



Communications Plan

Early Registration Push | Spring 2024

Situation Analysis

Registration for the Spring 24 terms will open on Monday, September 18. To increase student success and retention among both opportunities and current students, making these groups knowledgeable of the ability to register is a must.

Goals

- Promote early registration
- Encourage current students to register for their next term

Strategies

- Communicate through modalities such as Ivy Tech email (current students) and personal email (Fall opportunities) to promote knowledge of registration opening on Sept 18.
- Incorporation of text, social media posts, and agentless calls to reach individuals through different modalities
- Create a sense of urgency through messaging – first pick of classes to fit your schedule, less stress moving forward, etc.
- Push in-app notifications for the current student population

Audiences

- [Fall 23 and Spring 24 Opportunities](#)
- [Fall 23 and Spring 24 Leads](#)
- [Continuing students \(currently registered for Fall terms\)](#)
- [Summer 23 and Fall 23 Guest Students](#)

Tactics & Timeline

Timing	Tactic	Notes
8/22	Email 1	
8/29	Text 1	
9/4	Social Post	
9/4	Mylvy Push	
9/12	Email 2	



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9/17	Text 2	
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Email 1

Opportunities

Subject: Registration for spring courses opens September 18!

Registration for Ivy Tech courses beginning in January 2024 opens Monday, September 18. Make sure you get the courses you want at the times that work best for you by completing the [new student checklist](#) *before* registration opens.

As you search through courses for the upcoming spring term, you'll find a majority of the courses offered are delivered in an 8-week format. Ivy Tech began offering 8-week courses in 2018, and since then, we've seen students excel in the classroom and beyond!

In a recent survey, more than 1,000 Ivy Tech students shared a preference for 8-week over 16-week courses. More than half of the surveyed population added that the 8-week format made it easier to balance work, life, and school responsibilities. We want to continue to serve our students in the best way possible, which is why Ivy Tech is taking steps to become a predominantly 8-week institution.

If you need help [preparing for registration](#) or navigating [Schedule Builder](#), give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. You can also [connect with your campus](#) virtually.

Current Students

Subject: Registration for spring courses opens September 18!

Registration for Ivy Tech courses beginning in January 2024 opens Monday, September 18. Make sure you get the courses you want at the times that work best for you by marking your calendar and getting registered early.

As you search through courses for the upcoming spring term, you'll find a majority of the courses offered are delivered in 8-week terms. This flexible format makes it easier for students to balance work, life, and school responsibilities, which is why Ivy Tech is taking steps to become a predominantly 8-week institution.



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If you need help with the [registration process](#), have questions, or just want a little help, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. You can also [connect with your campus](#) virtually.

Text 1

Current Students & Opps

Registration for Ivy Tech's spring courses opens 9/18. Be sure you have what you need to register at IvyTech.edu/howtoenroll

Leads

Registration for spring courses at Ivy Tech opens 9/18. Apply now so you can register and join us in the classroom! IvyTech.edu/apply

Guests

Registration for spring courses at Ivy Tech opens 9/18. Take a course or two & graduate sooner! Visit IvyTech.edu/guest to learn more

Email 2

Current Students & Opps

Subject: Get registered next week for spring courses!

Registration for Ivy Tech spring courses opens Monday, September 18. Make sure you mark your calendar and get prepared ahead of time so you can register early and get the courses you want in a schedule that is the best fit for you!

As you search through courses for the upcoming spring term, you'll find most of the courses offered are in an 8-week format. This approach makes it easier for students to balance work, life, and school responsibilities, which is why Ivy Tech is continuing to take steps to become a predominantly 8-week institution.



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If you need help with the [registration process](#), have questions, or just want a little help, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us](#) online. You can also [connect with your campus](#) virtually.

Leads

Subject: Apply to Ivy Tech and get ready to register for the spring!

Registration for spring courses at Ivy Tech opens Monday, September 18 and we want you to join us. You've got a bright future ahead and you shouldn't have to wait for it. We can get you where you want to go fast!

Our goal isn't graduation day. The goal is a better every day after. It's the first day of your new career. Your first pay raise. Or it's the first paid holiday home with your family. Take the first step toward that goal by completing our [FREE application](#), so you're ready to register for classes.

[APPLY NOW BUTTON](#)

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

Guests

Subject: Take a class that transfers!

Registration for spring courses at Ivy Tech Community College opens on Monday, September 18. Have you considered taking a course or two as a [Guest Student](#) to lighten your load at your home institution?

Taking courses virtually at your local Ivy Tech, or online, to transfer back to your college or university is easy! Follow the steps below to get registered:

1. Complete the [Guest Student Application](#)
2. Register for classes via [MyIvy](#) after registration opens on September 18
3. Pay your tuition online via [MyIvy](#)

If you need help during the registration process or have questions along the way, give us a call at 888-IVY-LINE (888-489-5463) or [chat with us online](#).



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Text 2

Current Students

Registration for spring courses at Ivy Tech opens tomorrow - 9/18! Learn more about how to register at IvyTech.edu/classes/register-now

Opportunities

Registration for spring courses at Ivy Tech opens tomorrow - 9/18! Learn more about how to get started at IvyTech.edu/howtoenroll

Leads

Registration for spring courses at Ivy Tech opens tomorrow - 9/18! Complete our FREE application now so you can register: IvyTech.edu/apply

Guests

Ivy Tech registration for spring opens tomorrow - 9/18! Add a course to your schedule as a guest student: IvyTech.edu/guest



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Postcard

Leads

Front

Spring Registration is Now Open!

Back

Did you know Ivy Tech Community College offers 70+ programs to choose from? And each one leads to a great career. Our alumni are working at companies like Eli Lilly, Community Health Networks, Toyota, Salesforce, and more!

Ivy Tech offers associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most, so you can be ready to get started in a career quickly. Registration for courses beginning in January 2024 is now open and classes are filling up! Visit IvyTech.edu/apply today and fill out our **free** application.

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at IvyTech.edu/chat. Both are available 24/7, so we can answer your questions whenever you need.

We look forward to seeing you this spring!

Opportunities

Front

Register for Spring Courses Now!

Back

Registration for Ivy Tech courses beginning in January 2024 is **now open!** Enroll today to make sure you get the courses you want at the times that work best for you.



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With 70+ programs in on-campus, online, and mixed formats, you're sure to find the schedule that becomes the first step in your education, your career, and your brighter tomorrow!

Visit IvyTech.edu/howtoenroll to get started.

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at IvyTech.edu/chat. Both are available 24/7, so we can answer your questions whenever you need.

We look forward to seeing you this spring!

MyIvy

Registration for Spring 2024 classes is now open! Register early to secure your perfect schedule.

IvyLearn

Registration for Spring 2024 classes is now open! Register early to secure your perfect schedule.

Concerto

Spring 2024 classes are now open for registration

Social Post

Registration for Ivy Tech's spring courses opens Monday, September 18! Make sure you register early to secure the perfect schedule for your needs. Start dates for both January and March will be available, so don't miss out!