



Communications Plan

Tuesdays@TheTech: Veterans | Fall 2023

Audiences

- Current Veteran Students - provided by Lori Sprague
- [Leads - Veterans or Active Duty](#)
- [Opportunities - Veterans or Active Duty](#)

Tactics & Timeline

Timing	Tactic	Notes
10/24	Email	Visit T@TT
10/31	Text	Event next week!
10/30	Social	



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Tuesdays@TheTech: Veterans | Fall 2023

Email (Leads)

Subject: Join us for Tuesdays@TheTech on November 7

You're invited to the Ivy Tech location nearest you on November 7 for [Tuesdays@TheTech](#). During this event, you can learn more about:

- Our 70+ program options
- Career Coaching opportunities which can align your goals with desired outcomes
- Flexible class formats that fit your busy schedule
- And much more!

At Ivy Tech, we don't just care about your degree. We care about your life and we can get you where you want to go! Mark your calendar for Tuesdays@TheTech on **November 7** and take the next step toward your goal!

Let us show you how much we appreciate your service to our country by providing you personalized support throughout the enrollment process and beyond.

[LEARN MORE](#)

If you need assistance, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

Email (Opportunities)

Subject: Join us for Tuesdays@TheTech on November 7

Congratulations, you've successfully taken the first (and hardest) step by getting accepted to Ivy Tech Community College. Way to go!

At Ivy Tech, we don't just care about your degree. We care about your life and we can get you where you want to go! Visit your local campus for [Tuesdays@TheTech](#) on **November 7** and take the next step toward your goal.

Let us show you how much we appreciate your service to our country by providing you personalized support throughout the registration process and beyond.

[LEARN MORE](#)

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Tuesdays@TheTech: Veterans | Fall 2023

Email (Current Students)

Subject: Join us November 7 for Tuesdays@TheTech!

At Ivy Tech, we don't just care about your degree. We care about your life and we can get you where you want to go. Join us at your local campus for [Tuesdays@TheTech](#) on **November 7**. During this event, you'll receive one-on-one personalized support to ensure you're on the track for graduation. Learn more at ivytech.edu/tuesdays.

If you need assistance, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online.

Text

Join us on 11/7 for Tuesdays@TheTech, where we'll honor veterans just like you for your service, as well as help you take steps toward your better tomorrow: ivytech.edu/tuesdays

Social

Calling all veterans! We're hosting a Tuesdays@TheTech event just for you. Join us at your local campus on November 7 for personalized, one-on-one support through the enrollment process. Mark your calendars today!

Landing Page Content

Calling all veterans! Join us at your local Ivy Tech for Tuesdays@TheTech on November 7 as we provide you with personalized, one-on-one support through the enrollment process. Let us know you're interested in attending by clicking the button below. Mark your calendars today!

[RSVP Button]