



Marketing Cloud Journey

Parents of RFI Leads

Audience:

- LeadSource EQUALS Online
- AND Lead: Which_Best_Describes_You__c EQUALS Parent
- AND Lead: IvyApplicationStatus__c EQUALS RFI Submitted

Email 1

Subject: Your Requested Information About Ivy Tech.

Body:

Dear %%Lead:FirstName%%,

Thank you for requesting information to Indiana's most affordable college - [Ivy Tech Community College](#). Whether your student wants to earn a short-term credential, associate degree, or transfer credits toward a Bachelor's degree, we have what your family needs.

Ivy Tech's affordable cost, combined with the fact our graduates are sought out by companies across Indiana to fill high-wage positions, makes Ivy Tech the best value in all of higher education. Ivy Tech grads earn 12 percent more than the state average just one year after graduation. For high-wage, in-demand jobs, the earnings potential is even greater.

The application is free and only takes about ten minutes to complete. If your student is ready, have them get started now!

[Apply Now »](#)

Button links to: <https://www.ivytech.edu/admissions/apply-now/>

Get Involved While Your Student Prepares For Their Next Step!

[Explore Salary Potential](#)

Explore our in-demand programs from Healthcare, to IT, to Advanced Manufacturing.

[Guaranteed Admissions](#)

An Ivy Tech associate degree can guarantee admission to a four-year college or university.

[About Ivy Tech](#)



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Ivy Tech has more than 40 locations across the state. We also offer classes online and virtual. Learn more about our locations and ways to take classes.

Email 2

Subject: Need Help Paying for College?

Body:

Dear %%Lead:FirstName%%,

Ivy Tech offers the most affordable tuition in the state of Indiana. Your Ivy Tech student will have the opportunity for a high-quality education at the best value thanks to our [Ivy+ approach to tuition and books](#). With Ivy+, we take the guesswork out of the cost of college by offering required textbooks and tuition as one price. Partner the lowest tuition with scholarships and grants, which don't have to be paid back, and your student could attend for free!

Most importantly, make sure your student files the [FAFSA!](#) Your student may be able to attend Ivy Tech tuition-free, but it requires filing a FAFSA and using Ivy Tech's code - 009917. This will provide us with the information we need to see if your student qualifies for loans or grants.

Ivy Tech also has more than \$6 million in [scholarship funds](#). There's nothing better than getting something for free, especially when it's money toward an education!

Encourage your student to take the next step and apply for free. It only takes about ten minutes to complete.

[Apply Now »](#)

Button links to: <https://www.ivytech.edu/admissions/apply-now/>

File the FAFSA

Learn more about the FAFSA and how your family can qualify for scholarships and loans

Ivy+

Learn more about the Ivy+ approach to tuition and required textbooks.



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Email 3

Subject: We're here for your student.

Body:

Dear %%Lead:FirstName%%,

Ivy Tech Community College offers a variety of fun, interesting [Student Life](#) activities that keep your student connected to campus and classmates. With options like athletics, leadership and other student government programs, family-focused events, and trips, there's something for everyone.

We are also committed to helping your student succeed. We provide a variety of tutoring services that support students on their way to graduation, including:

- Tutoring Centers: Ivy Tech offers free tutoring to enrolled students. If your student needs help with a challenging class, we're here for them!
- Tutor.com: Our partnership with Tutor.com provides students with 24/7 access to tutors in a wide variety of academic areas, all online.

Ivy Tech also offers support through [disability support services](#), [veterans services](#), the [TRIO](#) program, and [IvyCares](#).

We're excited for your student to join Ivy Tech. Encourage them to apply today for free.

IvyCares is here to help

IvyCares provides additional support throughout the academic journey.

- ⦿ Emergency Funds
- ⦿ Transportation
- ⦿ Food Insecurity
- ⦿ Mental Health



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Email 4

Subject: A Better Way to Start a Bachelor's Degree.

Body:

Dear %%Lead:FirstName%%,

Did you know that an Ivy Tech Community College associate degree can guarantee admission for your student to a four-year college or university in Indiana? Your student can complete an associate degree at Ivy Tech and gain automatic acceptance to a four-year thanks to our [Guaranteed Admissions Agreements](#).

Additionally, Ivy Tech has more than 100 seamless transfer programs with in- and out-of-state schools. If your student's ultimate goal is to earn a Bachelor's degree, make sure they get started at Ivy Tech. We help thousands of students transfer degrees and credits each year. Make sure your student talks with an advisor about their transfer plans.

Did your student earn dual credit while in high school? Make sure their earned credits are applied to the Indiana College Core, better known as our [Start as a Sophomore program](#). The 30 credits your student earns with Start as a Sophomore is guaranteed to transfer to a four-year institution and will help your student get a head start in college.

We hope your student is ready to take the next step and applies today for free.

[Apply Now »](#)

Button links to: <https://www.ivytech.edu/admissions/apply-now/>

Explore Transfer Options

- ⊙ Guaranteed Admissions
- ⊙ Start as a Sophomore
- ⊙ Transfer as a Junior
- ⊙ Guest Student



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Email 5

Subject: Need more info about program options?

Body:

Dear %%Lead:FirstName%%,

Your student might be deciding which [program](#) to pursue at Ivy Tech Community College. Today's in-demand career areas like Healthcare, Information Technology, Business, Supply Chain and Advanced Manufacturing, require education past high school. Ivy Tech Community College has numerous program options at more than 40 locations across Indiana and online. Program availability [varies by location](#) so be sure to explore the options.

While deciding which program area, keep in mind Ivy Tech offers associate degrees that can be earned in as little as two years as well as short-term certificate options. As an added value of many of the degree programs, your student may receive professional certifications as part of their normal coursework. Many of our degrees, from Industrial Technology to Visual Communications, have technical and workforce certifications embedded within the programs.

The application to Ivy Tech is free and takes only ten minutes. Have your student apply now to get started.

[Apply Now »](#)

Button links to: <https://www.ivytech.edu/admissions/apply-now/>

Learn What You'll Earn

Explore our in-demand, high-wage program areas using our Wheel of Value, including:

- ⊙ Information Technology
- ⊙ Healthcare
- ⊙ Advanced Manufacturing
- ⊙ Business