



# Communications Plan

Honors College | 2023-2024

## Situation Analysis

Increase the number of students who qualify for honors applying to Ivy Tech and joining the Honors Program. Promote scholarship opportunities as well as the other benefits of honors, such as more challenging programs and the ability to transfer to other schools more easily.

## Goals

- Increase applicants
- Raise awareness of new Presidential Honors College scholarship

## Audiences

- Opportunities - Past term, upcoming term
- Current students - not above 30 CH
- Homeschool - list purchase
- SAT - list purchase

## Tactics & Timeline

Timing	Tactic	Notes
6/16	Text 1	Presidential Scholarship
6/20	Email 1	Honors intro & apply for scholarship
6/27	Text 2	Deadline is approaching
7/9	Fall 1 priority deadline 1	
7/11	Email 2	Benefits of honors
7/18	Text 3	Don't miss the deadline
7/25	Email 3	Don't miss the deadline
8/4	Fall 1 priority deadline 2	
9/5	Email 4	
9/12	Email 5	
9/24	Fall 2 priority deadline 1	



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10/8	Fall 2 priority deadline 2	
10/31	Email 6	
11/7	Text 4	
11/14	Email 7	
11/29	Spring 1 priority deadline 1	
12/5	Text 5	
12/20	Spring 1 priority deadline 2	
1/9	Email 8	
1/16	Text 6	
1/31/24	Spring 2 priority deadline 2	
2/6	Text 7	
2/28/24	Spring 2 priority deadline 2	



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## Fall Term 1

### Text 1

Attention High Achieving Students! You could receive a \$3,000 per year scholarship as an Ivy Tech Honors College Student. See how to apply to the Honors College and learn more about the NEW Presidential Honors College Scholarship at [IvyTech.edu/honors](https://IvyTech.edu/honors)

### Email 1

Subject: Don't miss out on the Presidential Honors Scholarship, NAME

If you're looking for a robust, in-depth learning experience, the [Honors College](#) at Ivy Tech may be right for you! This fully virtual academic program promotes intellectual growth and critical thinking by connecting students with other honors students through dialogue-based classes. By earning an Honors Diploma or Honors Certificate, you'll be well prepared to continue on to a four-year college or university.

Starting this fall, we now offer the [Presidential Honors College Scholarship](#), available to qualifying students starting in the Honors College Fall 2023. In order to apply for this scholarship, you must have applied to Ivy Tech and been accepted into the Honors College.

The application deadline is **July 9**, so don't wait to get started!

[LEARN MORE BUTTON](#)

Questions? Email [honorscollege@ivytech.edu](mailto:honorscollege@ivytech.edu) or sign up for a [virtual information session](#) to learn more about the Honors College.

### Text 2

The Presidential Honors College Scholarship application is due July 9! Start your Ivy Tech Honors College application and learn more at [IvyTech.edu/honors](https://IvyTech.edu/honors)

### Email 2

Subject: Have you considered Ivy Tech's Honors College, NAME?



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The [Honors College](#) at Ivy Tech is the perfect program for motivated students who are looking for a more in-depth learning experience. Honors coursework is designed to support a student's spirit of inquiry and intellectual growth, as well as foster multicultural awareness and leadership. And this approach pays off— Ivy Tech Honors students have been accepted at more than 60 top universities all around Indiana and across the U.S.

Some of the unique benefits of the Honors College include:

- **Specialized Curriculum:** Each semester focuses on different course topics, all of which focus on dialogue, reflection, and critical thinking
- **Fully Virtual Program:** Honors courses are 100% online, so students are able to attend across any of our 43 locations.
- **Small, Close-Knit Community:** Classes are small and divided into cohorts, encouraging support systems to form among Honors students.
- **Personalized Advising & Support:** Students receive extra support and may participate in programming from the Honors College.
- **Transfer & Career Success:** The Honors College offers Transfer and Career & Professional Development seminars, equipping students for next steps after graduation.
- **Honors Transfer Agreements:** There are unique transfer opportunities specifically for Honors College students with institutions like the Ball State Honors College and IUPUI Honors Liberal Arts Program.

If you're ready to take advantage of the many opportunities the Honors College has to offer, visit [IvyTech.edu/honors](http://IvyTech.edu/honors) to learn how to apply.

Questions? Email [honorscollege@ivytech.edu](mailto:honorscollege@ivytech.edu) or sign up for a [virtual information session](#) to learn more about the Honors College.

## Text 3

Interested in Ivy Tech's Honors College? Start the application process now to make sure you don't miss the 8/4 priority application deadline. Learn more at [IvyTech.edu/honors](http://IvyTech.edu/honors)

## Email 3

Subject: The Honors Application Deadline is almost here!

NAME,

The [Honors College](#) Priority Application deadline is **August 4, 2023**. We accept applications on a rolling basis throughout the year, but if you're interested in an Honors Track we recommend you apply by the deadline to ensure you have the most class options to choose from.



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To apply to the Honors College, [apply to Ivy Tech](#) and complete all required admissions steps. Then, submit the [Honors College Application](#). You will be notified of your application status via your Ivy Tech email within two weeks. From there, your personal Honors Advisor will contact you to help you plan next steps.

Ready to begin your Honors College journey?

[LEARN MORE BUTTON](#)

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## Fall Term 2

### Email 4

Subject: Have you considered Ivy Tech's Honors College, NAME?

Looking for a more in-depth and robust learning experience that will help you reach your fullest potential? Ivy Tech's [Honors College](#) is the perfect program for you! With a close-knit community, personalized advising, and specialized curriculum, students are fully supported in their academic pursuits.

- **82%** of Honors College students return to the program after their first semester
- **62%** of Honors College students are accepted to private 4-year colleges and universities
- **94%** of Honors College students feel their honors advisors help them grow as students

The priority deadline for Ivy Tech's second fall term is September 24, so don't wait to [apply!](#) Take advantage of the many benefits of the Honors College to get the most out of your college experience.

[APPLY NOW BUTTON](#)

Questions? Email [honorscollege@ivytech.edu](mailto:honorscollege@ivytech.edu) or sign up for a [virtual information session](#) to learn more about the Honors College.

### Email 5

Subject: The Honors Application Deadline is almost here!



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- **Fully Virtual Program:** Honors courses are 100% online, so students are able to attend across any of our 40+ locations.
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The priority deadline for Ivy Tech's second fall term is September 24, so don't wait to [apply](#)! Join an academic program that exemplifies scholarship and will prepare you to continue your education at a four-year college or university.

[APPLY NOW BUTTON](#)

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## Spring Term 1

### Email 6

Subject: Big dreams? Go for Honors!

The [Honors College](#) at Ivy Tech is designed for motivated students who want a more in-depth and robust learning experience. It's a fully **virtual** academic program that allows you to meet and network with honors students and faculty across the state.

Honors students are encouraged to reach their full potential through courses that focus on dialogue, reflection, and critical thinking. Graduates exemplify a high level of scholarship and are well-prepared to graduate and continue their education at a four-year college or university.

If you're looking to elevate your college experience, don't wait to apply! The priority deadline for Spring 2024 is **November 29**.

[APPLY NOW BUTTON](#)

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### Text 4

Get the most out of your college experience with Ivy Tech's Honors College! Apply now for Spring 2024: [ivytech.edu/honors](http://ivytech.edu/honors)

### Email 7

Subject: Still considering Ivy Tech's Honors College, NAME?

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## Text 5

The Spring 2024 Ivy Tech Honors application deadline is almost here! Don't miss out on a more in-depth learning experience - apply by 12/20! [ivytech.edu/honors](http://ivytech.edu/honors)