



## COMMUNICATIONS PLAN

### 21 CENTURY SCHOLARS // FALL 2022

#### SITUATION ANALYSIS

Beginning this year, all postsecondary institutions are required to report to CHE how they are supporting 21<sup>st</sup> Century Scholar (21CS) through the College Scholar Success Program. This is an opportunity for Ivy Tech to engage this target population through purposeful recruitment, increase our 21CS student enrollment and assist with ensuring scholar success, each term.

#### GOALS

- Increase fall 22 enrollment of 21st Century Scholars
- Provide tools and reminders to help current Ivy Tech Scholars maintain their scholarship

#### STRATEGIES

- Monthly communications through the modalities of email, text and, blackboard agentless call
- Communicate the importance of 21CS and why Ivy Tech is the most beneficial place to use it
- Highlight tools and resources that will promote Ivy Tech student/21st CS success

#### AUDIENCES

- Grade 9-11 21st Century Scholars and their parents
- Senior 21st Century Scholars and their parents
- Current Ivy Tech Scholars

#### TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
October 17, 2022	Email 1	Sent via Delivra
November	Email 2	Sent via Delivra
December	Email 3	Sent via Delivra
January	Email 4	Sent via Delivra
March 15	Email 5	
March 30	Email 6	
April	Email 1	
May	Email 2	
June	Email 3	
July	Email 4	
August	Email 5	
September	Email 6	



## CONTENT

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### Email 1 – Already sent

Grade 12-

Subject:

Body:

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the resources you need to succeed in completing a degree or credential that will help you secure an in-demand, high-paying career quickly, all for the most affordable price.

Full tuition coverage through the Scholars program, plus free textbooks through our [Ivy+](#) Tuition program means *100% of your cost of attendance will be covered at Ivy Tech*. Other schools may have additional costs they tack on to your bill like textbooks, technology fees, or housing and dining expenses. By staying close to home and attending Ivy Tech, you can spare yourself that extra cost and earn your degree for FREE!

Get started on your journey with Ivy Tech today. Start by filling out our [free application](#). And don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Grade 9-11-

Subject:

Body:

Ivy Tech Community College is committed to providing 21st Century Scholars, like you, the resources you need to succeed in completing a degree or credential that will help you secure an in-demand, high-paying career quickly, all for the most affordable price.

Full tuition coverage through the Scholars program, plus free textbooks through our [Ivy+](#) program means *100% of your cost of attendance will be covered at Ivy Tech*. Other schools may have additional costs they tack on to your bill like textbooks, technology fees, or housing and dining expenses. By staying close to home and attending Ivy Tech, you can spare yourself that extra cost and earn your degree for FREE!

Learn more about what Ivy Tech can do for you at our [website](#), and when it's your time to do so, fill out our [free application](#). Don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Current-

Subject:

Body:



Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the resources you need to succeed in completing a degree or credential that will help you secure an in-demand, high-paying career quickly, all for the most affordable price.

Be sure you are continuing to complete your scholarship requirements each year, so you can continue to attend Ivy Tech and earn your college degree completely FREE!

If you would like to speak with someone about your current status as a Scholar, or have questions about your requirements, please contact your local campus 21st Century Scholars [contact](#).

Parents-

Subject:

Body:

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like your student, the resources they need to succeed in completing a degree or credential that will help them secure an in-demand, high-paying career quickly, all for the most affordable price.

Full tuition coverage through the Scholars program, plus free textbooks through our [Ivy+](#) Tuition program means *100% of your students' cost of attendance will be covered at Ivy Tech*. Other schools may have additional costs they tack on to their bill like textbooks, technology fees, or housing and dining expenses. By staying close to home and attending Ivy Tech, your student can spare that extra cost and earn their degree for free!

You can learn more about Ivy Tech at [IvyTech.edu](http://IvyTech.edu). When it's your students time to do so, they can complete our [free application](#) online. If you ever have any questions, you can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

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## **Email 2 – Emails moving forward do not contain information about Ivy+ free textbooks due to only being offered through the Spring '23 term**

Grade 12-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for you!

Aside from full tuition coverage, Scholars at Ivy Tech can take advantage of many valuable support resources such as:

- Small class sizes which help you get the personal support you need in the classroom
- Free in-person and virtual [tutoring](#) services



- Free coaching and mentorship through [InsideTrack](#)
- Free career coaching and exploration through [Ivy+ Career Link](#)

Get started today by completing our [free application](#). Don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Grade 9-11-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for you!

Aside from full tuition coverage, Scholars at Ivy Tech can take advantage of many valuable support resources such as:

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

You can always learn more about Ivy Tech at [IvyTech.edu](#), and don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Current-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship is currently covering 100% of your cost of tuition and textbooks!

Choosing to attend Ivy Tech has also granted you access to some awesome support resources like:

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

Make sure the future of your education is secure by completing all of your 21st Century Scholarship requirements each year. This will ensure the cost of your tuition remains covered as you work toward your degree.



If you have any questions about this program, please reach out to your local campus 21st Century Scholars [contact](#).

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### Email 3

Grade 12-

Subject:

Body:

Ivy Tech Community College is committed to supporting you throughout your education, and meeting all of your needs as a 21st Century Scholar.

As a [21st Century Scholar](#) at Ivy Tech, your scholarship covers 100% of the cost of 30 credit hours per academic year. This means you can earn a valuable degree or credential that will help you secure an in-demand, high-paying career, for FREE!

Complete our [free application](#) to get started. Don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Grade 9-11-

Subject:

Body:

Ivy Tech Community College is committed to supporting you throughout your education, and meeting all of your needs as a 21st Century Scholar.

As a [21st Century Scholar](#) at Ivy Tech, your scholarship covers 100% of the cost of 30 credit hours per academic year. This means you can earn a valuable degree or credential that will help you secure an in-demand, high-paying career, for FREE!

Start exploring your future with Ivy Tech at [IvyTech.edu](#), and don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Current-

Subject:

Body:

Ivy Tech Community College is committed to supporting you throughout your education, and meeting all of your needs as a 21st Century Scholar.



As a [21st Century Scholar](#) at Ivy Tech, your scholarship covers 100% of the cost of 30 credit hours per academic year. This means you are earning a valuable degree or credential that will help you secure an in-demand, high-paying career, for FREE!

Maintain your scholarship by continuing to complete your program requirements each year. If you have any questions about your current standing or what requirements you still need to complete, please reach out to your local campus 21st Century Scholars [contact](#).

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#### Email 4

Grade 12-

Subject:

Body:

Ivy Tech Community College is the perfect choice for 21st Century Scholars, like you! Do you know why?

Full tuition coverage through the 21st Century Scholars program means *100% of your cost of attendance will be covered at Ivy Tech*. Other schools may have additional costs they tack on to your bill like textbooks, technology fees, or housing and dining expenses. By staying close to home and attending Ivy Tech, you can spare yourself that extra cost and earn your degree for free.

Complete our [free application](#) today to get started. Don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Grade 9-11-

Subject:

Body:

Ivy Tech Community College is the perfect choice for 21st Century Scholars, like you! Do you know why?

Full tuition coverage through the 21st Century Scholars program means *100% of your cost of attendance will be covered at Ivy Tech*. Other schools may have additional costs they tack on to your bill like textbooks, technology fees, or housing and dining expenses. By staying close to home and attending Ivy Tech, you can spare yourself that extra cost and earn your degree for free.

Start learning about your college options early and discover more at [IvyTech.edu](#). Don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Current-

Subject:

Body:



Full tuition coverage through the 21st Century Scholars program means *100% of your cost of attendance is being covered at Ivy Tech*. Other schools have additional costs they tack on to your bill like textbooks, technology fees, or housing and dining expenses. By attending Ivy Tech, you are sparing yourself that extra cost and earning your degree for free.

Be sure you are continuing to complete your scholarship requirements each year, so you can continue to attend Ivy Tech and earn your college degree completely FREE!

If you would like to speak with someone about your current status as a Scholar, or have questions about your requirements, please contact your local campus 21st Century Scholars [contact](#).

Parents-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, your student's scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for them!

Aside from full tuition coverage, Scholars at Ivy Tech can take advantage of many valuable support resources like:

- Small class sizes which help them get the personal support they need in the classroom
- Free in-person and virtual [tutoring](#) services
- Free coaching and mentorship through [InsideTrack](#)
- Free career coaching and exploration through [Ivy+ Career Link](#)

When it is your student's time to do so, they can start their Ivy Tech journey online at [IvyTech.edu/Apply](http://IvyTech.edu/Apply). If you ever have any questions, you can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

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## Email 5

Grade 12-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for you!

Aside from full tuition coverage, Scholars at Ivy Tech can take advantage of many valuable support resources like:

- Small class sizes which help you get the personal support you need in the classroom
- Free in-person and virtual [tutoring](#) services
- Free coaching and mentorship through [InsideTrack](#)



- Free career coaching and exploration through [Ivy+ Career Link](#)

Start your Ivy Tech journey today by filling out our [free application](#). Don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Grade 9-11-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, your scholarship covers 100% of the cost of 30 credit hours per academic year, making us the best college choice for you!

Aside from full tuition coverage, Scholars at Ivy Tech can take advantage of many valuable support resources like:

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

You can always learn more about Ivy Tech at [IvyTech.edu](#), and don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Current-

Subject:

Body:

As a [21st Century Scholar](#) at Ivy Tech Community College, you are receiving some amazing benefits! Thanks to your scholarship and our Ivy+ tuition benefits, you have been able to attend Ivy Tech and work toward your degree or credential at no cost.

Make sure the future of your education is secure by completing all of your 21st Century Scholarship requirements each year. This will ensure the cost of your tuition remains covered as you work toward your degree.

If you have any questions about this program, please reach out to your local campus 21st Century Scholars [contact](#).

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## Email 6

Grade 12-





Subject:

Body:

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the support you need to succeed on your path to your future career.

Full tuition coverage through the Scholars program means *100% of your cost of attendance will be covered at Ivy Tech*. On top of your tuition benefits, Ivy Tech provides you with wraparound services designed to support you not only in school, but in your life as well. We offer additional support in areas like:

- Technology access
- Transportation
- Mental health
- Food security
- and more!

Learn more about our support services at [IvyTech.edu/IvyCares](http://IvyTech.edu/IvyCares).

Complete your [free application](#) today, and don't hesitate to reach out if you have any questions. You can give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online from 7 a.m. to 1 a.m. (ET).

Grade 9-11-

Subject:

Body:

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the support you need to succeed on your path to your future career.

Full tuition coverage through the Scholars program means *100% of your cost of attendance will be covered at Ivy Tech*. On top of your tuition benefits, Ivy Tech provides you with wraparound services designed to support you not only in school, but in your life as well. We offer additional support in areas like:

- Technology access
- Transportation
- Mental Health
- Food security
- and more!

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Current-

Subject:

Body:

Ivy Tech Community College is committed to providing [21st Century Scholars](#), like you, the support you need to succeed as you work toward earning your degree.

On top of the tuition benefits your scholarship provides, Ivy Tech's [Ivy Cares](#) program can give you the support you need not only in school, but in your life as well. We offer additional support in areas like:

- Technology access
- Transportation
- Mental health
- Food security
- and more!

Be sure you are taking the steps necessary to maintain your 21st Century Scholarship, so you can continue receiving all of these wonderful benefits. If you have any questions about your current standing or what requirements you need to complete, please reach out to your local campus 21st Century Scholars [contact](#).

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