

A Template for Creating Student Personas

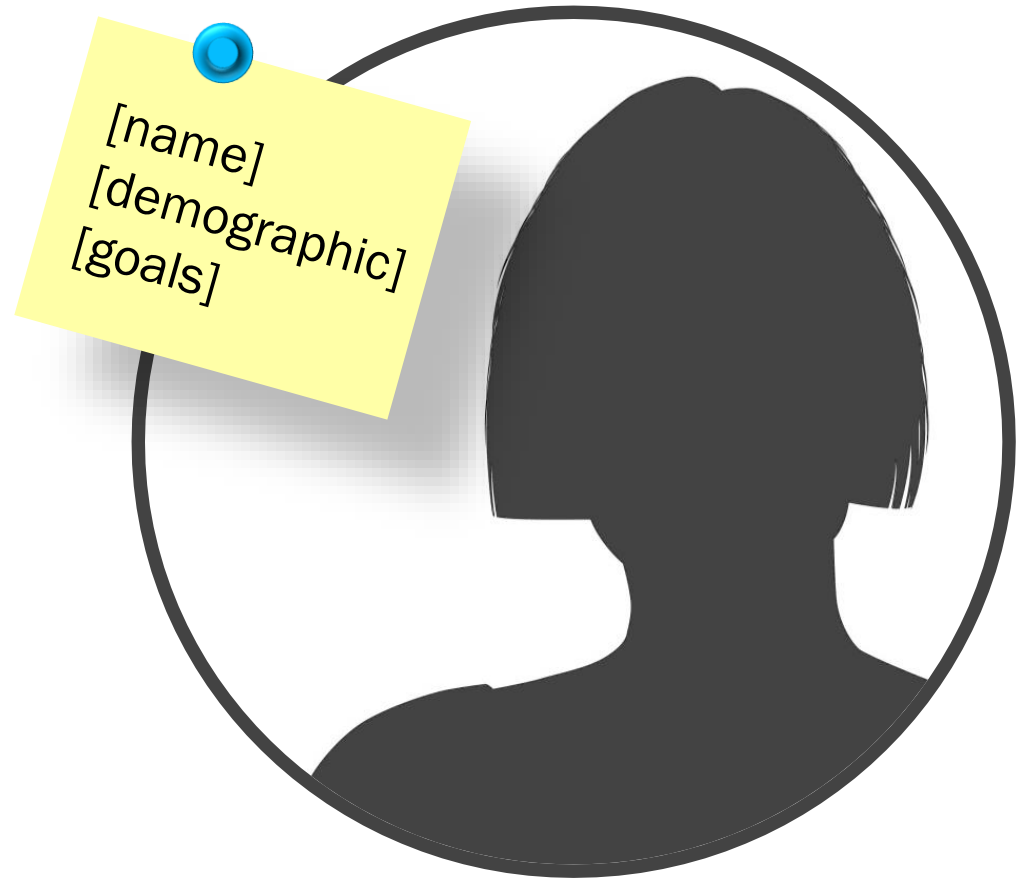


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1

Introduction
to Student
Personas

What Are Student Personas?



Student personas are *fictional* representations of our ideal student. They are based on real data about student demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

How Are Student Personas Created?



Student personas are created through research, surveys, and interviews of our target audience. That includes a mix of students – both “*good*” and “*bad*” – prospective students, and those outside of our contact database who might align with our target audience. We collect data that is both qualitative and quantitative to paint a picture of who our ideal student is, what they value, and how our academic solutions fits into their daily lives.

How Do You Socialize A Student Persona?



We have done the research and conducted all the interviews ... We have finally figured out who our student persona is. Congratulations!

But how do we communicate that new understanding of our target student with our entire organization? After all, if the teams do not understand who they are speaking to, it's hard to craft a message that really resonates.

2

How to
Present Our
Student
Persona



School of Business
Administration

School of Business Administration Student Persona Overview

Month, 20xx

Persona Name

BACKGROUND:

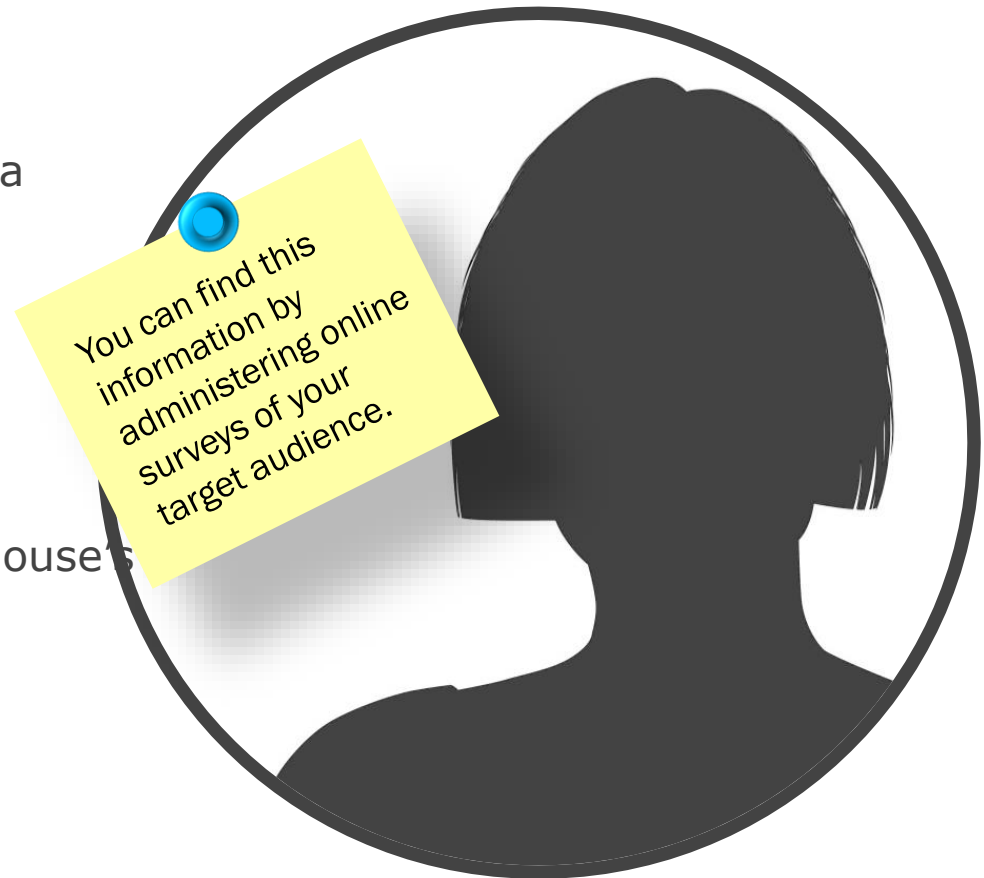
- Basic details about persona's role
- Key information about the persona
- Relevant background information (i.e. education or hobbies)

DEMOGRAPHICS:

- Gender
- Age Range
- Household Income (Consider a spouse's income, if relevant)
- Urbanicity: Is the persona urban, suburban, or rural?

IDENTIFIERS:

- Buzz words
- Mannerisms



Persona Name

GOALS:

- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW SBA CAN HELP:

- How we can solve our persona's challenges
- How we can help our persona achieve goals



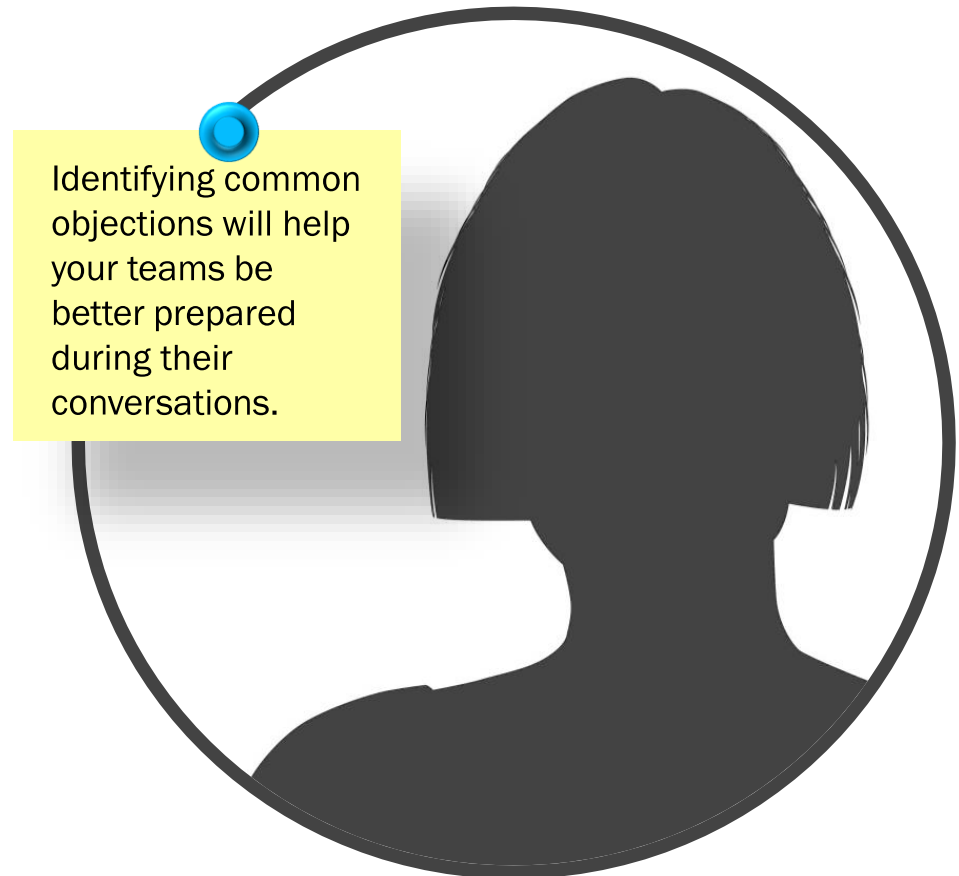
Persona Name

REAL QUOTES:

- Include a few real quotes – taken during our interviews – that represent our persona well. This will make it easier for everyone to relate to and understand our persona.

COMMON OBJECTIONS:

- Identify the most common objections our persona will raise during the prospective research process.



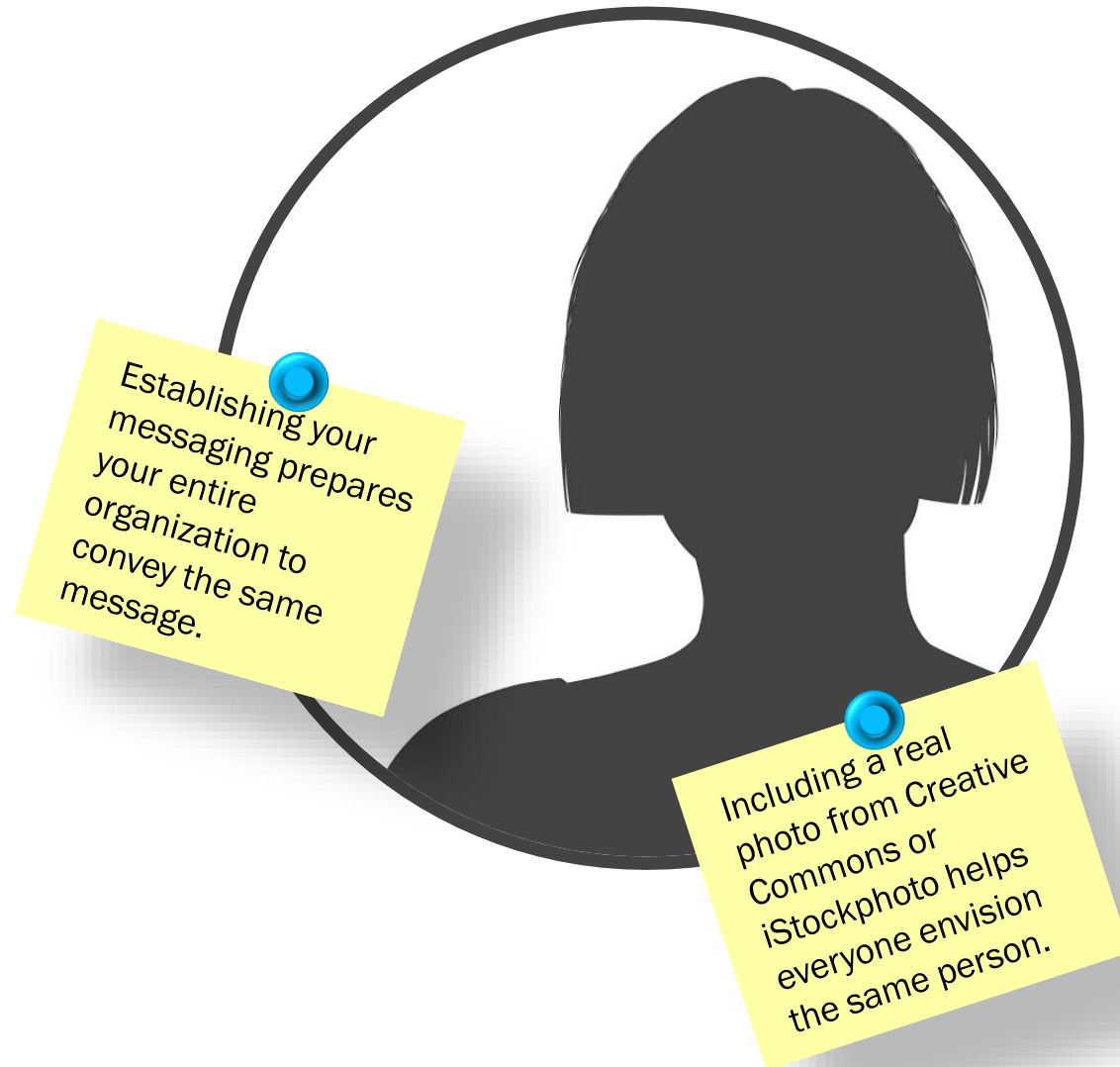
Persona Name

MARKETING MESSAGING:

- How should we describe our education offerings to the persona?
- How should we describe the changing role of the inbound information professional?

ELEVATOR PITCH:

- Make describing our education offerings simple and consistent across everyone.



Establishing your messaging prepares your entire organization to convey the same message.

Including a real photo from Creative Commons or iStockphoto helps everyone envision the same person.

3

A Completed
Student
Persona

Information Isabella

BACKGROUND:

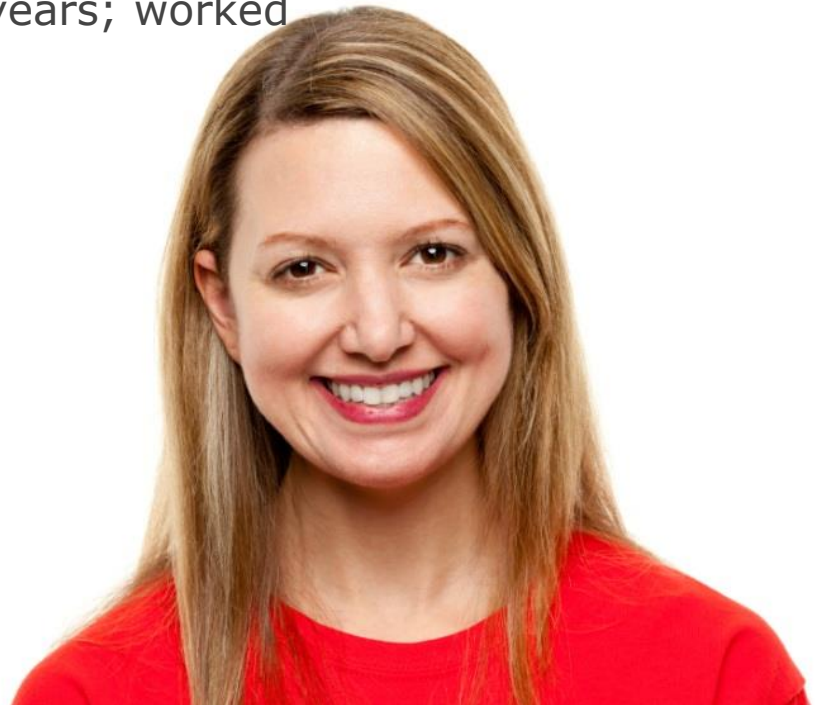
- Head of Human Resources at a Urban Technology firm
- Worked at the same organization for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS:

- Gender: Skews female
- Age: 30-45
- Dual HouseHold Income: \$90,000
- Urbanicity: Suburban

IDENTIFIERS:

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



Information Isabella

GOALS:

- Keep employees happy and turnover low
- Support legal and finance teams
- Better understand information acquisition

CHALLENGES:

- Getting everything done with a small staff
- Shifting role of technology
- Explosion of information

HOW WE HELP:

- Make it easy to understand and acquire information
- Integrate with legal & finance teams' systems



Information Isabella

REAL QUOTES:

- “It’s been difficult getting organization-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different tools and social media platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ software tools.”

COMMON OBJECTIONS:

- I’m worried I’ll lose data transitioning to a new system.
- I’m not sure I can locate all the required information.
- I don’t want to have to train the entire company on how to use social networking tools.



Information Isabella

MARKETING MESSAGING:

- Classes focused for a busy Inbound Information Professional
- Inbound Information Technology uses leading tools and techniques.

ELEVATOR PITCH:

- We believe in creating a learning environment on the leading-edge, that are innovative and challenging.
- We believe that these leading courses should challenge you as you develop insights and skills.
- We believe in providing you with exposure and access to the tools and techniques to help you be successful.

