



Communications Plan Journey

Columbus Opportunities Journey

Situation Analysis

Opportunities for the Columbus and Franklin campuses will receive emails from department chairs in the fields they've expressed interest in. Messaging varies slightly per department, but general comms are included below.

Audience Fields of Interest

- Advanced Manufacturing
- Agriculture
- Aviation
- Business
- Computers & Information Technology
- Education
- Engineering
- Entrepreneurship
- Fine Arts & Design
- General Studies
- Healthcare
- Law
- Public Safety
- Science & Applied Science
- Social Service

Tactics & Timeline

Timing	Tactic	Notes
Day 7	Email 1	
Day 21	Email 2	
Day 35	Email 3	



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Email 1 Sample

Subject: You're On Your Way

%%FirstName%%,

Thank you for your interest in General Studies at Ivy Tech Community College Columbus. Maybe you're hoping for a promotion and looking to earn an associate degree to help get you there. Perhaps, you're looking to transfer to university and want a customizable associate degree that can maximize your success down the road. Or, you could be joining the workforce and want to increase your chances of landing a great first role. Wherever you are in your journey, the Associate of General Studies (ASG) degree can help you reach your destination.

Our customizable degree empowers you to take courses tailored to your specific goals and interests—whether your goal is to transfer or join the workforce. Students graduate with essential, transferable skills in critical thinking, information literacy, and communication that can be used in both the classroom and the boardroom.

I look forward to meeting you and learning more about your interests or answering any questions you might have. In the meantime, I invite you to visit our [academic programs page](#) to explore programs that may interest you.

Sincerely,
SIGNATURE BLOCK

Email 2 Sample

Subject: We're Here To Help

%%FirstName%%,

Congratulations on being accepted to Ivy Tech Community College. Whether you're completing your enrollment process or have run into a roadblock, please know we're here to help. If you'd like to meet with an enrollment specialist to discuss next steps or a financial aid representative for advice on paying for college, we can assist in setting up those appointments.

Don't hesitate to let us know how we can help. We're ready to connect you with the appropriate staff to get you enrolled and moving toward your educational objectives.

Sincerely,
SIGNATURE BLOCK



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Email 3 Sample

Subject: Let's Get You Closer To Your Career

%%FirstName%%,

Congratulations on being accepted to Ivy Tech Community College. Now let's get you moving toward enrolling in class.

This is an exciting time to be involved in the law or public safety fields. Ivy Tech is your most affordable college option in Indiana, allowing you to save thousands of dollars in tuition costs compared to other higher education institutions.

We want you to get started on classes as soon as possible and help you reach your career objectives. Please let me know how I can help get you started.

Sincerely,
SIGNATURE BLOCK