WHO DO YOU THINK YOU ARE?: PERSONAS IN HIGHER EDUCATION

TEXAS A & M UNIVERSITY-CORPUS CHRISTI

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AGENDA

- Evolution of Profiles to Personas

- Profiles & Personas
    - Framework
    - Cohorts/Student Groups
    - Data
    - Tools

- Persona Samples
    - General Scenario
    - TAMU-CC Sample

TAMU-CC AT A GLANCE

- Located in Corpus Christi, Texas

- Public, 4-year regional, HSI & MSI

- In Fall 2023, served 10,885 students from 181 Texas counties, 49 states and , 56 countries with over 60% coming from outside the Coastal Bend.

- 47.7% of our students are Hispanic and 50.0% are first-generation.

- In Fall 2023, we employed 1,494 full and part-time faculty and staff as well as 304 graduate assistants.

THE ASK & HOW IT HAS EVOLVED

Initial Request for Profiles

- Provost

- Shared with Administration & Student Success Council
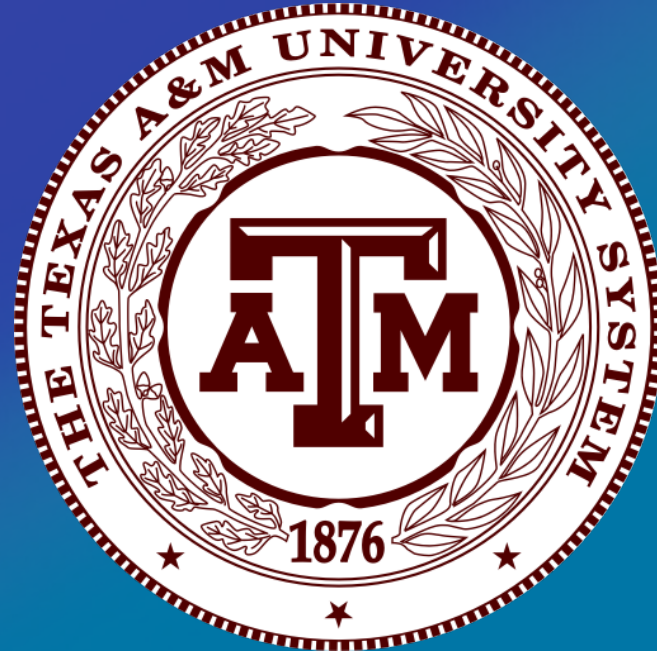
Evolved into the need for Personas

- Excelencia in Education

- Student Success Plan
  - Sunsetting old plan
  - Creation of new plan

PROFILES: STUDENT COHORTS

- Fall 2016 – Fall 2022

- First-time, full-time, degree-seeking undergraduate students

- Two comparison groups established
  - Overall cohort
  - Non-PSA students

PROFILES: DATA SOURCES
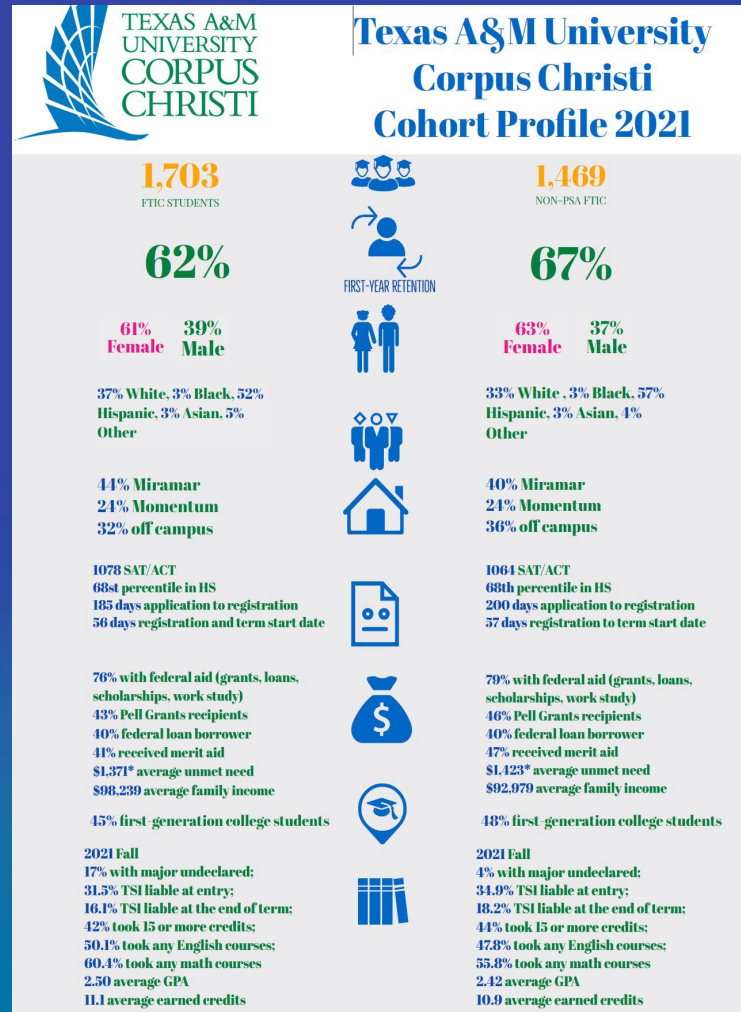
CBMOC1 & CBMOOS

- Demographics

- Residency

- Attempted SCH

- English & Math attempted SCH in first year
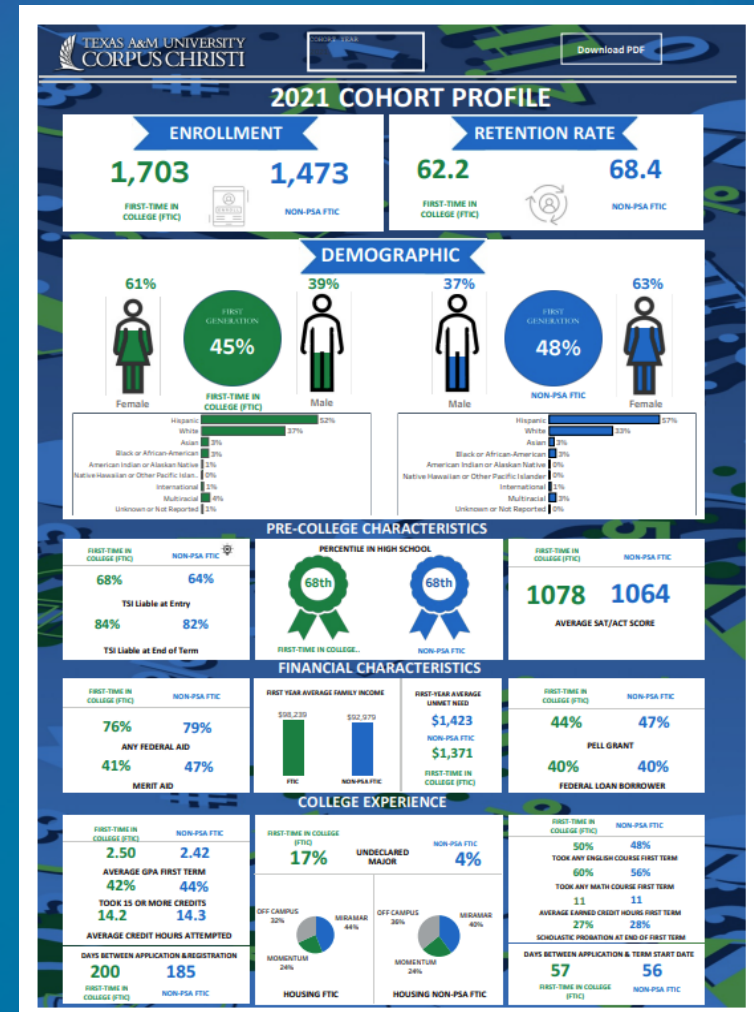
Banner/Oracle

- Application & registration dates

- College & major

- Financial aid

- Housing

- PSA status

- First-generation status

- First term GPA

PROFILES: EVOLUTION OF TOOLS

Adobe Spark

Tableau

CREATING PERSONAS

- "Despite the amount of data that we collect about our students (for instance, gender and age), it does not provide an adequate sense of the people behind the numbers."

- "The idea behind these details is to create an archetype of a learner group that is engaging to those using it in design and development work. It provides a richer account of learners and makes it much easier for designers and developers to keep the learners in mind when they are working."

- "The methodology employed for deriving the personas involved the initial creation of ad-hoc personas (Norman, 2004; Adlin & Pruitt, 2010) followed by the development of data-driven personas (Adlin & Pruitt, 2010)."

WHAT IS A STUDENT PERSONA?

1 A concept borrowed from the Buyer Personas in the marketing world.

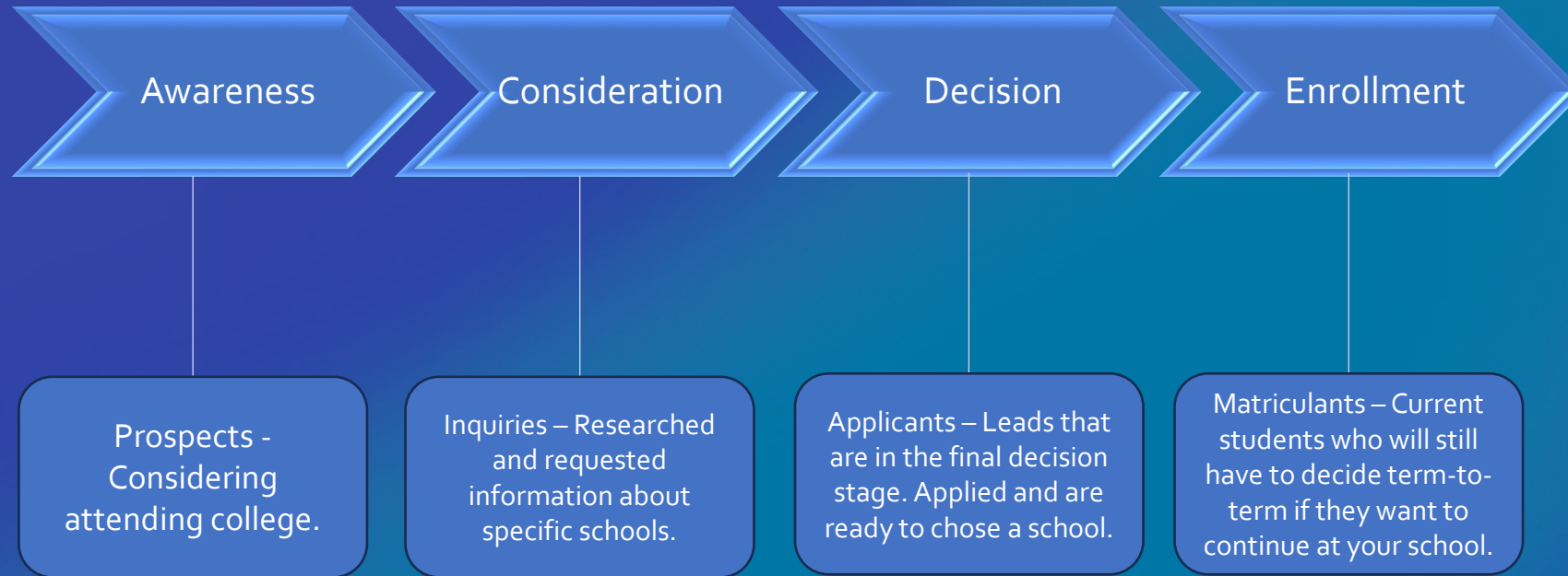**2** A fictional individualized representation of an ideal perspective student.

3 A tool that will help us better understand who are students are and how best to serve them.

STUDENT PERSONA – THE JOURNEY

Providing data on the student experience at each point of the college decision-making process.

Awareness → Consideration → Decision → Enrollment

Prospects - Considering attending college.

Inquiries – Researched and requested information about specific schools.

Applicants – Leads that are in the final decision stage. Applied and are ready to chose a school.

Matriculants – Current students who will still have to decide term-to-term if they want to continue at your school.

PROPOSED DATA SOURCES

Creating a good persona allows students to "envision" themselves reflected in your enrollment marketing materials and make them feel welcome and understood.

Archeredu.com

"A flower blossoms for its own joy"
– Oscar Wilde

CBM Reports

Student Surveys

Online Research

Interviews & Focus Groups

Hi my name is Owen and I was created using Adobe Firefly.

PROPOSED METICS

What are Metrics?

Metrics are quantifiable measurements used to assess performance, track progress, and measure the success of various processes, initiatives, or entities. They provide objective and tangible data that allows organizations to make informed decisions, identify improvement areas, and monitor strategies' effectiveness.
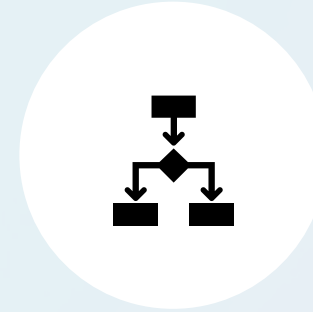

GOAL METRICS
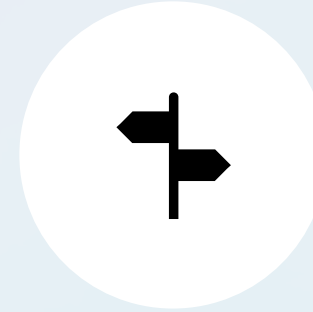
KEY PERFORMANCE INDICATORS (KPI)

QUALITATIVE METRICS

QUANTITATIVE METRICS

ACTIONABLE METRICS

INFORMATIONAL METRICS

USING THE DATA – CREATING A STUDENT PERSONA

Objective: To develop a deep understanding of the students your program and/or institution is trying to reach and ultimately enroll by Identifying similarities and differences among the different types of students.

There are three important questions to consider when creating a student persona.

1. Where have the students been?

2. Where are they going?

3. How will my program and/or institution help them get there?

USING THE DATA – CREATING A STUDENT PERSONA

Objective: To develop a deep understanding of the students your program and/or institution is trying to reach and ultimately enroll by Identifying similarities and differences among the different types of students.

There are six main areas to consider when creating a student persona.

1. Education Status

2. Goals

3. Challenges

4. Resources

5. Demographic background

6. Decision-making

WHAT TO INCLUDE IN A STUDENT PERSONA

❖ A fictionalized name and image

❖ Short summary or biography

❖ Demographic & Geographic information

❖ Goals, motivations, and challenges

❖ Go-to sources for information

❖ Relevant information and quotes from interviews and other research

SCENARIO

First-generation students do not have a parent who graduated from college with a baccalaureate degree. College life may be less familiar to them, and the preparation for entering college may not have been stressed as a priority at home. Some time and support may be needed to become accustomed to the college environment. These students may experience a culture shift between school life and home life.

First-Gen

First-Time Student

MARIA LOPEZ

TEXAS A&M CORPUS CHRISTI

ISLANDERS

Her Story:

High School Senior Maria is a 16–18-year-old student who is embarking on her college search. Her day-to-day activities are focused on schoolwork and helping her parents at home. She will be the first in her family to attend college. Her goal is to find the right undergraduate program to apply to and ultimately enroll in. Her top concerns revolve around funding her education, the location of the institution, and finding a program within her desired area of study that fits her needs.

Top Goals:

- Finish high school with Good grades and test scores
- Getting accepted into her top choice schools
- Choosing a school where she Will have fun and make new Friends
- Choosing a program that Will prepare her to meet her future goals

Primary Motivations
- Strong desire to improve her economic situation and increase her earning potential
- Personal growth and self discovery

Primary Challenges
- Funding her education
- Finding a program that meets her needs in her desired area of study
- Making a decision on where to spend the next four years

Primary Interfaces
- Classmates/teammates
- Teachers at current school
- Guidance counselors

Source of Information
- School resources (guidance counselor's office, principle, library, etc.)
- College fairs
- Online resources
- Social Media

Age	16-18
Role	High School Student
Status	Single
Location	South Texas
Education	High School
Family	Parents & Siblings

ESCENARIO

Los estudiantes de primera generación no tienen un padre que se graduó de la universidad con un título de licenciatura. La vida universitaria puede ser menos familiar para ellos, y la preparación para ingresar a la universidad puede no haber sido enfatizada como una prioridad en el hogar. Es posible que se necesite tiempo y apoyo para acostumbrarse al ambiente universitario. Estos estudiantes pueden experimentar un cambio cultural entre la vida escolar y la vida en el hogar.

Su Historia:

María, una estudiante de último año de preparatoria, tiene entre 16 y 18 años. Actualmente, está inmersa en la búsqueda de universidades para su educación superior. Su rutina diaria se centra en las tareas escolares y ayudar a sus padres en casa. María será la primera de su familia en asistir a la universidad. Su objetivo es encontrar el programa de pregrado adecuado al que pueda postularse y, en última instancia, matricularse.

Objetivos Principales:

- Terminar la secundaria con buenas calificaciones y resultados en los exámenes.
- Ser aceptada en sus escuelas preferidas.
- Elegir una escuela donde se divierta y haga nuevos amigos.
- Seleccionar up programa que la prepare para alcanzar sus objetivos futuros.

Motivaciones Principales
- Deseo fuerte de mejorar su situación económica y aumentar su potencial de ingresos.
- Crecimiento personal y autodescubrimiento

Desafíos Principales
- Financiar su educación.
- Encontrar un programa que se ajuste a sus necesidades en el área de estudio deseada.
- Tomar una decisión sobre dónde pasar los próximos cuatro años

Interfaces Principales
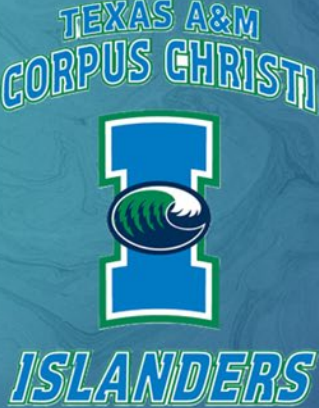- Compañeros de clase / compañeros de equipo.
- Profesores de la escuela actual.
- Consejeros de orientación

Fuente de Información
- Recursos escolares (como la oficina del consejero de orientación, el director y la biblioteca).
- Ferias universitarias.
- Recursos en línea.
- Redes sociales

Primera Generación

Estudiante Primera Vez

MARIA LOPEZ

TEXAS A&M CORPUS CHRISTI

ISLANDERS

Edad	16-18
Rol	Estudiante de secundaria
Estado	Sohero
Ubicación	Sur de Tejas
Educación	Escuela secundaria
Familia	Padres y hermanos

Microsoft Bing Copilot was used to translate into Spanish.

PERSONAS: DATA SOURCES

CBMOE1/CBMOOS

- Demographics

- Student Classification

- Residency

- Attempted SCH

Banner/Oracle

- Campus

- College & Major

- Financial aid

- First-generation status

Surveys

- BCSSE

- NSSE

- Undergraduate Student Satisfaction

- Graduating Student Survey

RELLIS

Meet Trevor Williams, a 23-year-old senior at Texas A&M University-Corpus Christi, originally hailing from Brazos County, Texas. Trevor transferred from Blinn College and is majoring in General Business.

While Trevor is dedicated to his studies and work, he doesn't find much time for co-curricular activities. He's comfortable being himself at TAMU-CC, but he doesn't necessarily feel deeply connected to the university community. Nevertheless, he appreciates the educational experience and wouldn't hesitate to choose TAMU-CC again if given the chance to start over.

Despite being a non-traditional student in some respects, Trevor isn't new to the academic environment; his parents set the academic bar high, both earning Master's degrees. However, Trevor's focus isn't solely on academics; he values his social life and spends significant time with friends, unwinding for 6-15 hours a week. Looking towards the future, Trevor has ambitions beyond his bachelor's degree. He aspires to pursue a Master's degree, reflecting his commitment to personal and professional growth.

TEXAS A&M CORPUS CHRISTI
ISLANDERS

Age	23
Major	General Business
Class	Senior
Location	Brazos
Education	First-Time Transfer
Family Education	Master's

https://www.canva.com

Text to Speech

PERSONAS: TOOLS

ChatGPT (Create the Narrative)

You
Create a persona based on these characteristics: • Trevor Williams
- From Brazos County, Texas
- Male
- White, Non-Hispanic
- 23 years old
- Majoring in General Business
- Transferred from Blinn College
- Senior
- Part-time taking 11 hours
- Continuing generation. His parents have earned a Master's degree.
- Not low income
- Feels comfortable being themselves at TAMU-CC.
- Less likely to feel valued or a part of the community at TAMU-CC.
- Likely to spend 1-10 hours per week preparing for class.
- Does not spend anytime participating in co-curricular activities.
- Spends 30 hours or more per week working for pay off campus.
- Spends 6-15 hours per week relaxing and socializing with friends.
- Spends 1-5 hours per week community to campus.
- Does not have any dependents to care for.
- If they could start over again, they would more than likely go to TAMU-CC again.
- Once he graduates, aspires to complete a Master's degree.

Adobe Firefly (Create the Student)

white, male college student, 22 years old at the table with laptop computer

white, male college student, 22 years old

Canva (Create the Text to Speech)

ChatGPT
Meet Trevor Williams, a 23-year-old senior at Texas A&M University-Corpus Christi, originally hailing from Brazos County, Texas. Trevor transferred from Blinn College and is majoring in General Business. He's the epitome of the hardworking Texan, balancing his academic pursuits with part-time work off-campus, totaling over 30 hours a week.

Despite being a non-traditional student in some respects, Trevor isn't new to the academic environment; his parents set the academic bar high, both earning Master's degrees. However, Trevor's focus isn't solely on academics; he values his social life and spends significant time with friends, unwinding for 6-15 hours a week.

While Trevor is dedicated to his studies and work, he doesn't find much time for co-curricular activities. He's comfortable being himself at TAMU-CC, but he doesn't necessarily feel deeply connected to the university community. Nevertheless, he appreciates the educational experience and wouldn't hesitate to choose TAMU-CC again if given the chance to start over.

Looking towards the future, Trevor has ambitions beyond his bachelor's degree. He aspires to pursue a Master's degree, reflecting his commitment to personal and professional growth. With a strong work ethic, familial support, and a clear vision for his future, Trevor embodies the determined and focused spirit of a Texan pursuing higher education.

Text to Speech ...

Enter text | 197/2000

Meet Trevor Williams, a 23-year-old senior at Texas A&M University Corpus Christi, originally from Brazos County, Texas. Trevor transferred from Blinn College and is majoring in General Business.

Select language
English (US)

Select voice
Eloisa (Female, Standard)

Volume
Default

Speed
Default

Pitch
Default

Preview speech

Create audio

HOW CAN A STUDENT PERSONA BE UTILIZED?

1. Admissions & Registrar can post them on their website

2. Recruiters can use them as a recruiting tool at high school/college fairs

3. Advisors can refer to them when meeting with students

4. High school counselors can display them in their offices

What other ways can they be used?

HOW CAN STUDENT PERSONAS HELP TAMU-CC?

- Build Empathy: Understand students' perspectives.

- Develop Focus: Tailor marketing and communication strategies.

- Communicate and Form Consensus: Align stakeholders.

- Make and Defend Decisions: Based on student needs.

- Measure Effectiveness: Evaluate outreach efforts

What other ways can they help us?

SOURCES

- Adobe Express
- Adobe Firefly
- Canva
- ChatGPT
- Microsoft Bing Copilot Chat
- Microsoft PowerPoint
- QR Code Generator

- 5 Examples of College Student Personas for Enrollment Marketing (pepperlandmarketing.com)
- How to Create Highly Useful College Student Personas – LeadSquared
- How to Create Data-Driven Student Personas for Higher Education Marketing [+ Examples!] | Thinking Cap Agency
- Step-by-Step Guide To Creating A Learner Persona - Beyond The Sky
- How to Develop a Student Persona: Strategies and Examples - Archer Education
- 7 Types Of Metrics - Simplicable

Thank You

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