



COMMUNICATIONS PLAN

CROSSING THE FINISH LINE // SUMMER 2023

SITUATION ANALYSIS

Crossing the Finish Line is an initiative funded by the Indiana Department of Education (in partnership with the Indiana Commission for Higher Education) to assist high school students, identified as “near completers”, in progressing/completing a post-secondary credential over the summer. Focus is on both the Indiana College Core and Associate Degrees, as well as short-term industry recognized certifications (CTs and TCs). Funding Covers: Tuition, Fees (including consumable), Ivy+, Transcripts, CLEP Testing.

GOALS

- Increase number of high school students in the completion of a post-secondary credential during the summer of 2023

STRATEGIES

- Communicate to high school students that they are near completion of a post-secondary credential – possibly the Indiana College Core or a short-term industry recognized certification
- Also communicate with parents of high school students through the use of a direct mail piece (postcard)

AUDIENCES

- High school students near completion of the Indiana College Core or a short-term industry recognized certification

TACTICS AND TIMELINE

TIMING	TACTIC	MESSAGE
Monday, February 13	Landing Page Live	www.ivytech.edu/crossingthefinishline
Tuesday, February 14	Email	IDOE communicates to Superintendents/Principals
Tuesday, February 21	Email	IDOE communicates to Guidance Counselors
Tuesday, February 28	Email	Ivy Tech sends to K-12 Partners
Tuesday, March 7	Email	Ivy Tech Student Communication
Friday, March 10	Text	Ivy Tech Student Communication
Tuesday, March 14	Email	Ivy Tech Student Communication
Friday, March 17	Text	Ivy Tech Student Communication
Thursday, March 23	Email	Ivy Tech Student Communication
Tuesday, April 4	Postcard	
Tuesday, April 11	Email	Students & Parents
Tuesday, April 18	Text	Students
Tuesday, April 25	Email	Students & Parents



Tuesday, May 9	Text	Students
Tuesday, May 16	Email	Students & Parents
Tuesday, May 23	Email	Students & Parents

CONTENT

Email

Subject: Cross the Finish Line - for FREE!

Congratulations! You've been identified as a student who is just a few credit hours away from earning the [Indiana College Core](#) or another high-value credential from [Ivy Tech Community College](#). The Indiana College Core is a 30- credit-hour block of general education college-level coursework that transfers seamlessly to all Indiana public colleges and universities and some private institutions. This means you can start college with 30 credit hours already earned - saving you time *and* money!

The good news is the state of Indiana is going to help you "Cross the Finish Line" by funding your tuition, books, and fees for your classes this summer so you can complete your credential for FREE!

We want to see you finish your credential so you can be more prepared for a job or continuing to a four-year for your Bachelor's degree. Classes start June 5, but don't wait. You'll want to get the pick of classes that fit your schedule and set things up as soon as you can!

Let us know if you're interested in this opportunity by filling out the short interest form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Text

You're so close to earning an Ivy Tech credential or degree! Let us help you Cross the Finish Line. ivytech.edu/crossingthefinishline

Email

Subject: Free Classes Start Very Soon!

The summer term at [Ivy Tech Community College](#) is quickly approaching! You don't want to miss out on your opportunity to take a few credit hours so you can earn the [Indiana College Core](#) or another high-value credential from Ivy Tech.



The state of Indiana is going to help you “Cross the Finish Line” by funding your tuition, books, and fees for your classes this summer so you can complete your credential for FREE! Don’t forget to take advantage of [Career Coaching](#) resources available at no cost to you. This includes one-on-one coaching sessions, development of employability skills, employer connections, and much more.

Classes start June 5, but don’t wait! You’ll want to get the pick of classes that fit your schedule and set things up as soon as you can!

Let us know if you’re interested in this opportunity by completing the short interest form below.

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Text

Cross the Finish Line this summer & complete your Ivy Tech credential for FREE! Learn more ivytech.edu/crossingthefinishline

Email

Subject: Classes still available so you can Cross the Finish Line

Summer classes start soon at [Ivy Tech Community College](#)! You can still take advantage of the opportunity to take a few credit hours for free to earn the [Indiana College Core](#) or another high-value credential from Ivy Tech.

By taking a few classes to finish your credential, you are setting yourself up for success in your educational journey and career. For example, if you complete the Indiana College Core you can start college as a sophomore. If you complete your Ivy Tech associate degree, you could even start at a four-year as a junior!

Don’t miss the chance to “Cross the Finish Line” with free tuition, books, and fees for your classes that will start on June 5!

Let us know if you’re interested in this opportunity by completing the short interest form below.

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Postcard

Front headline: You’re Close to Completing a Certificate

Sub: Cross the finish line this summer at Ivy Tech Community College



You are only a few credit hours away from completing a credential like the Indiana College Core or an Ivy Tech Community College certificate or degree. The Indiana College Core is a **30-credit-hour block of general education college-level coursework** that transfers seamlessly to all Indiana public colleges and universities and some private institutions. This means you can start college with 30 credit hours already earned - saving you time and money!

The state of Indiana is offering to fund your tuition, books, and fees so you can take classes this summer, for **FREE**, to finish completing your credential!

Why should you take classes this summer?

- It's FREE!
- You only have a few credit hours to go, which may be only one or two classes
- Complete the Indiana College Core and start college as a sophomore
- Complete an Ivy Tech credential and use it start your career fast

To get started, visit ivytech.edu/crossingthefinishline and fill out a short interest form to let us know you're interested.

We will be in touch soon with information and next steps for your personalized path this summer. Classes start June 5 and seats are limited.

Email

Student Email:

Subject: Cross the Finish Line – for free!

You're so close to earning the [Indiana College Core](#) or another high-value credential from Ivy Tech. The state of Indiana is going to help you "Cross the Finish Line" by funding your tuition, books, and fees for your classes this summer so you can complete your credential for FREE!

Classes start June 5, but don't wait! You'll want to get the pick of classes that fit your schedule and set things up as soon as you can! Plan your summer in advance!

And remember, through Ivy+ Career Link, you have access to free career coaching. You'll receive personalized support to explore career options and gain employability skills to obtain your educational goals.

Let us know if you're interested by completing the short interest form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Parent Email:

Subject: Free classes at Ivy Tech for your student!



Congratulations! Your student is just a few credit hours away from earning the [Indiana College Core](#) or another high-value credential from [Ivy Tech Community College](#). The Indiana College Core is a 30- credit-hour block of general education college-level coursework that transfers seamlessly to all Indiana public colleges and universities and some private institutions. This means your student can start college with 30 credit hours already earned - saving both time and money!

The good news is the state of Indiana is going to help your student “Cross the Finish Line” by funding tuition, books, and fees for classes this summer so your student can complete a credential for FREE!

We want to see your student finish a credential so they can be more prepared for a job or continue to a four-year institution in the near future. Classes start June 5, but don’t wait. Registering now can help your student get the pick of classes that fit their schedule and set things up as soon as possible!

Let us know if your student is interested by completing the short interest form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Text

Student Text: Ready to finish your Ivy Tech credential or degree? Do it for free this summer! Visit ivytech.edu/crossingthefinishline

Email

Student Email:

Subject: Finish your Ivy Tech credential or degree for free!

You’re just a few credit hours away from earning the [Indiana College Core](#) or another high-value credential from Ivy Tech! Luckily, the state of Indiana wants to help you “Cross the Finish Line” by funding your tuition, books, and fees for your classes this summer so you can complete your credential for FREE!

Still on the fence about taking summer courses? Here’s a few reasons why you should:

- It’s FREE!
- You only have a few credit hours to go, which may be only one or two classes
- You can earn the Indiana College Core and start college as a sophomore
- You can earn an Ivy Tech credential and use it start your career fast

You can get started now by filling out this short interest form below.

Classes start June 5. Get registered now so you can pick classes that best fit your schedule!

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU



Parent Email:

Subject: Your student can finish their Ivy Tech credential for free!

Your student is just a few credit hours away from earning the [Indiana College Core](#) or another high-value credential from [Ivy Tech Community College](#).

The good news is the state of Indiana is going to help your student “Cross the Finish Line” by funding tuition, books, and fees for classes this summer so your student can complete a credential for FREE!

Finishing their credential this summer means your student will be more prepared to begin a job or continue to a four-year institution in the near future. Classes start June 5, but don't wait. Registering now can help your student get the pick of classes that fit their schedule and set things up as soon as possible!

Let us know if your student is interested in this opportunity by filling out the short form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Text

Student Text: We want to see you Cross the Finish Line! Finish your Ivy Tech credential or degree for FREE this summer ivytech.edu/crossingthefinishline

Email

Student Email:

Subject: There's still time to register for free summer classes!

Summer classes at [Ivy Tech Community College](#) are coming up fast and so is your opportunity to take a few credit hours so you can earn the [Indiana College Core](#) or another high-value credential from Ivy Tech!

Since you are only a few credit hours away from finishing your Ivy Tech credential, the state of Indiana is going to help you “Cross the Finish Line” by funding your tuition, books, and fees for your classes this summer so you can complete your credential for FREE! Just think, you could have a college credential to your name in just a couple months!

Classes start June 5. Be sure to get registered right away so that you can choose classes that fit in with your summer plans.

Get started by filling out the short form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU



Parent Email:

Subject: Your student still has time to register for free summer classes!

Summer classes at [Ivy Tech Community College](#) are coming up fast and so is your student's opportunity to take a few credit hours so they can earn the [Indiana College Core](#) or another high-value credential from Ivy Tech!

Since your student is only a few credit hours shy of finishing their Ivy Tech credential, the state of Indiana wants to help them "Cross the Finish Line" by funding tuition, books, and fees for their classes this summer. This means they can complete their credential for FREE by the end of the summer!

Classes start June 5 and your student will want to get registered right away so they can choose classes that fit best with their schedule.

Let us know if your student is interested in this opportunity by filling out the short form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Email

Student Email:

Subject: Free summer classes are starting soon!

Summer classes are starting very soon at [Ivy Tech Community College](#)! Don't miss your chance to take a few free credit hours and earn the [Indiana College Core](#) or another high-value credential from Ivy Tech Community College by the end of the summer.

By taking a few classes to finish your credential, you are setting yourself up for success in your educational journey and future career. Think about it this way: if you complete the Indiana College Core you can start college as a sophomore. If you complete your Ivy Tech associate degree, you could even start at a four-year college or university as a junior!

"Cross the Finish Line" this summer with free tuition, books, and fees for your classes that will start on June 5! And remember, through Ivy+ Career Link, you have access to free career coaching. You'll receive personalized support to explore career options and gain employability skills to obtain your educational goals.

Take advantage of this amazing opportunity now by filling out the short form below. We look forward to seeing you in Ivy Tech classes this summer!

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Parent Email:



Subject: Free summer classes for your student are starting soon!

Summer classes are starting very soon at [Ivy Tech Community College](#)! Your student will not want to miss this chance to take a few free credit hours and earn the [Indiana College Core](#) or another high-value credential from Ivy Tech Community College by the end of the summer.

By taking a few classes to finish their credential, they are setting themselves up for success in their continued education and future career. Think about it this way: if they complete the Indiana College Core, they can start college as a sophomore. If they complete their Ivy Tech associate degree, they could even start at a four-year college or university as a junior!

Let us help your student “Cross the Finish Line” this summer with free tuition, books, and fees for classes that will start on June 5! And remember, your student has access to Ivy+ Career Link, which offers personalized support to explore career options and gain employability skills needed to obtain educational goals.

Get them started by filling out the short interest form below.

<insert button> https://ivytech.qualtrics.com/jfe/form/SV_bm7UU8hpnssMzDU

Campus Template for K-14 Partners

Subject: Help your students Cross the Finish Line.

Body:

Attached you will find a list of students at your school who are just a few credit hours away from earning the [Indiana College Core](#) or another high-value credential from [Ivy Tech Community College](#). The Indiana College Core is a 30-credit hour block of general education college-level coursework that transfers seamlessly to all Indiana public colleges and universities and some private institutions. This means they can start college with 30-credit hours already earned - saving both time *and* money!

The good news is the state of Indiana is going to help the students on the attached list “Cross the Finish Line” by funding tuition, books, and fees for classes this summer. This means they can complete a credential for FREE!

Talk with these students about this amazing opportunity to enter college with accumulated credits. Ivy Tech summer classes start June 5, so start the conversation today!

If your students are interested, have them fill out the short interest form below.

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Content for One-Pager

Ivy Tech Community College and the State of Indiana have partnered to offer students a free credential! If you are a student within a few credits of earning the Indiana College Core or another high-value credential from Ivy Tech Community College, you might qualify!

The Indiana College Core is a 30- credit-hour block of general education college-level coursework that transfers seamlessly to all Indiana public colleges and universities and some private institutions. This means you can start college with 30 credit hours already earned - saving you time *and* money!

The good news is the state of Indiana is going to help you “Cross the Finish Line” by funding your tuition, books, and fees for your classes this summer so you can complete your credential for FREE!

Classes start June 5, so don't wait! Visit ivytech.edu/crossingthefinishline and fill out the short interest form to see if you qualify.