



Communications Plan

21 Century Scholar Days | 2024

Situation Analysis

As part of Ivy Tech's engagement with 21st Century Scholars, we offer two recruitment days that are part of Tuesdays@TheTech.

Goals

- Encourage students to participate in 21CS-specific events occurring in conjunction with Tuesdays@TheTech on February 27 and July 16
- Increase overall number of 21CS students attending Ivy Tech

Strategies

- Email
- Text

Audiences

- Class of 2023 high school grads who have not yet used their scholarship
- Class of 2024 high school seniors

Tactics & Timeline

Timing	Tactic	Notes
2/6	Email 1	
2/13	Text 1	
2/20	Email 2	
2/26	Text 2	
2/27	21CS Day 1	
6/25	Email 3	
7/2	Text 3	
7/9	Email 4	
7/15	Text 4	
7/16	21CS Day 2	



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Postcard

Ivy Tech Community College is committed to providing 21st Century Scholars, like you, the resources you need to succeed. Our degrees and credentials can help you secure an in-demand, high-paying career quickly and for the most affordable price.

Whether you're considering taking the first step toward pursuing a bachelor's degree or looking to get a jumpstart on beginning your career, see for yourself why Ivy Tech is the best college choice for Scholars! Join us for 21st Century Scholar Day on **February 27** or **???** to get a feel for campus, connect with faculty and staff, and learn how we can support you.

RSVP now at ivytech.edu/21rsvp

Email 1

Subject: You're invited: Join us for 21st Century Scholar Day!

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, with the resources and support you need to successfully complete a degree or credential. Come find out how you can excel at Ivy Tech during 21st Century Scholar Day on **February 27**.

During this event, you'll be able to get a feel for campus, connect with faculty and staff, and learn more about the resources you'll have access to, like:

- Textbook support through [Ivy+](#)
- Free coaching and mentorship through [InsideTrack](#)
- Small class sizes, which mean you can get the personal support you need in the classroom
- Free in-person and virtual [tutoring services](#)
- Career coaching and exploration through [Ivy+ Career Link](#)

See for yourself why Ivy Tech is the best choice for Scholars! Fill out a short RSVP form to let us know you'll be joining us February 27.

[REGISTER NOW BUTTON](#)

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

Text 1

See for yourself why Ivy Tech is the best college choice for students like you at 21st Century Scholar Day on 2/27! RSVP at ivytech.edu/21rsvp



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Email 2

Subject: 21st Century Scholar Day is next week!

Ivy Tech Community College campuses across the state will be hosting [21st Century Scholar Day](#) next week, **February 27!** This event is the perfect opportunity to get a feel for campus, connect with faculty and staff, and learn more about why Ivy Tech is the best choice for Scholars, like you!

As a 21st Century Scholar at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year. That means you can earn a valuable degree or credential that will help you secure an in-demand, high-paying career for the best value in Indiana!

Start your Ivy Tech journey now by registering for 21st Century Scholar Day. We're excited to welcome you to campus on February 27!

[REGISTER NOW BUTTON](#)

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

Text 2

21st Century Scholar Day is tomorrow - February 27! Visit a campus near you and see why Ivy Tech is the perfect choice for you - ivytech.edu/21rsvp

Email 3

Subject: Join us for 21st Century Scholar Day on July 16

You're invited: visit your local Ivy Tech campus for [21st Century Scholar Day](#) on **July 16**. This on-campus event is a great way to get a feel for campus, connect with faculty and staff, and learn more about the amazing resources we have in place to support you through your education.

Full tuition coverage through the Scholars program, plus textbook support through our [Ivy+ Textbooks program](#) means the majority of your cost of attendance will be covered at Ivy Tech. Other schools may have additional costs they tack onto your bill like technology fees or housing expenses. By staying close to home and attending Ivy Tech, you can spare yourself those extra expenses and earn your degree at the lowest cost possible.

Don't just take our word for it. See for yourself why Ivy Tech is the best college choice for Scholars at 21st Century Scholar Day!



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Text 3

Ivy Tech's 21st Scholar Day is July 16. Visit your local campus to find out why we're the best choice for students like you! Plan your visit at ivytech.edu/21stcentury

Email 4

Subject: Mark your calendar for July 16!

Ivy Tech campuses across the state will be hosting special events for [21st Century Scholar Day](#) on July 16. Plan your visit to explore campus, meet faculty and staff, get in-person help with registration and financial aid, and learn about the benefits available to you as a scholar.

As a 21st Century Scholar at Ivy Tech, your scholarship covers 100% of the cost of 30 credit hours per academic year. Plus, you'll get access to valuable resources like:

- Textbook support through [Ivy+](#)
- Free coaching and mentorship through [InsideTrack](#)
- Small class sizes, which mean you can get the personal support you need in the classroom
- Free in-person and virtual [tutoring services](#)
- Career coaching and exploration through [Ivy+ Career Link](#)

Learn more about these awesome resources and take the next step toward college 21st Century Scholar Day! We hope to see you July 16.

[REGISTER NOW BUTTON](#)

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

Text 4

Visit Ivy Tech tomorrow, 7/16, for 21st Century Scholar Day! Learn what benefits are available for students like you and find out how you can get started on the path to a better tomorrow - RSVP at ivytech.edu/21stcentury