



Communications Stream

New First Time Student Yield | Fall 2024

Situation Analysis

Registration among new first time students for the fall semester are flat YOY.

Goals

- Engage with NFTs (and possibly their parent/guardians) and move them from the opportunity to registered stage

Strategies

- Boost organic social posts
- Email to unregistered NFTs
- Email to parents/guardians of unregistered NFTs

Audiences

- Unregistered new first time students
- Parents/Guardians of unregistered new first time students

Tactics & Timeline

Timing	Tactic	Notes
7/25/2024	Student Email 1	
7/22/2024	Social Post 1	Boost until 8/5
8/1/2024	Student SMS	
8/6/2024	Student Email 2	
8/6/2024	Social Post 2	Boost until 8/15
8/15/2024	Student SMS	Less than a week until classes



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Student Email 1

Subject: It's time to register for fall classes, %%First Name%%

Preheader: Classes are filling up, don't wait until it's too late!

Ivy Tech classes begin Monday, August 19, %%First Name%%, but we noticed you haven't yet registered!

The classes you take this fall will set the foundation for the rest of your college journey, so make sure you set yourself up for success. Don't miss out on your perfect schedule—take the next step to register for classes today.

[\[Learn about your next steps\]](#)

Not sure what to do next? Need to talk to someone? We're here to help 24-hours a day at ivytech.edu/chat or (888) IVY-LINE (888-489-5463).

Social Post 1

Ivy Tech classes are designed to provide you with the flexibility you need to level yourself up while living your busy life. Take control of your future by registering today. Fall classes begin August 19, so don't wait! ivytech.edu/register

Student SMS 1

Ivy Tech classes start in less than a month! Get started on your better tomorrow by registering for classes today. Learn more: ivytech.edu/next-steps

Student Email 2

Subject: 🕒 Time is running out to register for classes, %%First Name%%

Preheader: The fall semester begins August 19. Sign up today.

It's not too late to sign up for your Ivy Tech classes, %%First Name%%.

Ivy Tech has everything you need to achieve your dreams, and it starts with your first semester. You've already been admitted, so don't wait to sign up for classes and jumpstart the future you deserve.

[\[Learn about your next steps\]](#)

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[Callout] **August 19** is the first day of the fall semester.

Social Post 2

Your future, your schedule! Ivy Tech offers the flexibility you need to thrive. Fall classes start August 19, so don't miss out by registering today. Learn more: ivytech.edu/register

Student SMS 2

Ivy Tech classes start in a few days! You've been admitted, now take the next step by registering for classes today! Learn more: ivytech.edu/next-steps

Parent Email 1 (didn't use)

Subject: %%Student First Name%% needs to register for Ivy Tech classes

Preheader: It's not too late to start at Ivy Tech this fall

Ivy Tech is %%Student First Name%%'s first step towards a better tomorrow, %%First Name%%, but there's one problem—they haven't signed up for classes.

We want %%Student First Name%% to start off strong at Ivy Tech, and part of that means making sure they're prepared for the start of school. Help them prepare for what's next and remind them to take the steps below to get registered.

[\[Learn about registering at Ivy Tech\]](#)

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