



Communications Plan

Project Lead the Way | Fall 2023

Situation Analysis

Ivy Tech has identified an opportunity to recruit students from Project Lead the Way (PLTW) high school programs. This audience participates in career ready programs in academic areas closely aligned with our high achieving programs at Ivy Tech.

Goals

- Make students aware of key programs Ivy Tech has available that align with their career goals based on their PLTW program of choice.
- Encourage students to enroll at Ivy Tech.

Strategies

- Promote health programs to PLTW- Biomed students within Indiana, Ohio, Illinois, and Kentucky
- Promote School of Advanced Manufacturing, Engineering, and Applied Science programs to PLTW- Engineering students within Indiana, Ohio, Illinois, and Kentucky
- Promote School of Information Technology programs to PLTW- CmptSci students nationally (as these have a virtual learning option)
- Communicate programs, fit, affordability, transferability to PLTW students and parents via email and mailing

Audiences

- [July 22-23 Distribution](#)

Tactics & Timeline

| Timing | Tactic | Notes |
|--------|---------|-------|
| 10/17 | Email 1 | |
| 11/7 | Email 2 | |
| 11/28 | Email 3 | |
| 12/12 | Email 4 | |
| 1/16 | Email 5 | |
| 2/13 | Email 6 | |



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Email 1

Audience: Biomed

Subject: Take your biomedical experience to the next level!

As a [Project Lead the Way](#) (PLTW) student, you've challenged yourself in the classroom with hands-on, career-focused learning. Your hard work will prepare you for a fulfilling life and career. But what comes after PLTW? Ivy Tech Community College could be the answer!

We offer high-quality programs that allow PLTW students to seamlessly transition into the college classroom to continue to build upon their education. The [School of Health Sciences](#) has programs in many in-demand fields like Nursing, Medical Technology, Kinesiology, Paramedic Science, Surgical Technology, and [more!](#)

Whether you're looking to receive a two-year associate degree or a short-term certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation or to [transfer](#) to a four-year institution as a junior, saving thousands of dollars along the way.

Our spring courses begin January 16, but don't wait to apply—complete our [free application](#) today!

[APPLY NOW BUTTON](#)

Section header: Still have a little bit of time left before you graduate high school?

Indiana students can get a jumpstart on their college degree with Ivy Tech's [dual credit and dual enrollment](#) programs! You can save time and money by earning Ivy Tech credits while still in high school.

If you have any questions, contact us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Audience: Engineering

Subject: Take your engineering experience to the next level!



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We offer high-quality programs that allow PLTW students to seamlessly transition into the college classroom to continue to build upon their education. The [School of Advanced Manufacturing, Engineering & Applied Science](#) has programs in many in-demand fields like Design Technology, Engineering, Smart Manufacturing & Digital Integration, Advanced Automation & Robotics, and [more!](#)

Whether you're looking to receive a two-year associate degree or a short-term certification, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation or to [transfer](#) to a four-year institution as a junior, saving thousands of dollars along the way.

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Audience: Computer Science

Subject: Take your computer science experience to the next level!

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We offer high-quality programs that allow PLTW students to seamlessly transition into the college classroom to continue to build upon their education. The [School of Information Technology](#) has programs in many in-demand fields like Computer Science, Informatics, Cybersecurity, Network Infrastructure, and [more!](#)



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Email 2

Subject: Join Ivy Tech for classes starting January 16!

[Project Lead the Way](#) (PLTW) has helped you take initiative and get a head start on your future career. Don't let your momentum stop after high school! You can continue your high-quality education by enrolling at Ivy Tech Community College.

We have [top-notch programs](#) in each of the three academic areas PLTW highlights. These programs create a perfect pathway for you to seamlessly transition into the college classroom and continue to build upon your education. A degree from Ivy Tech will prepare you to secure a high-wage, in-demand job soon after graduation, or easily [transfer](#) to a four-year institution as a junior, saving you thousands of dollars along the way.

No matter what your path may look like, we have the programs you need to get you where you want to go. Get started by completing our free application now and join us for spring classes starting **January 16**.

[APPLY NOW BUTTON](#)

Still in high school? No problem! Indiana students can take advantage of [dual credit and dual enrollment](#) courses and get a head start on a college degree.

If you need more information, contact us at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.



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Email 3

Subject: Apply now to attend Ivy Tech this spring!

Ivy Tech is the perfect college choice for a Project Lead the Way (PLTW) student like you, and now is the perfect time to get started!

You can choose from [high-quality programs](#) in fields relating to healthcare, computer science, and engineering. With a certificate or associate degree from Ivy Tech, you'll be ready to pursue a high-wage, in-demand job soon after graduation, or to [transfer your credits](#) to one of the many schools Ivy Tech has transfer agreements with.

Get started today by completing our [free application](#) and join us for spring classes starting January 16!

[APPLY NOW BUTTON](#)

Still in high school? We offer a variety of [dual credit and dual enrollment](#) courses that make it possible for high school students to earn college credit before graduation.

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. We hope to see you this spring!

Email 4

Audience: Biomed

Subject: Project Lead the Way students—look to Ivy Tech next!

You've been able to explore your passion for biomedical and health science through [Project Lead the Way](#) (PLTW). We can help you turn that passion into a fulfilling career at Ivy Tech!

Our top notch [School of Health Sciences](#) may be the perfect fit for you. It offers programs like Nursing, Medical Technology, Kinesiology, Paramedic Science, and [more!](#)

Whether you're looking to receive a two-year associate degree or a short-term certificate, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily [transfer](#) to a four-year institution as a junior, saving you thousands of dollars along the way.

Our spring semester begins January 16, so don't delay—complete our [free application](#) today!



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Audience: Engineering

Subject: Project Lead the Way students—look to Ivy Tech next!

You've been able to explore your passion for engineering through [Project Lead the Way](#) (PLTW). We can help you turn that passion into a fulfilling career at Ivy Tech!

Our top notch [School of Advanced Manufacturing, Engineering & Applied Science](#) may be the perfect fit for you. It offers programs like Engineering, Smart Manufacturing & Digital Integration, Advanced Automation & Robotics, Design Technology, and [more](#)!

Whether you're looking to receive a two-year associate degree or a short-term certificate, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily [transfer](#) to a four-year institution as a junior, saving you thousands of dollars along the way.

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Audience: Computer Science

Subject: Project Lead the Way students—look to Ivy Tech next!



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Our top notch [School of Information Technology](#) may be the perfect fit for you. It offers programs like Computer Science, Informatics, Data Analytics, Cybersecurity, and [more!](#)

Whether you're looking to receive a two-year associate degree or a short-term certificate, we have what you need to get you where you want to go. With an education from Ivy Tech, you'll be fully prepared to secure a high-wage, in-demand job soon after graduation, or easily [transfer](#) to a four-year institution as a junior, saving you thousands of dollars along the way.

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Email 5

Subject: You can still join Ivy Tech this spring!

Good news! Ivy Tech's next term starts March 18, which means there's still time for you to join us this spring!

With high-quality STEM programs in fields like healthcare, computer science, engineering, technology, and more, Ivy Tech provides the perfect pathway for [Project Lead the Way](#) students to transition into the college classroom. Upon graduation, you'll be prepared to secure a high-wage, in-demand job soon after graduation, or easily [transfer](#) to a four-year institution as a junior, saving you as much as \$10,000 on your degree.

Don't delay any longer. Get started now by completing our [free application](#). It only takes about 10 minutes!

[APPLY NOW BUTTON](#)

Still in high school? We offer a variety of [dual credit and dual enrollment](#) courses that make it possible for high school students to earn college credit before graduation.



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If you have any questions or would like more information you can contact Ivy Tech at 888-IVY-LINE (888-489-5463) or [chat with us online](#).

Email 6

Subject: We want PLTW students, like you, in our classrooms

Ivy Tech Community College is the perfect college choice for a [Project Lead the Way](#) (PLTW) student. Get a head start on your degree by joining us for our next term, starting March 18!

Our [70+ academic programs](#) include lots of STEM options, including the fields of healthcare, computer science, and engineering. You can earn a certificate or degree at Ivy Tech, then immediately pursue a high-wage, in-demand job or [transfer](#) your credits to a four-year institution to continue your education.

Complete our [free application](#) now to get started! Or, if you're still in high school, take advantage of our [dual credit and dual enrollment](#) courses to get started on your college degree before graduation.

[APPLY NOW BUTTON](#)

If you have any questions or would like more information, contact Ivy Tech at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.