# Communications Plan
## August Start | Fall 2024

**Audiences**

- [SO Leads for Term Start Comms](#) - Summer 2024 - Spring 2025
- [SO Opps for Term Start Comms](#) - Summer 2024 - Spring 2025
- [SO Cont Stu Not Reg for Next Term](#) - Max Term 202410
- [Stop Outs & Drop Outs past 2 years](#)

**Tactics & Timeline**

| Timing | Tactic | Notes |
|--------|--------|-------|
| 7/2 | Email 1 | Fast start to your future (certificate stacking & transferability) |
| 7/9 | Text 1 | 70+ programs |
| 7/16 | Text 1 (Stop & Drop Outs) | |
| 7/16 | Social Post | |
| 7/23 | Email 2 | Affordability (Ivy+) |
| 7/23 | Text 2 (Stop & Drop Outs) | |
| 7/30 | Text 2 | Affordability (financial aid) |
| 7/30 | Email 2 (Stop & Drop Outs) | |
| 8/6 | Agentless Call (Opps & Cont) | |
| 8/13 | Text 3 (Opps, Cont & Stop Outs) | |
| 8/19 | Fall Term 1 Begins | |

# Email 1

## Leads

Subject: Jumpstart your future with Ivy Tech, %%First Name%%
Pre-header: Our free application only takes about 10 minutes. Apply today!

Ivy Tech Community College is here to fit your life, speed, and budget, %%First Name%%. Whether you're planning on pursuing a bachelor's degree or want to head straight into a career, we have a program designed to get you there, with class format options that fit your lifestyle.

Not sure which program is the best fit for you? Ivy+ Career Link is available to help you explore your strengths and match you with career options that fit your interests. Then, you can get support building a portfolio, putting together a resume, pursuing internship opportunities, and even finding a job after graduation. The best part? It's free!

**[CALLOUT BOX:]** 70+ Program options designed for high-demand Indiana jobs

If you're ready to pursue the education and skills you need for success, get started with us this fall! Classes start **August 19**.

**[Button:]** APPLY NOW

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

## Opportunities

Subject: Jumpstart your future with Ivy Tech, %%First Name%%
Pre-header: Take the next step and register for classes today!

Ivy Tech Community College is here to fit your life, speed, and budget, %%First Name%%. Whether you're planning on pursuing a bachelor's degree or want to head straight into a career, we have a program designed to get you there, with class format options that fit your lifestyle.

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**[Button:]** REGISTER NOW

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## Continuing Students

Subject: Get ready for fall term 🍂
Preheader: Take these steps to register today

**[Header:]** Ivy Tech's fall classes start August 19, %%First Name%%!

Fall is just around the corner, which means it's time to register for classes! Complete the following steps to register for classes and stay on track for graduation:

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 need help determining what classes to take, check in with your academic advisor. If any other questions arise, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

## Stop Outs

Subject: Get ready for fall term 🍂
Preheader: Take these steps to register today

**[Header:]** Ivy Tech's fall classes start August 19!

Fall is just around the corner, which means it's time to register for classes! Complete the following steps to register for classes and get back on track for graduation:

5. Log in to myivy.ivytech.edu
6. Select *Schedule Builder* from the *Tools and Resources* tab
7. Verify your information and add courses to your Shopping Cart (Check out our instructions page if you need help)
8. Check out

If you need help navigating next steps, contact your local campus. If any other questions arise, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

## Drop Outs

Subject: Come back to Ivy Tech this fall, %%First Name%% 🍂
Preheader: Reapply for admission to continue your classes

**[Header:]** Ivy Tech's fall classes start August 19!

Fall is just around the corner and we want you back at Ivy Tech this term. Whether you'd been preparing to head into a career or working toward a bachelor's degree, you can pick up where you left off and get back on track toward your better tomorrow.

Not sure if your Ivy Tech program is still the best fit for you? Ivy+ Career Link can help you explore your strengths and match you with career options that fit your interests. Then, you can get support building a portfolio, putting together a resume, pursuing internship opportunities, and even finding a job after graduation.

If you're ready to pursue the education and skills you need for success, get started with us this fall! Complete a new Ivy Tech application to get started, and we'll be in touch with what comes after that.

**[Button:]** APPLY NOW

Questions? Contact your local campus for extra help navigating next steps. Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

# Text 1

## Leads
Got big plans for the future? Ivy Tech can get you there! Our 70+ programs are designed to get students into high-paying, high-demand jobs. Get started today: ivytech.edu/apply

## Opportunities
Got big plans for the future? Ivy Tech can get you there! Our 70+ programs are designed to get students into high-paying, high-demand jobs. Take the next step today: ivytech.edu/register

## Continuing Students
Don't forget, Ivy Tech's fall classes start 8/19! Register now to make sure you get the classes you want at the times that work best for you: ivytech.edu/register

## Stop Outs

Ivy Tech's fall classes start 8/19! Register now to make sure you get the classes you want at the times that work best for you: ivytech.edu/register

## Drop Outs

Got big plans for the future? Ivy Tech can still get you there! Our 70+ programs are designed to get students into high-paying, high-demand jobs. Get back on track today: ivytech.edu/apply

# Social Post

Fall term starts August 19, are you ready? By applying and registering for classes early, you can make sure you get the classes you want and enjoy a stress-free summer ☀ We can't wait to see you on campus this fall!

# Email 2

## Leads

Subject: Save money with Ivy+ Tuition & Textbooks

With [Ivy+ Tuition & Textbooks](#), a higher education doesn't have to come at a higher price! We've reimagined the way we charge for courses and materials to give you an affordable, hassle-free college experience.

**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 $16.50 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.

Classes start August 19, so don't wait! Apply now and start saving money at Ivy Tech.

**[Button:]** [APPLY NOW](#)

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

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

## Opportunities

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## Continuing Students

Subject: Fall classes are less than a month away, %%First Name%%!
Preheader: You're running out of time to register for classes!

# **Communications Plan**
## August Start | Fall 2024

Fall term begins August 19, NAME. Make sure you're prepared by registering for classes now! Check out our step-by-step guide on how to register for classes, or follow the steps below:

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
4. Check out

If you have any questions, set up a meeting with your academic advisor to go over program requirements. Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

**[Callout Box:]** Did you know? Your advisor can help you discover course options, plan ahead if you want to transfer to a four-year institution, and help you stay on track for graduation! Learn more.

## Stop Outs

Subject: Fall classes are less than a month away, %%First Name%%!
Preheader: It's not too late to sign up for classes.

Fall term begins August 19, NAME. Make sure you're prepared by registering for classes now! Check out our step-by-step guide on how to register for classes, or follow the steps below:

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
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If you have any questions, set up a meeting with your academic advisor to go over program requirements. Or, call us any time at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

**[Callout Box:]** Did you know? Your advisor can help you discover course options, plan ahead if you want to transfer to a four-year institution, and help you stay on track for graduation! Learn more.

## Drop Outs

Subject: Save money with Ivy+ Tuition & Textbooks
Preheader: 4 out of 5 of our students graduate with no college debt, %%First Name%%

With Ivy+ Tuition & Textbooks, a higher education doesn't have to come at a higher price! Come back to Ivy Tech to keep taking advantage of a program designed to give you an affordable, hassle-free college experience.

**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.

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With Ivy+ Textbooks, all required textbooks are available at only $16.50 per credit hour for eligible* students. This low, predictable price makes textbooks easy to budget for.

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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.

Classes start August 19, so don't wait! Complete a new application to get back on track with Ivy Tech.

**[Button:]** APPLY NOW

Let us know if you have any questions at 888-IVY-LINE (888-489-5463) or chat with us online at ivytech.edu/chat.

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

# Text 2

## Leads
4/5 Ivy Tech grads finish with ZERO college debt! We offer financial aid like scholarships and grants to make Indiana's best value in higher education even more affordable. Get started at ivytech.edu/apply

## Opportunities
4/5 Ivy Tech grads finish with ZERO college debt! We offer financial aid like scholarships and grants to make Indiana's best value in higher education even more affordable. Take the next step at ivytech.edu/register

## Continuing Students
Have you registered for Ivy Tech's fall term yet? Don't wait - classes start 8/19! Check out our step-by-step guide on how to register for classes at ivytech.edu/schedule-builder

## Stop Outs

Get back in the classroom at Ivy Tech this fall! Classes start 8/19. Check out our step-by-step guide on how to register for classes at ivytech.edu/schedule-builder

## Drop Outs

Get back in the classroom at Ivy Tech this fall! Classes start 8/19. Take the first step toward finishing your degree or certificate by completing a new application: ivytech.edu/apply

# Agentless Call (Fall '24 Leads & Opps)

## Leads

Hello, this is Ivy Tech Community College calling to let you know our next term starts on August 19th! We offer associate degrees, short-term certificates, and workforce certifications in fields where workers are needed most, so you can start your new career quickly. Our alumni are working at companies like Eli Lilly, Community Health Network, Toyota, Salesforce, and more.

Ivy Tech grads are making moves, so don't miss out! Get started today by visiting Ivy Tech dot edu slash Apply. If you have questions, reach out to us at 888-IVY-LINE or chat with us online at Ivy Tech dot edu slash chat.

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# Text 3 (exclude leads)

## Opportunities

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# **Bonus Comms**
To trad opps starting Fall 2024

## **Text 1**
Getting accepted to Ivy Tech was just the beginning of your higher education journey, %%FirstName%%! Take the next step by registering for classes and get ready to crush your goals this fall: ivytech.edu/howtoenroll

## **Text 2**
We can't wait for you to join us at Ivy Tech 🥳 Our students made this video to help motivate you as you complete your enrollment steps: youtube.com/shorts/VqYYBOknL9I