Communications Plan

January Term Start | Spring 2024

Situation Analysis

The Spring semester begins Tuesday, January 16, 2024. We'll promote next steps that vary per audience (apply, register, etc.), pointing them to the appropriate webpage.

Strategies

- Text messages
- Emails
- Postcard (Dual Credit 2023 Grads only)
- Digital Ads

Audiences

- Leads (Fall 2023, Spring 2024)
- Opportunities (Fall 2023, Spring 2024)
- Continuing Students not registered for January
- Dual Credit (2023 Graduates)
- Stop Outs (Need to Register)

Tactics & Timeline

Timing	Tactic	Notes
11/28	Text 1	70+ programs
12/5	Text 2	IvyCares
12/12	Email 1	Ivy+
12/12	Postcard	To Dual Credit students only
12/19	Text 3	Ivy+ Career Link
1/2	Email 2	Better every day after…
1/2	Social Post	Classes start 1/16
1/9	Text 4	Start your new beginning next week
1/16	Spring term 1 begins	

Last year's plan: January 2023 Start.docx

Postcard

Front:
Classes start January 16. Apply today!

Back:
Are you ready to make a change in the New Year? With more than 70 programs to choose from, you can easily find the right fit for you. Ivy Tech graduates are working at companies like Eli Lilly, Community Health Network, Salesforce, and more.

You've done great work as a dual credit student and by choosing Ivy Tech, you can pick up exactly where you left off and seamlessly transition into the college classroom while saving thousands of dollars on your degree. Submit a general application to get started—it's easy to fill out and takes less than ten minutes to complete!

Apply now at ivytech.edu/apply

Text 1

Leads & Dual Credit
With 70+ programs to choose from, Ivy Tech can get you started on the path to a better tomorrow this spring. Classes start 1/16 - apply now! ivytech.edu/apply

Opportunities
With 70+ programs to choose from, Ivy Tech can get you started on the path to a better tomorrow this spring. Classes start 1/16 - register now! ivytech.edu/howtoenroll

Continuing
Registering early has its perks! Get the classes you want, at the times that work best for you. Classes start 1/16: ivytech.edu/howtoenroll

Stop Outs
Keep going! You're on your way to your better tomorrow. Spring classes start 1/16 - register now! Visit myivy.ivytech.edu to get started

Text 2 - All Audiences

Ivy Tech's spring classes start 1/16! Don't let finances slow you down. With IvyCares, you'll have the support you need while you attend classes. Learn more at ivytech.edu/ivycares

Email 1

Leads & Dual Credit

Subject: Take advantage of Ivy+ Tuition & Textbooks

Ivy Tech's spring term begins **January 16, 2024**. Apply now to take advantage of Indiana's best value in higher education! Ivy Tech students get access to money-saving perks like:

AFFORDABLE TUITION
Ivy Tech's tuition continues to be the lowest in Indiana, and with scholarships and grants, many of our students attend tuition-free. In fact, 4/5 Ivy Tech students graduate with NO college debt.

LOW-COST TEXTBOOKS
With Ivy+ Textbooks, all required textbooks are available at only $17 per credit hour for eligible* students. This low, predictable price makes textbooks easy to budget for!

FULL-TIME, FLAT-RATE TUITION
Ivy+ Tuition means tuition costs stay the same if you enroll in 12 or more credits per semester. It's the same price if you take 12, 13, 14, 15, or more credits, so you can save money and graduate faster.

APPLY NOW BUTTON

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. We hope to see you in classes starting January 16!

excludes dual credit, KLLM, skills training, and building/construction trade apprenticeship students

Opportunities

Subject: Take advantage of Ivy+ Tuition & Textbooks

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excludes dual credit, KLLM, skills training, and building/construction trade apprenticeship students

Continuing

Subject: Save money with Ivy+ Tuition & Textbooks

Ivy Tech's spring term begins **January 16, 2024**. Register for classes to keep taking advantage of Indiana's best value in higher education! Don't forget, as an Ivy Tech student you have access to money-saving perks like:

AFFORDABLE TUITION
Ivy Tech's tuition continues to be the lowest in Indiana, and with scholarships and grants, many of our students attend tuition-free. In fact, 4/5 Ivy Tech students graduate with NO college debt.

LOW-COST TEXTBOOKS
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REGISTER NOW BUTTON

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat. We can't wait to see you in classes starting January 16!

excludes dual credit, KLLM, skills training, and building/construction trade apprenticeship students

Stop Outs

Subject: Save money with Ivy+ Tuition & Textbooks

Ivy Tech's spring term begins **January 16, 2024**. Register for classes to start taking advantage of Indiana's best value in higher education again! Don't forget, as an Ivy Tech student you have access to money-saving perks like:

AFFORDABLE TUITION
Ivy Tech's tuition continues to be the lowest in Indiana, and with scholarships and grants, many of our students attend tuition-free. In fact, 4/5 Ivy Tech students graduate with NO college debt.

LOW-COST TEXTBOOKS
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REGISTER NOW BUTTON

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excludes dual credit, KLLM, skills training, and building/construction trade apprenticeship students

Text 3

Leads & Dual Credit

Develop employability skills, a career portfolio, job experience, and more at Ivy Tech! Connect with a Career Coach from day 1, not just before you graduate. Classes start 1/16 - ivytech.edu/apply

Opportunities

Develop employability skills, a career portfolio, job experience, and more at Ivy Tech! Connect with a Career Coach from day 1, not just before you graduate. Classes start 1/16 - ivytech.edu/howtoenroll

Continuing & Stop Outs

With Ivy+ Career Link, you can develop the employability skills and career portfolio you need to stand out. Classes start 1/16 - ivytech.edu/howtoenroll

Email 2

Leads & Dual Credit

Subject: Got a New Year's Resolution, NAME?

At Ivy Tech, the goal isn't just graduation day. It's a better every day after. This year, why not invest in your future by taking classes in one of our [70+ programs](#)? Choose from associate degrees, certificates, and workforce certifications in fields where Indiana workers are needed most.

With flexible class formats and support from resources like [financial aid](#), Ivy Tech removes as many barriers as possible from your pursuit of a better tomorrow. Our [free application](#) is easy to fill out and takes less than ten minutes to complete, so don't wait! Join us for spring classes starting **January 16**.

[APPLY NOW BUTTON](#)

If you have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Opportunities

Subject: Got a New Year's Resolution, NAME?

At Ivy Tech, the goal isn't just graduation day. It's a better every day after. This year, why not invest in your future by taking classes in one of our [70+ programs](#)? Choose from associate degrees, certificates, and workforce certifications in fields where Indiana workers are needed most.

With flexible class formats and support from resources like [financial aid](#), Ivy Tech removes as many barriers as possible from your pursuit of a better tomorrow. Classes start **January 16**, so don't wait! [Register now](#) to join us this spring.

REGISTER NOW BUTTON

If you have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Continuing

Subject: Got a New Year's Resolution, NAME?

At Ivy Tech, the goal isn't just graduation day. It's a better every day after. This year, why not invest in your future by continuing to pursue one of our 70+ programs? Our associate degrees, certificates, and workforce certifications prepare you for fields where Indiana workers are needed most.

With flexible class formats and support from resources like financial aid, Ivy Tech removes as many barriers as possible from your pursuit of a better tomorrow. Classes start **January 16**, so don't wait! Log into MyIvy and register now to join us this spring.

REGISTER NOW BUTTON

If you have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Stop Outs

Subject: Got a New Year's Resolution, NAME?

At Ivy Tech, the goal isn't just graduation day. It's a better every day after. This year, why not invest in your future by returning to pursue one of our 70+ programs? Our associate degrees, certificates, and workforce certifications prepare you for fields where Indiana workers are needed most.

With flexible class formats and support from resources like financial aid, Ivy Tech removes as many barriers as possible from your pursuit of a better tomorrow. Classes start **January 16**, so don't wait! Log into MyIvy and register now to join us this spring.

REGISTER NOW BUTTON

If you have any questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Social Post

Spring classes begin January 16! If you're still looking for a New Year's resolution, this is your sign: invest in your future this year at Ivy Tech. We offer flexible class formats and programs designed for high-demand jobs in Indiana. Ivy Tech grads are starting new, better paying jobs and making a difference in their communities. Take the first step toward joining them this year!

Text 4

Leads & Dual Credit
Ivy Tech classes start next week - 1/16! There's still time to apply and begin your better tomorrow: ivytech.edu/apply

Opportunities
Ivy Tech classes start next week - 1/16! There's still time to register and begin your better tomorrow: ivytech.edu/howtoenroll

Continuing & Stop Outs
Ivy Tech classes start next week - 1/16! There's still time to register: ivytech.edu/howtoenroll