taking Ivy Tech courses while in high school gives you the opportunity to explore future careers and discover your passion while earning college credit, which moves you closer to completing the Indiana College Core or earning an associate degree before you even graduate! Ivy Tech's free summer courses are a great way to get started or continue completing your credential.

After high school, continue your education by enrolling at Ivy Tech, or seamlessly transfer to a four-year institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so no matter what your plans look like after high school, taking advantage of free Ivy Tech classes can help you gain some momentum and ultimately finish your degree faster and for a lower cost!

Ivy Tech is your first step to endless possibilities. Get started now at no cost to you! Let us know you are interested in registering for free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

<insertbutton>

Grade 12:

Subject: Start your college degree for FREE at Ivy Tech!

Ivy Tech wants to help you get a head start on your college degree by offering you free tuition & textbooks this summer!

Whether you're planning on attending Ivy Tech this fall, heading off to a four-year institution, or still searching for what your next step might be, taking Ivy Tech courses this summer will allow you explore potential future careers, take a test drive of the college classroom, earn college credit, and save money in the process.

At the end of the summer, you can continue your education with us, or seamlessly transfer your earned credits to another institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so no matter what your plans look like, taking advantage of free classes this summer can help you gain some momentum and ultimately finish your degree faster!

Let us know you are interested in registering for free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

<insertbutton>

Text 1:

Get a head start on your college degree with FREE summer tuition & textbooks at Ivy Tech. Let us know you're interested: ivytech.edu/freecourses

Email 2:

Grades 9-11:

Subject: Take advantage of FREE tuition and textbooks this summer with Ivy Tech.

Ivy Tech is offering free tuition & textbooks to high school students this summer! Taking Ivy Tech courses while in high school will allow you to explore future careers while earning college credit. The more courses you take in high school, the closer you are to completing the Indiana College Core or earning an associate degree before you graduate high school, saving you time and money! Ivy Tech's free summer courses are a great way to get started.

After high school, you can continue your education by enrolling at Ivy Tech, or seamlessly transfer to a four-year institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so no matter where you end up, free classes at Ivy Tech are a great option to get ahead.

Get started now! Let us know you are interested in registering for free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

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Grade 12:

Subject: Take advantage of FREE tuition and textbooks this summer with Ivy Tech.

Ivy Tech is offering free tuition & textbooks to graduating high school seniors this summer!

As you look toward high school graduation, you may be planning on attending Ivy Tech or looking to head straight to a four-year institution. You may also be one of many students who are still searching for what comes next. Regardless of what path you are on, taking free Ivy Tech courses this summer is a great first step as it will allow you to explore potential future careers, get an introduction to the college classroom, earn college credit, and save money.

At the end of the summer, you can continue your education with us, or seamlessly transfer your credits to another institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so no matter what your plans look like, taking advantage of free classes this summer is a great opportunity to jumpstart your future.

Let us know you are interested in registering for free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

<insertbutton>

Call 1:

Grades 9-11:

Hello! This is Ivy Tech Community College calling to invite you to take advantage of free tuition & textbooks for high school students this summer. Taking Ivy Tech courses while in high school gives you the chance to explore future careers, earn college credit, and work toward completing statewide core classes or even an associate degree as a high school student.

After high school, you can continue your education with Ivy Tech, or easily transfer your credits to your choice of over 100 colleges and universities across the nation. Whatever your path may look like, free summer courses are a perfect way to get a head start on your college degree. For more information and to learn how to sign up visit ivytech.edu/freecourses

Grade 12:

Hello! This is Ivy Tech Community College calling to invite you to take advantage of free tuition & textbooks this summer. Whether you are planning on attending Ivy Tech this fall, heading off to a four-year institution, or still looking for what your next step might be, taking free courses this summer will allow you explore potential future careers, earn college credit, and save money in the process.

With your completed Ivy Tech credits, you can continue your education with us, or seamlessly transfer your credits to another institution. Whatever your path may be, free Ivy Tech classes are a great way to get a head start. For more information and to learn how to sign up visit ivytech.edu/freecourses

Email 3:

Grades 9-11:

Subject: Don't miss out on FREE Ivy Tech courses this summer

Don't miss out on your opportunity to take college courses this summer with free tuition & textbooks at Ivy Tech!

Taking Ivy Tech courses while in high school gives you the advantage of being able to explore future careers and earn college credit in those areas so you are ready to hit the ground running after high school graduation. By getting a head start for free this summer, you may have the ability to complete the Indiana College Core or earn an associate degree before you graduate high school, saving you time and money!

With your earned credits, you can continue your education after high school by enrolling at Ivy Tech, or seamlessly transfer your credits to your choice of over 100 colleges and universities across the country.

Don't delay! Get started now by letting us know you are interested in free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

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Grade 12:

Subject: Don't miss out on FREE Ivy Tech courses this summer.

Don't miss out on your opportunity to take college courses with free tuition & textbooks this summer at Ivy Tech!

With high school graduation right around the corner, it's time to get ready for what comes next. Whether you are planning on attending Ivy Tech, heading off to a four-year institution, or still searching for the right path for you, taking Ivy Tech courses this summer is a great way to get a head start. Our free classes will allow you to explore potential future careers, ease yourself into college, and earn credit that will allow you to complete your degree faster and for less!

At the end of the summer you can continue your education with us, or seamlessly transfer your credits to your choice of over 100 colleges and universities across the country.

Don't delay! Get started now by letting us know you are interested in free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

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Parents:

Subject: Ivy Tech is offering FREE summer courses for high school students!

Your high school student can take *college* courses this summer with free tuition & textbooks at Ivy Tech Community College! Taking courses during the summer term allows for a jumpstart on earning college credits.

Whether your high school student is just getting started, almost finished, or somewhere inbetween, taking free Ivy Tech courses this summer is the perfect opportunity for them to explore future careers while earning FREE college credit. The more courses they take in high school, the closer they will be to completing the Indiana College Core or earning an associate degree before even graduating high school – saving both time and money!

As your student looks to what comes after high school graduation, they can choose to continue their education by enrolling at Ivy Tech, or seamlessly transfer the credits they've earned to a four-year institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so no matter where your student ends up, free classes at Ivy Tech are a great option to get ahead.

Interested students can get started now by filling out the short form below. A representative from Ivy Tech will then get in contact with them regarding next steps. Classes start June 5. Don't delay!

<insertbutton>

Text 2:

Don't miss out on FREE summer tuition & textbooks at Ivy Tech. Let us know you're interested: ivytech.edu/freecourses

Email 4:

Grades 9-11:

Subject: FREE summer courses are starting soon at Ivy Tech.

Classes with free summer tuition & textbooks for high school students **start June 5** at Ivy Tech! Don't miss this chance to get a head start on your college degree.

Free courses with Ivy Tech will allow you to explore future careers, earn college credit, and get closer to completing the Indiana College Core or even an associate degree. After high school, you can continue your education by enrolling at Ivy Tech, or seamlessly transfer to a four-year institution.

You don't want to miss this once in a lifetime opportunity. Let us know you are interested in registering for free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

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Grade 12:

Subject: FREE summer courses are starting soon at Ivy Tech.

Classes with free summer tuition & textbooks for graduating seniors **start June 5** at Ivy Tech! Don't miss this chance to get a head start on your college degree.

With high school graduation right around the corner, you may be looking to attend Ivy Tech, head to a four-year university, or even still searching for what comes next, and that's ok! No matter what path you may be on, taking Ivy Tech courses this summer is a great way to get a head start by exploring potential future careers, getting a taste for the college classroom, and earning valuable college credit.

At the end of the summer you can continue your education with us, or seamlessly transfer your credits to your choice of over 100 colleges and universities across the country.

You don't want to miss this opportunity! Let us know you are interested in free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

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Parents:

Subject: Your student can take college courses for FREE this summer.

Ivy Tech wants to help your student get a head start on their college degree by offering FREE summer tuition & textbooks for high school students and graduating seniors.

Whether your high school student is just getting started, almost finished, or somewhere inbetween, these free courses will help them:

- Get started on their college goals
- Move closer to college completion
- Accomplish Indiana College Core courses
- Focus on areas needing attention
- Explore areas of interest and future careers

With earned credits, your student can continue their education after high school by enrolling at Ivy Tech, or seamlessly transferring to their choice of over 100 colleges and universities across the country.

Don't let your student miss this opportunity! Have them complete the short form below to let us know they're interested. A representative from Ivy Tech will be in contact about next steps. Classes start June 5, so don't delay!

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Text 3:

Get a head start on your college degree with FREE summer tuition & textbooks at Ivy Tech. Let us know you're interested: ivytech.edu/freecourses

Email 5:

Grades 9-11:

Subject: There's still time to get registered for FREE summer courses at Ivy Tech.

There's still time to get registered for free summer tuition & textbooks at Ivy Tech, but you have to act quickly!

Taking free courses from Ivy Tech will allow you the unique opportunity to explore future careers and earn valuable college credit, all at no cost to you! These summer courses will also help you get a head start on completing the Indiana College Core or even an associate degree as a high school student, saving you both time and money!

After high school, you can continue your education by enrolling at Ivy Tech, or seamlessly transfer to a four-year institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so whether you are looking to attend Ivy Tech straight out of high school, or making plans to go right to a four year institution, taking advantage of free Ivy Tech classes can help you gain some momentum and ultimately finish your degree faster!

Ivy Tech is your first step to endless possibilities. Take that first step by letting us know you are interested in registering for free summer courses using the button below and a representative from Ivy Tech will be in contact with you about next steps!

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Grade 12:

Subject: There's still time to get registered for FREE summer courses at Ivy Tech.

There's still time to get registered for free summer courses at Ivy Tech but you have to act quickly!

Whether you are planning on attending Ivy Tech this fall, heading off to a four-year institution, or still searching for what your next step might be, Ivy Tech is offering free tuition & textbooks this summer that will allow you explore potential future careers, take a test drive of the college classroom, earn college credit, and save money in the process.

With your completed Ivy Tech credits, you can continue your education with us, or seamlessly transfer your credits to another institution. Ivy Tech credits transfer to over 100 colleges and universities in Indiana and across the country, so no matter what your plans look like, taking advantage of free classes this summer can help you gain some momentum and ultimately finish your degree faster!

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Let us know you are interested in registering for free summer courses by clicking below and a representative from Ivy Tech will be in contact with you about next steps!

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Parents:

Subject: Your student still has time to register for FREE summer classes

Summer courses at Ivy Tech Community College start June 5, but there's still time to take advantage of this opportunity and get registered.

Wherever your student may be in their educational career, free tuition & textbooks with Ivy Tech will allow your student to explore future careers, earn college credit, and get closer to completing the Indiana College Core or even an associate degree. After high school, your student can continue their education by enrolling at Ivy Tech, or seamlessly transfer to a four-year institution.

Don't let them miss the opportunity to take courses for free at Ivy Tech! Your student can get started now by clicking below and a representative from Ivy Tech will be in contact about next steps. Don't wait! Classes start June 5.

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Resources Email:

Grades 9-11:

Subject: Ivy Tech has what you need to succeed with FREE summer classes.

Ivy Tech wants to help you get a head start on your college degree by offering free tuition & textbooks to high school students this summer!

Free courses with Ivy Tech will allow you to explore future careers, earn college credit, and get closer to completing the Indiana College Core or even an associate degree while you're still in high school.

We know that your success as a student relies on much more than just the lessons you receive in the classroom, especially as you may be starting college level classes for the first time. We are ready to provide you with any additional support you may need such as:

- Academic Advising which can help you make well-informed decisions as you progress toward your academic goals.
- Career Link which can help you figure out the right steps for your career path and get connected to valuable professional development and employment opportunities.
- Tutoring services which can provide you extra academic support where you may need it.
- Disability Support Services which can provide accommodations for physical, learning, and other disabilities so that you have equal opportunity to succeed in the classroom.

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We are even happy to help walk you through the registration process to make getting to Ivy Tech as easy as possible! Click the button below to let us know you're interested in free summer courses and an Ivy Tech representative will reach out with next steps.

<insertbutton>

We look forward to seeing you in the classroom this summer!

Grade 12:
Subject: Ivy Tech has what you need to succeed with FREE summer classes

Ivy Tech wants to help you get a head start on your college degree by offering free tuition & textbooks to graduating high school seniors this summer!

No matter where your education may be taking you after high school graduation, taking Ivy Tech courses this summer is a great way to get a head start by exploring potential future careers, getting a taste for the college classroom, and earning valuable college credit.

At Ivy Tech, we know that your success as a student relies on much more than just the lessons you receive in the classroom, especially as you may be starting college level classes for the first time. We are ready to provide you with any additional support you may need such as:
● Academic Advising which can help you make well-informed decisions as you progress toward your academic goals.
● Career Link which can help you figure out the right steps for your career path and get connected to valuable professional development and employment opportunities.
● Tutoring services which can provide you extra academic support where you may need it.
● Disability Support Services which can provide accommodations for physical, learning, and other disabilities so that you have equal opportunity to succeed in the classroom.

We are even happy to help walk you through the registration process to make getting to Ivy Tech as easy as possible! Click the button below to let us know you're interested in free summer courses and an Ivy Tech representative will reach out with next steps.

<insertbutton>

We look forward to seeing you in the classroom this summer!

Deliverable: 8.5"w x 11"h digital flyer

Topic: Free Summer Courses

Due Date: TBD

Final Output: Canva Template that is customizable for campuses

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[insert graphic, top]

HEADER: Free Summer Courses for High Schoolers

Make your college goals a reality this summer with FREE tuition & textbooks for high school students at Ivy Tech! Whether you're just getting started, almost finished, or somewhere in between, these free courses can help you:

- Get started on your college goals
- Move closer to college completion
- Accomplish Indiana College Core courses
- Focus on areas needing attention
- Explore areas of interest and future careers

These free courses are available for high school students in grades 9 – 11 and 12th grade students who are graduating in Spring 2023.

We look forward to seeing you in class this summer!

Learn more and complete an interest form at **ivytech.edu/freecourses**.

[insert editable area for campuses to add their local info]

Postcard Content:

Grades 9-11:

Verbage on front: Take advantage of FREE summer tuition & textbooks with Ivy Tech

Taking courses with Ivy Tech while still in high school will allow you to explore future careers, earn college credit, complete valuable college credentials, and gain some momentum to ultimately finish your degree faster and for a lower cost.

After high school you can continue your education by enrolling at Ivy Tech, or seamlessly transfer your credits to your choice of over 100 colleges and universities across the country.

Learn more and complete and interest form at ivytech.edu/freecourses

Classes start June 5. So don't delay!

Grade 12:

Verbage on front: Take advantage of FREE summer tuition and textbooks with Ivy Tech

No matter where your education may be taking you after high school graduation, Ivy Tech wants to help you get a head start by offering FREE tuition & textbooks to graduating high school students. Our summer courses are a great way to get a head start by exploring potential future careers, getting a taste for the college classroom, and earning valuable college credit.

At the end of the summer, you can continue your education with us, or seamlessly transfer your credits to your choice of over 100 colleges and universities across the country. Classes start June 5. Get registered today!

Learn more and complete and interest form at ivytech.edu/freecourses

Radio Script:
:30 second: Attention all high school students! Ivy Tech wants to help you get a head start this summer by offering you FREE tuition & textbooks. Summer courses are a great way to begin exploring potential careers, getting a taste for the college classroom, and earning valuable college credit. After high school, you can continue your education by enrolling at Ivy Tech, or seamlessly transfer your credits to your choice of over 100 colleges and universities across the country. The summer semester starts June 5 – so don't wait any longer! To get started, visit ivy tech dot edu slash free courses.