



Communications Plan

Diverse Males | 2024

Situation Analysis

Systems Office will build a statewide recruitment campaign targeting Black, Hispanic/Latino male students and relaunch each June.

Audiences

- Black and Hispanic/Latino Males
- [HS grads from 2021, 2022, 2023, 2024](#)

Tactics & Timeline

Timing	Tactic	Notes
6/4	Email 1	
6/11	Text 1	
6/18	Email 2	
6/25	Email 3	
7/2	Text 2	



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Email 1

Subject: Greetings from Ivy Tech's President

Dear %%firstname%%,

At Ivy Tech Community College, we take great pride in delivering a world-class education designed to meet students like you where you are, no matter where you live in our state. Your local Ivy Tech campus is ready to support you with the resources, programming, and network that can become the key to your first job, the reason for a better one, or the connection to opportunities that will serve you for the rest of your life.

Within the classroom, we are committed to empowering our students to discover programs that meet their interests to find high-value careers in growing fields. With over [70 programs](#) to choose from, Ivy Tech has what you need to get you where you want to go quickly and for the most affordable price in the state.

Moreover, when you choose to attend Ivy Tech, you're also immersing yourself in a community that cares about so much more than your education. Our dedicated faculty and staff are committed to cultivating an environment filled with an excitement for learning and a sense of belonging, whether that is through [student life groups and organizations](#) on campus or through access to mentors who are equipped to guide you every step of the way.

By enrolling at Ivy Tech, you're putting yourself one step closer to the future you have always imagined. Let us help you make that dream a reality by delivering higher education at the speed of your life. Visit ivytech.edu/howtoenroll to learn more about how to get started.

We look forward to having you as part of the Ivy Tech community.

Sincerely,
President Ellspermann

Text 1

Ivy Tech is here to support you in taking the next step toward your degree. Visit your local campus for Tuesdays at the Tech to get help completing your enrollment checklist:
ivytech.edu/tuesdays

Email 2

Subject: A program meant for you, %%firstname%%!

Pre-header: Ivy Tech has a program that fits your personal needs and educational goals.



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Are you looking to advance in a career you're passionate about? Ivy Tech offers associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most. With [70+ programs](#) available, you'll be able to find your fit for the next step in your future.

By pursuing a career in a high-demand, high-wage field, you'll have the opportunity to advance throughout the state of Indiana and play an imperative part in helping grow the workforce and give back to your community. Whether your interests are cybersecurity, nursing, welding, or more, there are many opportunities to choose from.

Explore your program options at ivytech.edu/programs. You can search by field of interest and location, read about career options and earning potential, and more! When you find the right fit for your needs, register for classes and join us at Ivy Tech this fall.

[REGISTER NOW BUTTON](#)

If you need help along the way, feel free to give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

Email 3

Subject: Take it from Saeed

No matter where you are in life, Ivy Tech strives to provide resources and support that help you take the next step toward a better tomorrow. Our [70+ programs](#) offer a range of certifications, degrees, and courses that prepare you for high-demand fields.

Saeed W. was a recent college dropout who wanted to elevate his job prospects to provide for his unborn child. He enrolled in Ivy Tech's Advanced Automation and Robotics program, where he received certifications and connections that prepared him for a career in the field.

Based on his experiences at Ivy Tech, Saeed says, "Success is truly based on how bad you want it, you can't let others' opinions or shine deter you from completing your goal. Keep your head down, mind your business, and accomplish whatever you've set out to do."

If you're ready to take the next step toward completing your goals, register for classes and get started at Ivy Tech this fall.

[REGISTER NOW BUTTON](#)

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



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Text 2

Thanks to Ivy+ Tuition & Textbooks, the cost of higher education has never looked better. By taking classes at Ivy Tech, you can save money with flat textbook fees and the lowest tuition in the state! Learn more at ivytech.edu/ivyplus