



Communications Plan

Nursing/Limited Enrollment Health Sciences Application Dates | Year-Long, 2024

Situation Analysis

The Nursing/Limited Enrollment Health Sciences online application now has set open and close dates prior to each term start. With the consistency in dates, the plan below will run each year to educate students who are planning to apply using the online application.

Goals

- Spread awareness to intended application of open and close dates for the online application prior to each term.
- Increase number of applications to the nursing/limited enrollment programs.

Strategies

- Email and text messages launching 3 weeks prior to the launch of the application
- Include student and/or faculty testimonial in content to share the reason as to why nursing/health sciences professions are valued & appreciated
- Social Media posts to alert current students and those who applied last year but did not get accepted. Will also provide opportunities for faculty to repost and share with students and/or colleagues.

Audiences

- Current students interested in Nursing / Health Sciences programs
- Students from prior application year who did not get accepted

Tactics & Timeline

Timing	Tactic	Notes
3/12	App not accepted email	
3/14	Email 1	
3/15	Social Post	
3/19	Text 1	
3/26	Email 2	



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4/2	Text 2	
3/15-5/15	Fall Start App Open	
	App not accepted email	
7/23	Email 1	
7/30	Text 1	
8/6	Email 2	
8/15	Text 2	
8/15	Social Post	
8/15-10/15	Spring Start App Open	
	App not accepted email	
11/12	Email 1	
11/19	Text 1	
11/26	Email 2	
12/1	Text 2	
12/1	Social Post	
12/1-2/1	Summer Start App Open	



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Application Not Accepted

For Summer Application

Subject: Ivy Tech Application Update

Dear FIRSTNAME,

We regret to inform you that you were not selected for a Nursing and/or Health Sciences program at Ivy Tech Community College for the summer term.

Thank you for your interest in Ivy Tech Community College and your application to our select admission program. As you know, these programs are highly competitive with limited seats available. You still have options if you wish to pursue other healthcare programs.

The next limited enrollment application round will be open from **March 15 to May 15**.

You will be required to submit a new application. A limited number of programs will be available based on available seat capacity of each program per campus.



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Fall Start App

Email 1

Subject: The Nursing & Limited Enrollment Health Sciences Application opens soon!

Ivy Tech's online application for Nursing and Limited Enrollment Health Sciences **opens March 15 and closes May 15**. In order to prepare for the application launch, run through this simple checklist to ensure you have everything ready:

- Complete any prerequisite coursework
- Complete any pre-admission testing
- Retrieve your required documents, such as a copy of your CNA registration

If you have questions or are unsure if you have met the prerequisite work requirements, feel free to [contact your advisor](#).

For additional details about requirements, you can visit our [website](#). We have also created an [application help video](#), so you know what to expect. Don't forget, the application opens March 15 and closes May 15. We look forward to reviewing your application for fall classes.

Text 1

Ivy Tech's Nursing & Limited Enrollment Health Sciences application is now open! Remember to submit your application before 5/15: ivytech.edu/limited-enrollment

Email 2

Subject: Get ready to complete the Nursing & Limited Enrollment Health Sciences App

The application for Ivy Tech's Nursing and Limited Enrollment Health Sciences fall classes is now open! Make sure you submit your application before **May 15**.

Check our [website](#) for important information like prerequisite courses and requirements for admissions. This information applies to both nursing and limited enrollment health science programs. We provide a step-by-step guide on how to complete the application, if you need any help along the way. You can also watch our [application help video](#) for more information.

Don't forget to regularly check your [Ivy Tech email](#) for updates. All information regarding the application will be sent to that address.

Text 2



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Ivy Tech's Nursing & Limited Enrollment Health Sciences application is now open! Remember to submit your application before 5/15: ivytech.edu/limited-enrollment

Social Post

Indiana needs medical workers! Now's the perfect time to get started on a career in healthcare. The application for fall nursing and limited enrollment health science programs is now open, so don't wait! Visit ivytech.edu/limited-enrollment to start your application.