



Communications Plan

Pathway to Blue (formerly Bridgeback)

Situation Analysis

Many students are not accepted to Indiana State University (ISU). At the time in which their application is denied, they are put on a list of individuals who might need additional education before transferring to ISU. This list is sent to Ivy Tech Community College on a monthly basis. Each time the list is received, Systems Office marketing sends out a series of emails, content below.

Strategies

- Email
- Text

Audiences

- Provided by Indiana State University

Tactics & Timeline

Timing	Tactic	Notes
List Received	Email 1	
Next Week	Text 1	
Next Week	Email 2	
Next Week	Text 2	



Communications Plan

Pathway to Blue (formerly Bridgeback)

Email 1

Subject: We have your pathway to Indiana State University, %%First Name%%

Preheader: Join the Pathway to Blue program, a partnership between Ivy Tech and ISU

Ivy Tech Community College and ISU have a partnership called **Pathway to Blue**, which helps prepare students like you to excel as a Sycamore by starting classes with us. You have been invited to join this program, and here's what you need to do:

- Apply for admission to Ivy Tech Terre Haute [by completing our free application](#).
- Complete [ISU's required steps](#), including orientation and Bridge Week.
- Enroll at Ivy Tech as a general education major for two semesters.
- Maintain good academic standing and conduct with both Ivy Tech and ISU.
- Complete 30 transferable college credit hours and the Indiana College Core through Ivy Tech.

Not only will you have a top-notch academic experience with us, but you'll also earn credits towards your ISU degree while [paying the lowest tuition in Indiana](#).

In addition to personalized support, you can still live on campus at ISU, join student organizations, attend athletic events, study at the Cunningham Memorial Library, and more.

Get started by filling out our free application. It only takes about 10 minutes to complete.

[APPLY NOW BUTTON](#)

If you need help, give us a call at 888-IVY-LINE (888-489-5463) or chat with us online at [ivytech.edu/chat](#).

Text 1

You're invited to join Ivy Tech & ISU's partnership: Pathway to Blue. Get started by applying for free to our Terre Haute campus at [ivytech.edu/apply](#). Learn more at [indstate.edu/apply/pathway-to-blue](#).

Email 2

Subject: Join the Pathway to Blue program, %%First Name%%

Preheader: Start at Ivy Tech and finish at Indiana State University

Don't miss out—join the **Pathway to Blue** partnership, %%First Name%%! We're ready to help set you up for success at Indiana State University. Joining this program is by invitation only, and ISU has told us they want you to participate.

Here's what you need to do:



Communications Plan

Pathway to Blue (formerly Bridgeback)

- Apply for admission to Ivy Tech Terre Haute [by completing our free application](#).
- Complete [ISU's required steps](#), including orientation and Bridge Week.
- Enroll at Ivy Tech as a general education major for two semesters.
- Maintain good academic standing and conduct with both Ivy Tech and ISU.
- Complete 30 transferable college credit hours and the Indiana College Core through Ivy Tech Community College.

You'll receive personalized support at Ivy Tech, plus you'll be able to live on campus at ISU, join student organizations, attend athletic events, study at the Cunningham Memorial Library, and more.

Get started by filling out our free application. It only takes about 10 minutes to complete.

[APPLY NOW BUTTON](#)

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

Text 2

Take advantage of Ivy Tech and ISU's Pathway to Blue partnership! Learn how you can start your ISU degree at Ivy Tech at indstate.edu/pathway-to-blue, then get started at ivytech.edu/apply