



Communications Plan

Lilly Scholars @ Ivy Tech | Fall 2023-Spring 2024

Situation Analysis

Ivy Tech and Eli Lilly have partnered to provide scholarships and training for high school and adult students pursuing careers in pharmaceutical manufacturing and quality. However, the program is not fully developed and therefore we need to establish a warming campaign for prospects while the program details (product) is being solidified.

Goals

- Provide a timely response to people seeking information and cultivating interest in the program while we finalize details.

Strategies

- Email
- Text
- [Landing Page](#)

Tactics & Timeline

Timing	Tactic	Notes
Fall Term		
7/20	Email 1	
8/2	Email 2	
8/7	Text 1	
8/14	Text 2	
8/29	Email 3	
9/12	Email 4	
9/26	Email 5	
	Acceptance Email	
Spring Term		
12/6	Email 1	



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12/13	Email 2	
1/3/24	Email 3	

Fall Term

Email 1

Subject: Apply now for our NEW Lilly Scholarship

Ivy Tech students can receive tuition coverage and access unique opportunities through [Lilly Scholars @ Ivy Tech](#). This new scholarship program is designed to support students pursuing credentials in pharmaceutical manufacturing, quality, or related industries.

The Lilly Scholarship covers all tuition and assessed fees at Ivy Tech, including textbooks and certification exam fees. Recipients will also get access to unique opportunities, like networking with industry leaders and participating in paid internships.

You're eligible for this scholarship if you:

- Plan to pursue a certificate or degree in Biotechnology, Smart Manufacturing & Digital Integration, or Industrial Technology
- Maintain at least a 2.5/4.0 cumulative GPA
- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application

In an effort to create a diverse pool of recipients from a broad range of backgrounds, the pool of recipients will include students underrepresented in the Ivy Tech student body or Indiana's workforce. Priority will be given to students who have overcome obstacles such as socioeconomic or educational disadvantage or are first generation college students.

Approximately 1,000 Ivy Tech students will be selected, so don't miss out on this incredible opportunity! Apply today for Lilly Scholars @ Ivy Tech.



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[APPLY NOW](#)

Questions? Call 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/chat](https://ivytech.edu/chat).

Email 2

Subject: Don't miss out on Lilly Scholars @ Ivy Tech

Interested in pursuing credentials in pharmaceutical manufacturing, quality, or a related industry? You may qualify for a scholarship through [Lilly Scholars @ Ivy Tech!](#)

The Lilly Scholarship covers all tuition and assessed fees at Ivy Tech, including textbooks and certification exam fees. Recipients will also get access to unique opportunities, like networking with industry leaders and participating in paid internships.

You're eligible for this scholarship if you:

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- Maintain at least a 2.5/4.0 cumulative GPA
- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application

Don't miss out on this amazing opportunity! Complete the scholarship application now for the chance to become a Lilly Scholar.

[APPLY NOW](#)

If you have any questions along the way, contact us at 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/chat](https://ivytech.edu/chat).



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Text 1

Earn your degree for free with Lilly Scholars @ Ivy Tech! Apply today at IvyTech.edu/lilly-scholars

Text 2

Receive full tuition, textbook, and fee coverage through Lilly Scholars @ Ivy Tech! Find out if you're eligible and complete the application at IvyTech.edu/lilly-scholars

Email 3

Subject: Apply for the Lilly Scholarship today!

You could receive full tuition coverage and access to unique opportunities through [Lilly Scholars @ Ivy Tech](#). This new scholarship program is designed to support students pursuing credentials in pharmaceutical manufacturing, quality, or related industries.

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Email 4

Subject: There's still time to apply for Lilly Scholars @ Ivy Tech!

The pharmaceutical manufacturing industry is a significant contributor to Indiana's economy. If you're interested in becoming a part of this high-demand, high-paying field, [Lilly Scholars @ Ivy Tech](#) can help you get there!

The Lilly Scholarship covers all tuition and assessed fees at Ivy Tech, and provides extra opportunities for scholars like industry experiences and paid internships.

You're eligible for this scholarship if you:

- Plan to pursue a certificate or degree in Biotechnology, Smart Manufacturing & Digital Integration, or Industrial Technology
- Maintain at least a 2.5/4.0 cumulative GPA
- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application

Approximately 1,000 Ivy Tech students will be selected, and you could be one of them! Apply today for Lilly Scholars @ Ivy Tech to jumpstart your future.

[APPLY NOW BUTTON](#)

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Email 5

Subject: Apply now for Lilly Scholars @ Ivy Tech

Are you interested in pursuing a career in pharmaceutical manufacturing, quality, or a related industry? Don't miss out on the opportunity to have your credentials paid for with [Lilly Scholars @ Ivy Tech](#)! This scholarship covers all tuition and assessed fees at Ivy Tech, including the Ivy+ textbook fees, consumable fees, and certification exam fees.

Not only that, scholars in this program will have opportunities to:

- Network with industry leaders and mentors
- Participate in industry experiences



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- Complete for paid internships and/or apprenticeships
- Apply for full-time employment after graduation, if applicable

Apply today for this amazing opportunity!

[APPLY NOW BUTTON](#)

Questions? Call 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Acceptance Email

Dear %%FirstName%%,

I am pleased to inform you that you have been selected for the Lilly Scholars @ Ivy Tech scholarship program. Congratulations! We are excited to recognize your hard work and commitment to academic success. Your studies will prepare you for a high-paying career in the pharmaceutical manufacturing industry, where you'll help drive Indiana's economy and contribute to lifesaving innovations.

Lilly Scholars @ Ivy Tech covers all tuition and assessed fees at Ivy Tech for up to eight semesters, as long as eligibility requirements like maintaining at least a 2.5/4.0 GPA are met. You will also have access to unique experiential learning opportunities during your time in this program.

Again, congratulations on your participation in this exciting new partnership between Ivy Tech Community College and Eli Lilly & Co. We're committed to providing the education and skills you need for success, and through this program, you'll be well on the path to a better tomorrow.

Sue Ellspermann, PhD
Ivy Tech Community College
President



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Spring Term

Email 1

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- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application

Don't miss out on this amazing opportunity! The priority application deadline for Spring 2024 is **November 24**, so complete the scholarship application now for the chance to become a Lilly Scholar.

[APPLY NOW](#)

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Email 2

Subject: Don't miss out on Lilly Scholars @ Ivy Tech



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Are you considering a career in pharmaceutical manufacturing, quality, or a related field? [Lilly Scholars @ Ivy Tech](#) could cover the cost of your credentials! This scholarship covers all tuition and assessed fees at Ivy Tech, including Ivy+ textbooks, consumables, and certification exam fees.

Not only that, scholars in this program will have opportunities to:

- Network with industry leaders and mentors
- Participate in industry experiences
- Compete for paid internships and/or apprenticeships
- Apply for full-time employment after graduation, if applicable

The Spring 2024 priority deadline is **November 24**, so apply today for this amazing opportunity!

[APPLY NOW BUTTON](#)

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The Spring 2024 priority deadline is this week—**November 24**—so apply today for this amazing opportunity!

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