



Southwestern College

July 17, 2017

Personas > Version 1.0



Personas in overview



Alaleh
Prospective
Traditional
Student

Additional Considerations
Parents
Guidance Counselors



Alejandro
Prospective
Non-Traditional
Student



James
Community
Member



Alaleh

Prospective Traditional Student

Key Characteristics

- First-generation daughter of Iranian immigrants
- Excellent student in her last year of high school
- Practical and highly motivated, but is also a teenager looking for friends and a social life
- Considering a career in business management, but is open to other options

Challenges & Opportunities

- Concerned about paying for college; her parents both work, but the family is struggling financially
- Nervous that her credits may not transfer; her plan is to take some core classes at Southwestern to save money while preparing to transfer to UC Berkeley after two years
- Worried about fitting in; she is Muslim and wears a hijab, and she wants to ensure that she goes to a school that is accepting and is a place where she feels safe
- Concerned about quality of instruction

Key Takeaway

There is so much more to Southwestern than I realized; attending would be a great jump start on my education, and I'll have fun while I'm learning.

User Tasks

PT-UT-1: Find out what Southwestern offers for business management/accounting programs and what classes she might take; also, see what other programs might interest her

PT-UT-2: Understand the transfer path to a four-year school, and evaluate the benefits and tradeoffs of attending Southwestern vs. a four-year college

PT-UT-3: Find out what she needs to do, and when she needs to do it, in order to apply to Southwestern

PT-UT-4: Find out how much it would cost and what financial aid opportunities are available to her

PT-UT-5: Find out about the student life at Southwestern including the student body and types of activities and events that are available on campus and the surrounding area

PT-UT-6: Find out whether she'll be able to take all of her classes at one campus, and if not, how to navigate between them

PT-UT-7: Read stories from current students and alumni to find out what their experiences at Southwestern were like and what they went on to do

PT-UT-8: Learn about any academic or career support services available at Southwestern; before committing, she wants to meet with an advisor to discuss her academic plan

PT-UT-9: Learn if she can get a jump start on her education by taking some classes while still in high school

PT-UT-10: Find someone to contact in case she has any questions along the way

Business Objectives

PT-B0-1: Showcase what it's like to be a student at Southwestern in a way that reflects the school's brand promise as a first-choice school, and ensure that prospective students feel that they are welcome and will "fit in"

PF-B0-2: Ensure that first-generation students feel supported, understand the admissions process, and are able to move forward with ease

PT-B0-3: Move prospective students into the "engagement funnel" by encouraging them to explore programs that might interest them, contact Southwestern, meet with an advisor, apply or transfer their credits, and register; help them find what they need in an efficient way that matches their mental models

Additional Considerations

Parent User Tasks

PA-UT-1: Ensure Southwestern is a safe environment for their child, with a caring and supportive staff

PA-UT-2: Understand the financial benefits of attending Southwestern

PA-UT-3: Learn about other students' statistics and outcomes after attending Southwestern

Guidance Counselor User Tasks

GC-UT-1: Find out about Southwestern's accreditation and understand what makes it stand out among other colleges so they can sell it easily

GC-UT-2: Learn about upcoming open houses, info sessions, and when other relevant events are offered

GC-UT-3: Learn about the different campuses and what's available at each one

GC-UT-4: Find out options to connect with Southwestern, or someone to get in touch with to ask any questions



Alejandro

Prospective Non-Traditional Student

Key Characteristics

- Bilingual Spanish speaker; his family has roots in Mexico, but have lived in the San Diego area for three generations
- Has only taken a handful of college classes right out of high school
- Very focused on finally going back to school after 6 years in the military and 4 years of doing construction work
- Wants a new career as a firefighter

Challenges & Opportunities

- Concerned about balancing current work obligations with classes; he is looking for a flexible program
- Apprehensive about going back to school; he has been out of the academic world for a while and will need to get used to studying again
- Unsure of how to go about applying to college or for financial aid

Key Takeaway

Southwestern is the perfect educational fit for what I need, and I know it can help me launch my career to have a better life.

User Tasks

PN-UT-1: Learn about the fire fighting program at Southwestern that he heard about at work

PN-UT-2: Learn about the faculty from whom he would be learning, to see what their qualifications are and what kind of experience they have

PN-UT-3: Learn what Southwestern is like, what a typical day feels like, and who goes there

PN-UT-4: Take a tour of the school

PN-UT-5: Learn how to apply for admission in an easy step-by-step manner; wants to find out if any of his existing credits will count towards certification

PN-UT-6: Understand the kind of support Southwestern offers, especially as a veteran, if he starts to feel overwhelmed by the workload and his out-of-school responsibilities

PN-UT-7: Find out how much it would cost and what financial aid opportunities are available to him, especially if there are any veteran-specific programs

PN-UT-8: Read stories from fire fighting alumni so he can find out what their experience was like, especially if they had circumstances similar to his, and how their education at Southwestern directly benefited their careers

PN-UT-9: Find out the exact schedule of his classes for the upcoming semester, so he can give advance notice to his boss

PN-UT-10: Find out where the fire fighting program is offered and the logistics (e.g. parking) for that location

Business Objectives

PN-BO-1: Showcase the ROI of a Southwestern education; authentically demonstrate that going back to school is a manageable investment that will have a positive impact on building one's career

PN-BO-2: Ensure that non-traditional students feel that they will be welcome, and that they will get the support they need for their unique circumstances

PN-BO-3: Move prospective students into the "engagement funnel" by encouraging them to contact Southwestern, meet with an advisor, apply or transfer their credits, and register; help them find what they need in an efficient way that matches their mental models



James

Community Member

Key Characteristics

- Owner of a local restaurant
- Looking to hire an additional chef for his team from the Culinary Arts Program
- Has gone to an event at the Small Business Development Center (SBDC) to network
- Has a 16-year-old daughter, who wants to become a lifeguard

Challenges & Opportunities

- Curious about other graduates of Southwestern's culinary program, since he hired a sous chef who he found out went through the program
- Unsure how Southwestern can help, but is interested in courses to help him with planning for his business' expansion
- Worried that he would not have the time to take a class, since he has an extremely busy worklife

Key Takeaway

Southwestern is a great resource for those of us who live here, and I feel good about giving back to my community.

User Tasks

CM-UT-1: Look at the culinary arts curriculum and get a sense of the skills students graduate with, so that he can evaluate their potential qualifications

CM-UT-2: See if there's an easy way to browse student resumes, post jobs, and learn about upcoming job fairs

CM-UT-3: Find out which other companies in the area have hired Southwestern students

CM-UT-4: Find someone he can get in touch with to discuss his options for hiring and get the process started

CM-UT-5: Is interested in entrepreneurship and business classes, and would like to browse their offerings to see if any seem applicable to his goals of expanding his business

CM-UT-6: Browse a schedule of events related to his interests, including finding the next SBDC meeting

CM-UT-7: Find out the process for his daughter to become a lifeguard

Business Objectives

CM-BO-1: Tangibly demonstrate to employers that Southwestern is in a unique position to fully understand the needs of the local workforce and to provide future employees

CM-BO-2: Promote Southwestern as a whole and as individual campuses. Position and demonstrate that Southwestern is a valued educational and personal enrichment resource for local residents, and encourage the surrounding community to connect with, share information about, and integrate Southwestern into their lives

CM-BO-3: Use community and workforce offerings to engage community members to become advocates for Southwestern and give back in some way (through providing regular internships, speaking to classes, volunteering, mentoring, program advisory councils, donations, and similar activities)