Project Lead the Way Recruitment Strategy

Overview and Call to Action: Ivy Tech has identified an opportunity to recruit students from Project Lead the Way (PLTW) high school programs. This audience participates in career ready programs in academic areas closely aligned with our high achieving programs at Ivy Tech.

Our goal is to create awareness of key Ivy Tech programs that align with their career goals, and encourage students to apply and register.

PLTW Disciplines/Programs:
- Pre-Engineering
- Bio Medical Science
- Computer Science

Target Audience:
- Score Sharing 2022-23 February distribution.xlsx
- National contact list for current PLTW students

Communication Plan
- Targeted email campaign by program: https://docs.google.com/document/d/1gU9Up94spoXZzWa-3Z-opKb2TVNrRwYs/edit
- Provide K14 Newsletter content for PLTW
- Create a PLTW and Ivy Tech Landing Page: https://www.ivytech.edu/admissions/project-lead-the-way-students
- Drop down campus content: K14 Director information
    a. Socialize with VC groups, Marketing, Admissions, and K14 Directors

Program Outreach Strategy:
    Pre-Engineering:
        Target Indiana students
        Highlight Programs within School of Advanced Manufacturing, Engineering, & Applied Science
    Bio Med Science:
        Target Indiana students and border states: Ohio, Kentucky, Illinois
        Highlight all Programs within School of Health Sciences
    Computer Science:
        Target nationally
        Computer Science can be completed Virtually
        Target School of Information Technology: Computer Science, Informatics specifically as both are TSAP

Key Messages:
- Applaud the student's achievement with PLTW
- Promote Transfer Credit – in particular for Indiana residents a smooth transition
- Affordability
- Create a sense of belonging

Project Timeline:

Tuesday, May 9, 2023	Email #1
Tuesday, June 13, 2023	Email #2
Tuesday, July 11, 2023	Email #3
Tuesday, August 8, 2023	Email #4
Tuesday, August 29, 2023	Email #5
Tuesday, September 19, 2023	Email #6