Communications Plan

Free Summer Fall Recruitment | Summer 2024

Situation Analysis

Thousands of high school students have enrolled in free dual enrollment classes this summer. This provides Ivy Tech an opportunity to recruit 2024 graduates for the Fall 2024 term.

Goals

- Retain currently registered students in the Free Summer Courses initiative to return during the Fall 2024 term.

Strategies

- Email communications stating the benefits of continuing at Ivy Tech Community College
- Message of affordability, Ivy+, Career Coaching, and more

Audiences

- Graduating HS seniors (2024) who are currently enrolled for the Free Summer 2024 classes

Tactics & Timeline

Timing	Tactic	Notes
7/2	Email 1	Ivy+/Affordability
7/16	Email 2	You can be a guest student
7/23	Email 3	Next steps
7/30	Email 4	70+ programs?

Email 1

Subject: Save money with Ivy+ Tuition & Textbooks

[Header:] Indiana's best value in higher education

You've gotten an affordable start on your future with our Free Summer program, %%FirstName%%. By continuing to take classes at Ivy Tech, you'll get access to cost-saving programs like [Ivy+ Tuition & Textbooks](#) and pay substantially less than you would at other Indiana colleges and universities.

Register for fall classes and keep saving money at Ivy Tech!

[REGISTER NOW BUTTON](#)

With Ivy+ Tuition & Textbooks, you can:

EARN MORE CREDITS
Thanks to [Ivy+ Tuition](#), tuition costs stay the same if you enroll in 12 or more credits per semester. That means you pay the same price for taking 12, 14, 16, or more credits, so you can fill up your schedule without emptying your wallet.

SAVE MONEY
With [Ivy+ Textbooks](#), all required textbooks are available at only $17 per credit hour for eligible* students. This low, predictable price makes textbooks easy to budget for.

GRADUATE FASTER
Ivy Tech's tuition is the lowest in the state, and with [scholarships and grants](#), many students attend tuition-free. In fact, 4/5 Ivy Tech students graduate with ZERO debt! You can stay on track for graduation without worrying about financial roadblocks holding you back.

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#). We hope to see you in classes starting August 19!

Dual credit, KLLM, skills training, and building/construction trade apprenticeship students are not currently eligible for Ivy+ Textbooks

Email 2

Subject: Save money by taking courses as a guest student

Did you know that students attending other colleges can still take Ivy Tech classes? By attending Ivy Tech as a [guest student](#), you can:

- Earn required credits for your degree more quickly
- Have more course flexibility during upcoming terms at your home institution
- Easily transfer credits to your home institution
- Save **thousands** of dollars

If you're ready to get started, fill out the [guest student application](#). We hope to see you in classes this fall!

[Button]: [Learn More](#)

Questions? Call us at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Email 3

Subject: Wondering what comes next?

Congratulations %%First Name%%, you're nearly done with summer classes! You've worked hard for these credits, so don't forget to take the next step to make sure they count toward your future plans.

If you're attending a different college or university:
Ivy Tech has transfer partnerships with schools across the state and beyond, so you can easily transfer your credits to whatever program you plan to pursue. You'll need to work with your home institution's Registrar to find out what steps they require, but you'll likely need to send them an official transcript.

You can request an official transcript using the following steps:
- Log into your [MyIvy account](#)
- Click on "Tools and Resources" at the top of the form
- Select "Request Official Transcript" from the list of items
- When submitting your request, have your transcript sent directly to your institution

If you cannot use the online portal, you can also visit the Bursar's office, pay $5, and file paperwork for us to mail your official transcript. This option takes 7-10 business days.

If you're continuing at Ivy Tech:

The credits you earned this summer can be built on for an Ivy Tech certification or associate degree! Register for fall classes to keep working toward your goals.

All you need to do to register for classes is:

1. Log in to myivy.ivytech.edu
2. Select "Schedule Builder" from the "Tools and Resources" tab
3. Verify your information and add courses to your Shopping Cart (Check out our instructions page if you need help)
4. Check out

If you have any questions, we're here to help! Call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 4

Subject: Register for fall classes!

The fall term at Ivy Tech starts **August 19**. Register now to get the classes you want, at the times that work best for you. You can quickly and easily register for classes with Schedule Builder!

Schedule Builder is a free online tool that helps you create your perfect class schedule. Simply let Schedule Builder know what classes you need, times you may need to take them, and any breaks needed for things like work or other responsibilities, and this tool will give you options of weekly schedules that work best for you.

To get started, head online and follow our step-by-step instructions on how to use Schedule Builder.

REGISTER NOW BUTTON

If you have any questions or need assistance, set up an appointment with your Academic Advisor. Or, contact us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Communications Plan

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Timing	Tactic	Notes
6/4	Email 1	Welcome & Student Resources (to all free summer)
6/18	Text 1	Ivy Line & ivytech.edu/chat promo
7/2	Email 2	Ivy+/Affordability
7/16	Text 2	You can be a guest student
7/23	Email 3	Next steps
7/30	Text 3	70+ programs?
8/6	Email 4	Register for fall

Email 1

Subject: Welcome to Summer Term, %%FirstName%%!

We're so excited to have you in classes this summer, %%FirstName%%! As you get started, we hope you take some time to explore all of the free resources available to you as an Ivy Tech student. We offer a variety of programs and tools designed for student success, like:

- MyIvy is your Ivy Tech account where you'll find resources like announcements, the academic calendar, and links to important pages like IvyLearn and your Ivy Tech email.
- IvyCares provides "wraparound services" which address needs not covered by regular financial aid. This service focuses on covering transportation, food insecurity, mental health, emergency funds, and technology.
- Our Tutoring Centers offer free academic support at every campus, with both in-person and online meeting options. Ivy Tech students also get free, 24/7 access to Tutor.com!
- Ivy+ Career Link offers career coaching and development, preparing students for success after graduation. You can get help exploring career options, learning about local employers, and looking into work experiences, so you're ready for whatever career path you choose to pursue.

Best of luck this term! If you have any questions this summer, give us a call any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Text 1

Don't forget, Ivy Tech is here for you! Call us any time at 888-IVY-LINE or chat with us online at ivytech.edu/chat.

Email 2

Subject: Save money with Ivy+ Tuition & Textbooks

You don't have to pay for the classes you're taking right now with our Free Summer program, %%First Name%%, and with Ivy+ Tuition & Textbooks, what you pay at Ivy Tech for regular term courses will be substantially less than other Indiana colleges and universities! If you register for fall classes, you can be confident you're getting Indiana's best value in higher education.

EARN MORE CREDITS
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Ready to keep saving money with Ivy Tech? Register for fall classes now!

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Text 2

Did you know that students attending other colleges can still take Ivy Tech classes? Learn how you can graduate faster and save money with Ivy Tech: ivytech.edu/guest

Email 3

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8. Check out

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Text 3

Ivy Tech's fall term starts August 19! Stay on track for graduation day - and a better every day after - by registering for classes now: ivytech.edu/how-to-enroll

Email 4

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