Communications Plan

Free Summer Tuition & Textbooks | Summer 2024

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 2024 push to Crossing the Finish Line (CTFL) eligible students, these free courses will fill the gap for those who do not qualify for CTFL.

Goals

- Provide equity for HS students who don't qualify for CTFL
- Increase Summer 2024 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
- Paid social
- YouTube

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 & Timeline

Timing	Tactic	Notes
4/10	Statewide Press Release	
4/9	Email 1	
4/16	Text 1	
4/23	Email 2	

4/30	Email 3	
5/7	Postcard	
5/7	Text 2	
5/14	Email 4	
5/21	Text 3	
5/28	Email 5	

Last year's plan: W Free High School Summer Tuition & Textbooks_2023.docx

Postcard

Grades 9-11
Front:
Take advantage of FREE summer tuition & textbooks with Ivy Tech

Back:
Get a head start on college while still in high school!

By taking courses at Ivy Tech, you can explore future careers, earn college credits, and build momentum toward reaching your goals even faster. Save time and money by taking FREE classes this summer!

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.

Don't wait, classes start June 3!

Get started at ivytech.edu/freecourses

Grade 12
Front:
Take advantage of FREE summer tuition & textbooks with Ivy Tech

Back:
No matter what your plans are after high school, Ivy Tech wants to help you get a head start with FREE tuition & textbooks this summer. Our summer courses are a great way to explore potential careers, get used to college classes, and earn 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 3, so don't wait to register!

Get started at ivytech.edu/freecourses

Audio Streaming Script

Attention high school students! You can get free tuition and textbooks at Ivy Tech this summer. Summer classes are a great way to explore potential career paths and earn valuable college credits. After high school, you can continue on at Ivy Tech or seamlessly transfer your credits to

your choice of over one hundred colleges and universities across the country. Classes start June third, so don't wait! Get started at Ivy Tech dot edu slash free courses.

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. That's why we're offering high school students like you FREE tuition and textbooks this summer!

Taking Ivy Tech courses while in high school gives you the opportunity to explore future careers and discover your passions. Plus, you can get a head start on your future by earning college credit toward the Indiana College Core or an associate degree before you even graduate! Ivy Tech's free summer courses are the perfect time to start earning a credential.

Start your path to a better tomorrow at no cost to you! Fill out our short interest form below and an Ivy Tech representative will be in contact with you about next steps.

GET STARTED BUTTON

Questions? Contact your local High School Programs Contact to learn more about free summer class opportunities. For more general information, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Grade 12

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

Ivy Tech wants to help you get a head start on your future. That's why we're offering high school students like you FREE tuition and textbooks this summer!

Whether you're planning on attending Ivy Tech this fall, heading off to a four-year institution, or are still deciding what your next step might be, taking Ivy Tech courses this summer will allow you to explore future careers and discover your passions.

Start your path to a better tomorrow at no cost to you! Fill out our short interest form below and an Ivy Tech representative will be in contact with you about next steps.

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Text 1

Get a head start on college with FREE summer tuition & textbooks at Ivy Tech. Learn more at ivytech.edu/freecourses

Email 2

Grades 9-11

Subject: Get free tuition & textbooks this summer

Take advantage of [free tuition and textbooks](#) at Ivy Tech this summer! By registering for summer courses, you can explore your interests while earning college credit.

After high school, you can continue your education by enrolling at Ivy Tech or seamlessly transfering to a four-year institution. Ivy Tech credits [transfer](#) to over 100 colleges and universities across the country, so no matter where you go, Ivy Tech's free classes can help you get ahead.

Classes start June 3, so don't wait to get started! Fill out the short interest form below and a representative from Ivy Tech will be in touch with you about next steps.

[GET STARTED BUTTON](#)

Questions? Contact your local [High School Programs Contact](#) to learn more about free summer class opportunities. For more general information, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Grade 12

Subject: Get free tuition & textbooks this summer

Take advantage of [free tuition and textbooks](#) at Ivy Tech this summer! By registering for summer courses, you can explore your interests while earning college credit.

At the end of the term, you can continue your education by enrolling at Ivy Tech or seamlessly transfering to a four-year institution. Ivy Tech credits [transfer](#) to over 100 colleges and universities across the country, so no matter where you go, Ivy Tech's free classes can help you get ahead.

Classes start June 3, so don't wait to get started! Fill out the short interest form below and a representative from Ivy Tech will be in touch with you about next steps.

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Email 3

Subject: Got summer plans?

You can earn FREE college credit this summer at Ivy Tech! The cost of tuition and textbooks are covered for high school students, giving you the freedom to:

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

We hope to see you in classes starting June 3! Click the button below to fill out our short interest form and an Ivy Tech representative will be in contact with you about next steps!

GET STARTED BUTTON

Questions? Contact your local High School Programs Contact to learn more about free summer class opportunities. For more general information, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Text 2

Grades 9-11
You can get free tuition and textbooks this summer at Ivy Tech! Start earning college credit before you graduate: ivytech.edu/freecourses

Grade 12
You can get free tuition and textbooks this summer at Ivy Tech! Get a head start on your plans for the future: ivytech.edu/freecourses

Email 4

Grades 9-11

Subject: Free summer courses start soon at Ivy Tech!

Ivy Tech's summer term starts **June 3**. Don't miss out on free tuition and textbooks for high school students taking summer courses!

Taking classes at 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 by seamlessly transferring your credits to a four-year institution.

Ready to register for classes? Fill out the short interest form below and a representative from Ivy Tech will reach out with next steps.

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Grade 12

Subject: Free summer courses start soon at Ivy Tech!

Ivy Tech's summer term starts **June 3**. Don't miss out on free tuition and textbooks for high school students taking summer courses!

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

Ready to register for classes? Fill out the short interest form below and a representative from Ivy Tech will reach out with next steps.

GET STARTED BUTTON

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Text 3

Get a head start on your college degree with FREE summer tuition & textbooks at Ivy Tech. Learn more at ivytech.edu/freecourses

Email 5

Grades 9-11

Subject: There's still time to register for FREE summer courses!

You can still take advantage of free tuition and textbooks at Ivy Tech this summer, but you have to act quickly!

Click the button below to fill out a short form that lets us know you're interested. An Ivy Tech representative will reach out to you with next steps from there.

By taking classes at Ivy Tech this summer, you can get a head start on the Indiana College Core or even an associate degree as a high school student, saving you both time and money! Ivy Tech has transfer agreements with over 100 colleges and universities across the country, so whether you're looking to attend Ivy Tech straight out of high school or planning to go right to a four-year institution, you can get ahead at Ivy Tech!

Summer classes begin **June 3**, so don't wait!

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You can still take advantage of free tuition and textbooks at Ivy Tech this summer, but you have to act quickly!

Click the button below to fill out a short form that lets us know you're interested. An Ivy Tech representative will reach out to you with next steps from there.

By taking classes at Ivy Tech this summer, you can get a head start on your future. Begin earning a certification so you can head straight into the workforce, or save time and money on a degree! Ivy Tech has transfer agreements with over 100 colleges and universities across the

country, so whether you're looking to attend Ivy Tech straight out of high school or planning to go right to a four-year institution, you can get ahead at Ivy Tech!

Summer classes begin **June 3**, so don't wait!

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