

Indianapolis Marketing Summary Report

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Introduction

The Ivy Tech Indianapolis Marketing and Communications department serves the service area by providing or managing the following services: Enrollment and retention planning, marketing and outreach, graphic design assistance, blog and social media, public relations, website, news (employee, student and external), campus calendar, event marketing, promotional signage, tablecloths and materials, campus signage and more. This report provides updates on efforts on key campaigns and efforts provided by marketing to supplement enrollment and retention for the Fall 2021 semester (July 1 – October 31). Additionally, this report includes media relations coverage, additional analytics on what is on the horizon for the Spring 2021 semester.

Marketing plans

Marketing worked with various departments on at least 19 campaigns to promote August and October classes or other efforts/initiatives supporting enrollment. Each of these plans supplement ongoing outreach from the statewide marketing team. A chart detailing all of these communications can be found on the last page of this report.

For Spring 2021, Marketing will continue communication plans for all audiences listed in the table below for Spring 2021 enrollment. In addition to the methods listed above, one-time funds will allow us to send more direct mail pieces to students (future and retention), print advertising and general awareness signage.

Digital Marketing

Digital plays a pivotal role in awareness and enrollment at Ivy Tech. Each year, Ivy Tech Indianapolis allots the ideal amount of funds to keep a steady stream of applications coming in throughout the year. Digital Marketing is any kind of marketing that takes place on the internet. Due to the vast amount of information available on the internet, we're able to create campaigns that reach people that are most likely to complete applications based on their interests and real-time contexts. Below are critical stats for our digital marketing efforts from July 1 through October 31. More information on each of these can be provided.

Ad Clicks	Impressions	Clickthrough Rate	Cost per Click	Other actions	Applications
15.07K	83.80K	17.98%	\$4.39	3,548	1,873

Email statistics

The marketing department can track key information with emails. Ideally, the email marketing industry defines average open rates as between 12% – 25%, and click-through rates (people who clicked on at least one link in an email) are between 2% - 5%.

Date Range	Average Open Rate	Average Clickthrough Rate
July – October 2021	40%	4.63%
July – October 2020	31.2%	2.49%

Public Relations: Mentions and earned media

Since July 1, 2021, the service area has distributed the following 12 press releases and media pitches (in no particular order): Butler and Ivy Tech Articulation Agreement, Airport and IBM partnership event pitches, MADE@Plainfield grand opening, launch of Courses Curbside food truck, announcement of new Chancellor Dr. Lorenzo Esters, Complete College America announcement of Dr. Esters as national fellow, op-ed about Ivy+, Dr. Esters welcome op-ed, Automotive Technology Center grand opening, Indy Achieves local Ivy Tech offices grand opening (with mayor), announcement of six new members to Indianapolis campus board of trustees, launch of “digital integrated manufacturing program” at the Area 31 Career Center.

Over the next few months, we will launch a variety of releases. A few currently in the queue include additional partnerships with Martin University, IBM and Airport Partnership (follow-up post-event), reporting of the economic impact report, key ways Ivy Tech connects with the community and becoming a service area without walls, student success stories and more.

For earned media, the College uses a platform called “Critical Mention” to assist us with tracking media performance and estimated earned media, which is publicity earned purely through public relations coverage. Our earned media from July 1 – October 31 is noted below. In addition, below is listed a variety of key coverage. A full list of clips is available at https://link.ivytech.edu/IndyEarnedMedia_Fall2021.

Earned Media	Some of the stories featured include:
Total TV audience: 716,984	<ul style="list-style-type: none">Chancellor Esters on Inside Indiana Business (October 2021)
Total TV publicity value: \$101,402	<ul style="list-style-type: none">Indy Achieves at Ivy Tech on WTHR, WISH, WRTV, FOX59 and CBS4 (October 2021)
Total radio audience: 4,739,170	<ul style="list-style-type: none">Statewide Fundraising Campaign on CBS4 (October 2021)
Total radio publicity value: \$15,770	<ul style="list-style-type: none">Automotive Grand Opening on FOX59, CBS4 and WRTVVaccine Clinic on WISH (August 2021)Ivy Tech expands partnership with Martin UniversityButler, Ivy Tech announce transfer agreements on Inside Indiana Business (July 2021)

Social Media

Marketing manages a campus Twitter, Instagram, and blog. Below are stats from July 1 – October 31.

Twitter (launched July 2021)	Instagram (2 years old)	Blog (2 years old)
Handle: @IvyIndyProud Followers: 56	Handle: @IvyIndyProud Followers: 632	Address: CentralIndyNews.IvyTech.edu 753 views and 441 visitors

Creative Services Hub pieces

The campus can work with the statewide Creative Services Team on graphic design assistance. One of their largest pieces they have done with the Indianapolis campus, and any was the design for our new food truck. They did a fantastic job, and it continues to receive rave reviews.



Marketing Plan Overviews

Plan (audience and call to action)	Campaign overview
Applicants: Ongoing outreach to help apps through enrollment steps	Emails, texts
Automotive Technology: Outreach to increase enrollment and awareness of the service area's newest location (both generic and to a Fall open house)	Emails, texts, flyers, print ad in Pike Pulse
Cohorts: Worked with the following cohort programs on outreach for their programs: TRIO, Bowen Scholars, Ignite, TeenWorks	Emails, texts, web information, flyers
College Goal Sunday: Communications to future and current students on attending this FAFSA filing event	Emails, texts
Drops for non-attendance: Outreach to no-show students dropped in August	Emails, texts
Dual Credit: Communications to dual credit students and parents on furthering their education by dual enrolling and reminding them of the benefits of their dual credit	Emails
Enrolled August, not October: Communications to encourage students to keep up their momentum	Emails, texts, direct mail
Enrolled summer, not fall: Plan to students that took summer classes but had not yet registered for fall, encouraging them to keep up their momentum	Emails, texts
Enrolled fall 2021, not spring 2022: Communications to students not registered in spring reminding them to register as soon as possible	Emails, texts
Knowledge Assessment open labs: Outreach to students identified as ready to take KA promoting open labs downtown, Automotive and Plainfield	Emails, texts
New Student Orientation: Outreach to students that have completed or will soon complete their enrollment steps, informing them to sign up for NSO.	Emails, web update, calendar posts
Nonpaid: Communication to students regularly before and after drops for nonpayment with detailed instructions on options and next steps	Emails, texts, call center campaign
Parents: Outreach to parents of leads and opportunities with local information they can share with their student to enroll (comms in various plans)	Emails
PINs: Ongoing (bi-weekly) communications to students with a PIN on file providing that number and instructions to register for the next term	Emails, texts, postcard
Plainfield General: Ongoing communications to all audiences promoting this new location, expanded services, programs, etc.	Emails, texts, media pitches, flyers, exterior directional signage, direct mail
Plainfield Express Enrollment Event: Communications to all audiences for the September EE event	Emails, texts, Mylv posts, calendar post, survey for RSVPs, flyers, outdoor directional signage, print ads
Retention: General throughout the semester to help current students register for the next term or semester	Emails, texts, Mylv posts
Stopouts and dropouts: Informing students that they should come back to Ivy Tech, the latest information since they last took classes	Emails, texts, and direct mail
Workforce Ready Grant: Communications to prospective students in WRG programs promoting fall information sessions on how to register.	Emails, texts