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COMMUNICATIONS PLAN

GUEST STUDENT // Summer 2023

SITUATION ANALYSIS

Guest Students typically attend Ivy Tech Community College at a higher rate during the summer term. Due to high enrollment of summer guest students, the goal is to promote taking courses at Ivy Tech during the summer months in order to lighten the course load while attending at an individual's home institution. Other benefits include: cost savings, smaller class sizes, & convenience of course modalities.

GOALS

- Increase enrollment by 2% based off of prior year Guest Student enrollment metrics.
- Increase the number of courses a Guest Student takes in one term, resulting in higher FTE for the College.

STRATEGIES

- Postcard to former dual credit students, graduated from high school in 2022, who are now attending other institutions (Data to come from National Student Clearinghouse.)
- Email and text message communications to audiences promoting benefits of being and Ivy Tech Guest Student
- Effectively communicate benefits of Ivy+ for eligible students

AUDIENCES

- Prior enrolled Guest Students for Spring 2022, Summer 2022, Fall 2023 (Link to IvyAnalytics Report)
- Currently enrolled Guest Students during the Spring 2023 term (Link to IvyConnect Report)
- Former Dual Credit students, graduated from high school in 2022 (Link to IvyAnalytics Report)

TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
Monday, April 11	Project Kick-off	
Monday, April 18	Text	
Monday, April 18	Social Post	
Thursday, April 21	Email	Benefits of being a Guest Student.
Monday, April 25	Email	Guest Student registration is simple.
Wednesday, April 27	Postcard	To Dual Credit Only
Monday, May 2	Text	Msgs now include Fall '23 start promo
Monday, May 9	Email	Save thousands! $$
Monday, May 16	Text	
Monday, May 16	Social Post	

Monday, May 23	Email	Classes start soon, still time.
Monday, May 30	Text	Classes start next week!
Thursday, June 2	Email	Classes start this week!

CONTENT

Text
Audience: Spring '23 currently registered Guest Students

Registration is open for summer term! Take another class as a guest student at Ivy Tech & bring a friend! insert link

Audience: Prior Guest Students - Spring '22, Summer '22, and Fall '23

Registration is open! Come back to Ivy Tech with a friend to take another class as a guest student. insert link

Social Post

Just because you're at a different college doesn't mean you can't take advantage of what Ivy Tech has to offer! Join us as a guest student and knock out some of your core classes to save you time and money. Textbooks are free for eligible students! insert link

Email
Subject: Take an Ivy Tech summer course that transfers!
Body:
Taking courses as a Guest Student at Ivy Tech Community College has its perks! Registering for courses this Summer at Ivy Tech:

- Allows you more course flexibility during your upcoming terms at your home institution
- Credits easily transfers to your home institution
- Saves you *thousands* of dollars
- Free textbooks for eligible students

Summer classes start June 5. Sign up today to get the pick of classes you want at the times and locations that are best for you. Learn more at IvyTech.edu/Guest.

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online from 7 a.m. to 1 a.m. (ET). We look forward to seeing you in classes this summer!

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Email

Subject: Registering for Guest Student courses is easy!

Body:

Attending Ivy Tech Community College as a Guest Student is easy! To sign up for courses that easily transfer back to your home institution you should:

1. Complete the online [Guest Student Application](#)
2. Register for classes online via [MyIvy](#)
3. Pay your tuition online via [MyIvy](#)

Summer classes at Ivy Tech start June 5. Sign up today to get the pick of classes you want at the times and locations that are best for you. Take advantage of the perks, like [free textbooks](#) for eligible students. Learn more at [IvyTech.edu/Guest](#).

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us online](#) from 7 a.m. to 1 a.m. (ET). We look forward to seeing you in classes this summer!

Text

Don't forget to register as a guest student for summer or fall & save thousands! To learn more, visit [IvyTech.edu/guest](#)

Email

Subject: %%FirstName%%, save money & take courses as a Guest Student at Ivy Tech!

Body:

Ivy Tech Community College has the lowest cost per credit hour in the state of Indiana. Take advantage & sign up for courses as a Guest Student this summer! Courses will easily transfer back to your home institution – leaving you more time for a flexible schedule during the fall term. Take advantage of the perks – [free textbooks](#) for eligible students!

Check out the quick and simple steps to become a Guest Student at [IvyTech.edu/Guest](#). Summer (beginning June 5) and Fall (beginning August 21) courses are gearing up to start. Register today!

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us online](#) from 7 a.m. to 1 a.m. (ET). We look forward to seeing you in classes this summer!

Text

Ivy Tech Summer classes start June 6 & Fall courses start August 21. Guest students save thousands on core classes. Visit [IvyTech.edu/Guest](#) to apply for the summer/fall terms!

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Social Post
We want to help you get your degree faster and for less! Join Ivy Tech as a guest student to complete some of your core classes, then easily transfer those credits back to your home institution. Textbooks are free for eligible students! insert link

Email
Subject: Ivy Tech courses start soon! Get registered today.
Body:
There's still time to take advantage of Ivy Tech Community College summer term and sign up for courses as a Guest Student. Reap the benefits – save money, time, and easily transfer courses to your home institution. If the summer term does not fit your schedule, think about adding a class or two during the fall term – starting August 21.

Register for courses as a Guest Student today! Visit IvyTech.edu/Guest to get started. Summer courses start June 5 – one week away!

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online from 7 a.m. to 1 a.m. (ET). We look forward to seeing you in classes this summer!

Postcard
Audience: (Students enrolled in Dual Credit classes during the 2022-23 academic year)

Front: Save thousands by taking courses as a Guest Student!
Back: Congratulations on your recent high school graduation! You've worked so hard! Make next year a little easier and lighten your course load by taking summer courses at Ivy Tech Community College. The summer semester starts June 5.

Ivy Tech has the lowest tuition in the state, which means you could save thousands of dollars on your core classes. Thanks to our Ivy+ tuition model, textbooks are free for eligible students! The best part, courses seamlessly transfer to any in-state institution. The process to apply as a Guest Student is easy. Visit ivytech.edu/guest to get started today.

Need help? Reach out! Call 888-IVY-LINE (888-489-5463).

Text

Classes start June 5 for the summer term & Aug. 21 for fall! It's not too late to sign up as an Ivy Tech guest student & lighten your load at your home institution. insert link

Email

Subject: Register for classes as a Guest Student at Ivy Tech.

Preheader: Classes start next week!

Body:

Ivy Tech Community College summer term starts next week – June 5! There's still time to take advantage of the cost savings. Follow these simple steps to get registered today:

1. Completing the online Guest Student Application
2. Registering for classes online via MyIvy
3. Paying your tuition online via MyIvy

If taking courses in the summer doesn't align with your existing schedule, join us during fall term with classes starting August 21. If you need help, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online from 7 a.m. to 1 a.m. (ET). We look forward to seeing you in classes soon!

NOTES

Messaging Key Tactics:

- Cost efficient – saving money, as we are the lowest cost per credit hour in the state
- Easily transfers to home institution
- Quick and easy application process
- Virtual options for taking class – making it easier to take courses at any Ivy Tech in the state
- Lessen your course load at your home institution
- Student testimonials for Guest Students (including visuals of students)
- Textbooks are free