



Communications Plan

August Start (Leads & Opps.) | Fall 2023

Audiences

- Fall 2023 Leads ([IvyConnect report](#))
- Fall 2023 Opportunities ([IvyConnect report](#))

Tactics & Timeline

Timing	Tactic	Notes
7/3	Email 1	
7/11	Text 1	
7/18	Email 2	
7/25	Agentless Call	
8/1	Text 2	
8/8	Social post	
8/15	Text 3	



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Email 1

Leads

Subject: Take the next step at Ivy Tech!

Pre-header: Classes start August 21.

Body:

Ivy Tech Community College offers more than 70 programs, and each one leads to a great career. Our alumni are working at companies like Eli Lilly, Community Health Network, Toyota, Salesforce, and more! Check out all of our programs at [IvyTech.edu/programs](https://ivytech.edu/programs).

Not sure which program is the best fit for you? Ivy Tech's Career Coaching services support students in understanding the career development process. Students complete milestones that bring career awareness, exploration, preparation, and experience into focus for personal goals. The best part? It's free!

Take the next step and apply today—visit [IvyTech.edu/apply](https://ivytech.edu/apply).

If you have questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/chat](https://ivytech.edu/chat), seven days a week from 7 a.m. to 1 a.m. (ET).

Opportunities

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Take the next step today. Visit [IvyTech.edu/howtoenroll](https://ivytech.edu/howtoenroll) to determine your next steps.

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Text 1

Leads

Ivy Tech alumni earn \$10,000 more on average with a 2-year degree. Get started today!
Classes begin 8/21: IvyTech.edu/apply

Opportunities

Ivy Tech alumni earn \$10,000 more on average with a 2-year degree. Get started today!
Classes begin 8/21: IvyTech.edu/howtoenroll

Email 2

Leads

Subject: Classes start August 21. Get started today!

Body:

Whether you're looking to take classes online or in-person, Ivy Tech Community College has the right options for you. We want to meet you where you are and make prioritizing your education easy!

You can take classes in the following formats:

- **Traditional** classes are exactly what you might expect. In this format, the instructor and students gather in an on-campus classroom at a scheduled time.
- **Online** classes have no scheduled class meeting time—course assignments are assigned and completed through your IvyLearn class page on a weekly (or regular) basis. However, there are still plenty of opportunities to interact with your instructor through IvyLearn, if you need.
- **Virtual** classes are similar to traditional classes but instead of meeting in the classroom, you meet in a live video call at a scheduled time.
- **Blended** classes mix the traditional course format with virtual or online formats. There is a scheduled class time, but you'll spend some days in the classroom, and some days in an online learning space.
- **Learn Anywhere** courses are taught in the classroom at a scheduled time but can also be accessed in a virtual format. Attendance at each class session is mandatory but students have the choice of whether they would like to attend in-person or virtually on a week-to-week basis.



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Don't wait to get started on your journey with Ivy Tech. **Classes begin August 21**, so fill out our free application at [IvyTech.edu/apply](https://ivytech.edu/apply) today!

If you have questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [IvyTech.edu/chat](https://ivytech.edu/chat) from 7 a.m. to 1 a.m. (ET).

Opportunities

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Agentless Call

Leads

Hello, this is Ivy Tech Community College calling to let you know our next term starts on August 21st! We offer associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most, so you can start your new career quickly. Our alumni are working at companies like Eli Lilly, Community Health Network, Toyota, Salesforce, and more!

Ivy Tech grads are making moves, so join the 92% of alumni who say they would choose Ivy Tech again. Get started today by visiting [Ivy Tech dot edu slash Apply](http://IvyTech.edu/apply). If you have questions, reach out to us at 888-IVY-LINE or chat with us online at [Ivy Tech dot edu slash chat](http://IvyTech.edu/chat).

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Text 2

Leads

Don't miss out on Indiana's best value in higher education. Ivy Tech classes start August 21 - apply today! IvyTech.edu/apply

Opportunities

Don't miss out on Indiana's best value in higher education! Ivy Tech classes start August 21 - find your next steps at IvyTech.edu/howtoenroll



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Social Post

Fall term is almost here! We can't wait for classes to begin August 21. With 70+ programs and class format options like traditional, online, and more, it's never been easier to jumpstart your career at a pace that works for you. Visit IvyTech.edu/apply to get started, or IvyTech.edu/howtoenroll to find your next steps. We hope to see you this fall!

Text 3

Leads

Join the 92% of alumni who would choose Ivy Tech all over again. Ivy Tech classes start 8/21!
Apply today: IvyTech.edu/apply

Opportunities

Join the 92% of alumni who would choose Ivy Tech all over again. Ivy Tech classes start 8/21!
Get registered today: IvyTech.edu/howtoenroll