



Communications Plan

Lilly Scholars @ Ivy Tech | Summer Term

Situation Analysis

Ivy Tech and Eli Lilly have partnered to provide scholarships and training for high school and adult students pursuing careers in pharmaceutical manufacturing and quality. As part of that partnership, we're responsible for recruiting eligible students to apply for the program.

Goals

- Raise interest in the new Lilly Scholars @ Ivy Tech scholarship program
- Increase number of applicants for the program

Strategies

- Email
- Text

Tactics & Timeline

Timing	Tactic	Notes
4/2	Email 1	
4/9	Text 1	
4/16	Email 2	
4/23	Text 2	
4/30	Text 3	
5/7	Email 3	
5/14	Email 4	
5/16	App Deadline	



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Email 1

Subject: Don't miss out on Lilly Scholars @ Ivy Tech

Are you considering a career in pharmaceutical manufacturing, quality, or a related field? [Lilly Scholars @ Ivy Tech](#) could cover the cost of your credentials! This scholarship covers all tuition and assessed fees at Ivy Tech, including Ivy+ textbooks, consumables, and certification exam fees.

Not only that, scholars in this program will have opportunities to:

- Network with industry leaders and mentors
- Participate in industry experiences
- Compete for paid internships and/or apprenticeships
- Apply for full-time employment after graduation, if applicable

The summer priority deadline is **May 16**, so don't wait to apply!

[APPLY NOW BUTTON](#)

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

Text 1

You can earn your degree for free with Lilly Scholars @ Ivy Tech! Learn more and apply today at ivytech.edu/lilly-scholars

Email 2

Subject: %%FirstName%%, you may qualify for Lilly Scholars @ Ivy Tech!

Have you heard of [Lilly Scholars @ Ivy Tech](#), %%FirstName%%? Apply today for the chance to receive full coverage of your tuition and assessed fees at Ivy Tech.

You're eligible for this scholarship if you:

- Plan to pursue a certificate or degree in Biotechnology, Smart Manufacturing & Digital Integration, or Industrial Technology
- Maintain at least a 2.5/4.0 cumulative GPA
- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application



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Don't miss out on this amazing opportunity! The priority application deadline for summer term is **May 16**, so complete the scholarship application now for the chance to become a Lilly Scholar.

[APPLY NOW BUTTON](#)

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.

Text 2

Receive full tuition, textbook, and fee coverage through Lilly Scholars @ Ivy Tech! Find out if you're eligible and complete the application at IvyTech.edu/lilly-scholars

Text 3

There's still time to apply for Lilly Scholars @ Ivy Tech! Submit your application today for the chance to receive full tuition, textbook, and fee coverage: ivytech.edu/lilly-scholars

Email 3

Subject: Apply now for Lilly Scholars @ Ivy Tech

Are you interested in a career in pharmaceutical manufacturing, quality, or a related field? You may qualify for a scholarship through [Lilly Scholars @ Ivy Tech!](#)

The Lilly Scholarship covers all tuition and assessed fees at Ivy Tech, including textbooks and certification exam costs. Recipients will also get access to unique opportunities, like networking with industry leaders and participating in paid internships.

The priority deadline for summer term is **May 16**, so don't wait! Apply today for Lilly Scholars @ Ivy Tech.

[APPLY NOW BUTTON](#)

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

Email 4

Subject: There's still time to apply for Lilly Scholars @ Ivy Tech!



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The pharmaceutical manufacturing industry is a significant contributor to Indiana's economy. If you're interested in becoming a part of this high-demand, high-paying field, [Lilly Scholars @ Ivy Tech](#) can help you get there!

The Lilly Scholarship covers all tuition and assessed fees at Ivy Tech, and provides extra opportunities for scholars like industry experiences and paid internships.

You're eligible for this scholarship if you:

- Plan to pursue a certificate or degree in Biotechnology, Smart Manufacturing & Digital Integration, or Industrial Technology
- Maintain at least a 2.5/4.0 cumulative GPA
- Intend to work in the pharmaceutical manufacturing industry after graduation and will consider Lilly as a future employer
- Complete the scholarship application

Approximately 1,000 Ivy Tech students will be selected, and you could be one of them! The summer priority application deadline is **May 16**, so apply today for the chance to jumpstart your future.

[APPLY NOW BUTTON](#)

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.