

VISION 20/20 SLOGANS

- Be a part of the 10,000
- Inspire one student; transform our community
- Inspire one student transform _____ lives
- It just takes one.
- Be the One.
- Meeting students where they are, getting them where they need to be.

WHY IVY?

- Without Ivy Tech, education would be inaccessible for thousands of students.
- Education is the gateway to a brighter future.
- Change one student - change their family, block, community.
- Best faculty
- Many people in our community are not work ready.
- Education is the gateway to a higher quality of life.
- Safe haven for students.
- Provide a bridge to a better tomorrow for students.
- Ensure every one receives a second chance.

BUZZ WORDS

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| • life changing | • aspire |
| • bridges | • inspire |
| • trail blazers | • underdog |
| • transformation | • humble |
| • quality of life | • empowering |
| • dream builders | |
| • world changers | |
| • ripple effect | |
| • invest | |
| • impact | |
| • dignity | |
| • overcomer | |

A solid green triangle pointing to the right, serving as a bullet point or section indicator.

STUDENT MESSAGING

- We promise to meet you where you are today to help you reach your tomorrow.
- Ivy Tech Lake County Campus believes if you can dream it, you can do it.
- There's more in you than you know.