

HONOR THE PAST

REIMAGINE

THE FUTURE



Midland College Personas

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THE FUTURE

Agenda

- Introduction
- Where we started
- Persona Development
- Major Turning Points
- Personas
- Definitions
- Attributes
- Unveiling
- Personas in Action
- Conclusion



SECTION

Introduction

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Where we started

Develop data-driven student personas to identify barriers to success throughout the MC student journey and beyond.

Key Focus Areas

- Entry
- Timely Completion
- Workplace and Transfer Success

Approach

- Focus on students' shared struggles, opportunities, strengths, and areas for improvement.
- Integrate personas into academic and non-academic support across the college.
- Collaborate with Texas Pathways & Achieving the Dream ... led to Reimagine Committee

Focus Areas for **Persona Development**

- Demographic Information
- Academic Background
- Enrollment Characteristics
- Economic Factors
- Educational Engagement
- Family and Living Situation
- Work and Career
- Support Systems and Resources
- Accessibility and Infrastructure
- Psychological and Behavioral Factors
- Cultural and Social Inclusion
- Health and Wellbeing
- Learning Preferences and Skills
- Communication and Engagement
- Miscellaneous

Major Turning Points in Development

- Personas are not a label for individual students.
- Almost all our students fit within multiple personas.
- How do we organize this work?



SECTION

Personas & Definitions



Early Achievers

Students with strong academic performance who are proactively pursuing higher education. Early achievers are motivated by goals such as accelerating their educational journey and reducing the time and costs associated with earning a credential.



Emma

Early College High School

Enrolled in the Early College High School program.



David

Technical Trailblazer

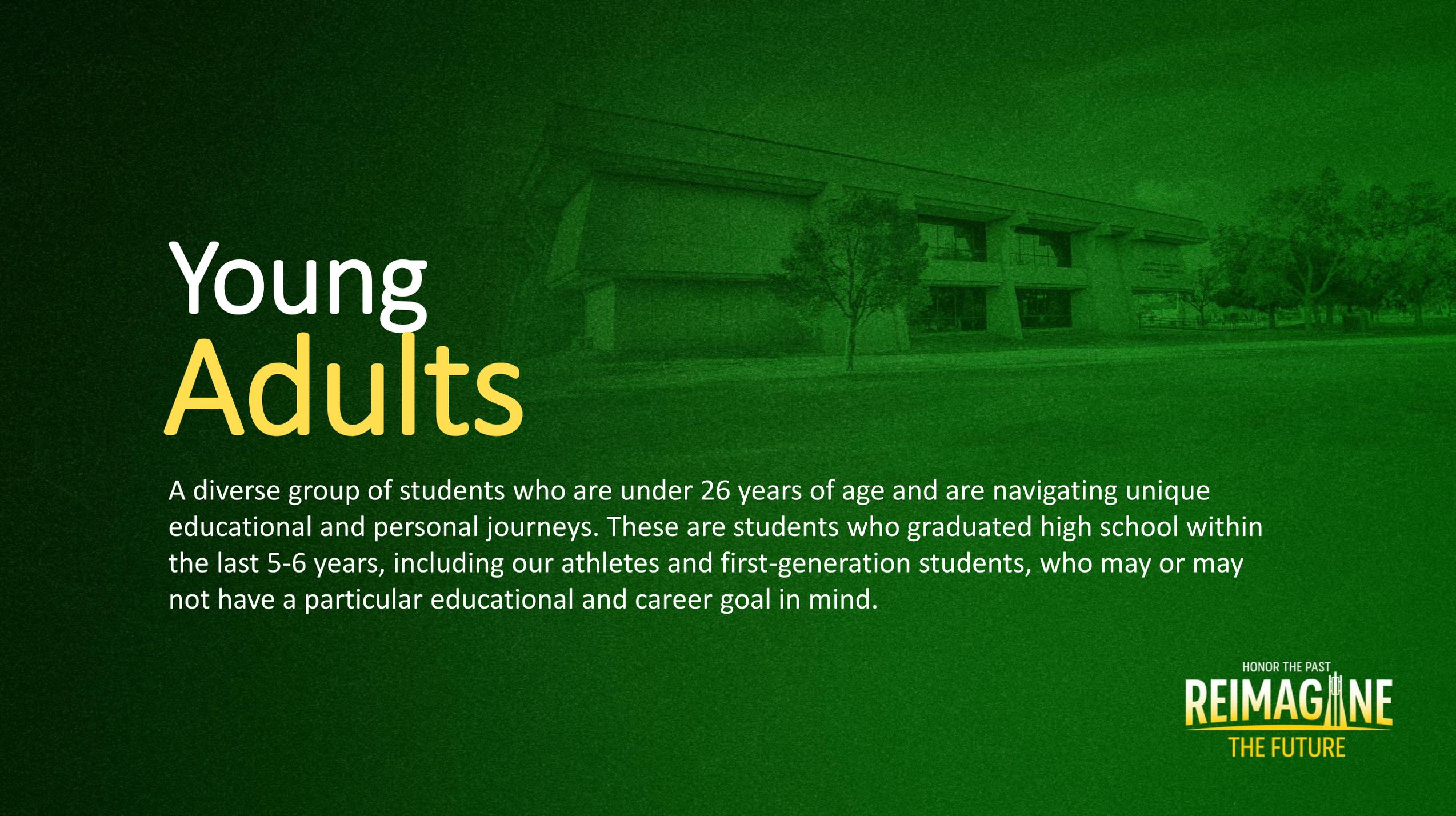
Enrolled in any Career and Technical (CTE) dual credit course, or only Anatomy & Physiology (A&P).



Thomas

Scholarly Sprinter

Enrolled only in transfer dual credit courses, or transfer dual credit courses & A&P.



Young Adults

A diverse group of students who are under 26 years of age and are navigating unique educational and personal journeys. These are students who graduated high school within the last 5-6 years, including our athletes and first-generation students, who may or may not have a particular educational and career goal in mind.

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Danielle

Driven High School Grad

Completed high school within the last two years, is under 26 years old, and is not an athlete and international student. Can be either of those individually.



Marcus

International Athlete

Is an athlete, an international student, and under 26 years old.



Alex

Curious Explorer

Completed high school more than two years ago, is under 26 years old, and is not both an athlete and an international student. Can be either of those individually.



Resilient Advancers

Students 26 and older who are in career or education transitions. These students are re-skilling to remain relevant in their careers, to transition to a different career field or for personal fulfillment.



John

Career Changer

Has a previous award or more than 24 credit hours and is over 26 years old.



Sarah

Aspiring Professional

Has less than 24 credit hours and is over 26 years old.



Jane

55+ Lifelong Learner

Taking courses for personal enrichment.

Foundational Learners

Students focused on building essential skills and knowledge necessary for further education or career advancement. They embody perseverance and the pursuit of knowledge, as well as the desire to improve social and economic mobility.



Raphael

Skill Seeker

Enrolled in Workforce Continuing Education courses.



Cate

Determined Rebounder

Enrolled in Adult Basic Education (ABE) or GED preparation courses.



Maria

Language Navigator

Enrolled in Adult Basic Education (ABE) or English as a Second Language (ESL) courses.



SECTION

Attributes

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Examples of Student Traits

- First Generation
- Marital Status
- Student Parent
- ABE
- Dual Credit
- ESL
- Veteran
- EFC
- Food or Housing Insecurity
- Intended Outcome (Work, Transfer, Transient, Personal Enrichment)
- And Many More



SECTION

Unveiling

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Board Game

Components:

- 12 student persona tokens
- 12 persona card decks
- 1 die
- Game board

Setup:

- Each player chooses a persona token and its corresponding card deck
- Do not shuffle the decks. Cards must be played in numerical order, starting with card 1.
- Place all persona tokens at the starting point of the game board.



M&C Student Personas

Get to know our students better.

REIMAGINE
MIDLAND COLLEGE

Danielle

Driven HS Graduate



DEMOGRAPHICS

18/19 years of age, First Generation Student



PERSONAL GOALS

- Obtain an associate degree that will allow her to manage a local business, or one day own a business.
- Stay local.
- Give back to her community and be a role model for younger siblings.



CHALLENGES and FRUSTRATIONS

- Needs scholarships, grants, and part-time work to afford tuition and other expenses.
- May live with extended family.
- Juggles work, study, and personal commitments.
- Requires guidance in understanding college processes and resources.



KEY SUPPORTS

- Financial Aid
- Scholarships
- Career & Transfer Center
- Flexible Class Schedule
- First Generation Center
- Pathways Advising
- Work-study program
- Faculty



INFLUENCERS and INFORMATION

- Family, Friends
- Online Resources
- Social Media



BRIEF STORY

Danielle is a recent high school graduate embarking on her journey as a first-generation college student. Despite facing financial constraints, she is highly motivated to pursue higher education to improve her family's circumstances. Balancing a part-time work-study job with her academic responsibilities, she is determined to earn an associate degree in business administration at Midland College. Danielle aspires to secure a stable, well-paying job or start her own business, driven by her desire for personal growth and community impact. However, she navigates this path with limited family support, relying on friends and mentors for guidance.



Student Resources

ACADEMIC SUPPORT

Bookstore

Brick and mortar/website that allows students to purchase textbooks, merchandise or graduation items relevant to their field of study or interest.

Career and Transfer Center

Provides help to students with career and educational guidance including job search, resume writing, interview preparation, and career interest inventory resources.

ESL Classes

Midland College Adult Education & Literacy offers FREE ESL classes that provide students with the opportunity to improve their speaking, reading, writing, and listening English language skills.

GED Classes and Testing

Classes are for people 17 years of age and older who have not completed high school and preparing to take the Texas Certificate of High School (TxCHSE) test, formally known as the GED® test.

Tutoring Services (Language Hub, Math Lab, Online Tutoring)

Language Hub tutors assist students with all steps of the writing process and can assist with assignments. Reading support and other workshops are offered throughout the semester. Online assistance is also available.

Learning Resource Center

The Learning Resource Center (LRC) offers various services and resources to support students, faculty, and staff. These include research assistance, access to online databases, study spaces, and technology resources. The LRC staff are available to help with finding information, utilizing academic resources, and improving research skills. Additionally, the LRC provides both physical and digital materials to aid in studies and personal growth.

Pathways Advising

Midland College Pathways Advising Team provides intentional and holistic academic advising to help guide students in making academic, transfer, and career pathway decisions.

Student Resources

HEALTH and WELLNESS

Alcohol and Drug Abuse Prevention Program

In accordance with the Drug Free Schools and Campuses Drug Prevention Program Certification, Midland College adopted and implemented a program to prevent the unlawful possession, use or distribution of illicit drugs and alcohol by its students and employees on school premises or as a part of any of its activities.

CARE Team

To provide proactive and supportive multidisciplinary team approach to prevention, assessment, and intervention of situations or individuals that may pose a threat to the safety, well-being, success to self or the campus community.

Cosmetology Services

Through the Cosmetology Program at Midland College, students receive hands-on training in an instructional salon environment under the supervision of licensed Cosmetology instructors.

Dollye Neal Chapel

The Dollye Neal Chapel was created and endowed through the generosity of Dollye Neal Ballenger (1919-2007) as "a place apart" on the Midland College campus for students, staff, faculty, friends and the community.

Fitness Center

MC Employees, students, and retirees with the use of an ID are allowed access and use of fitness facilities weekdays from 8 am to 6 pm.

MC Counseling Services

Counseling and mental health services are available to all Midland College students. Students can communicate with the Counselor in person, by phone, and by email. Makes community resource referrals as needed.

MC Tennis Center

This 18-court lighted public tennis facility is the most conveniently located set of courts in town.

Mental Health Counseling

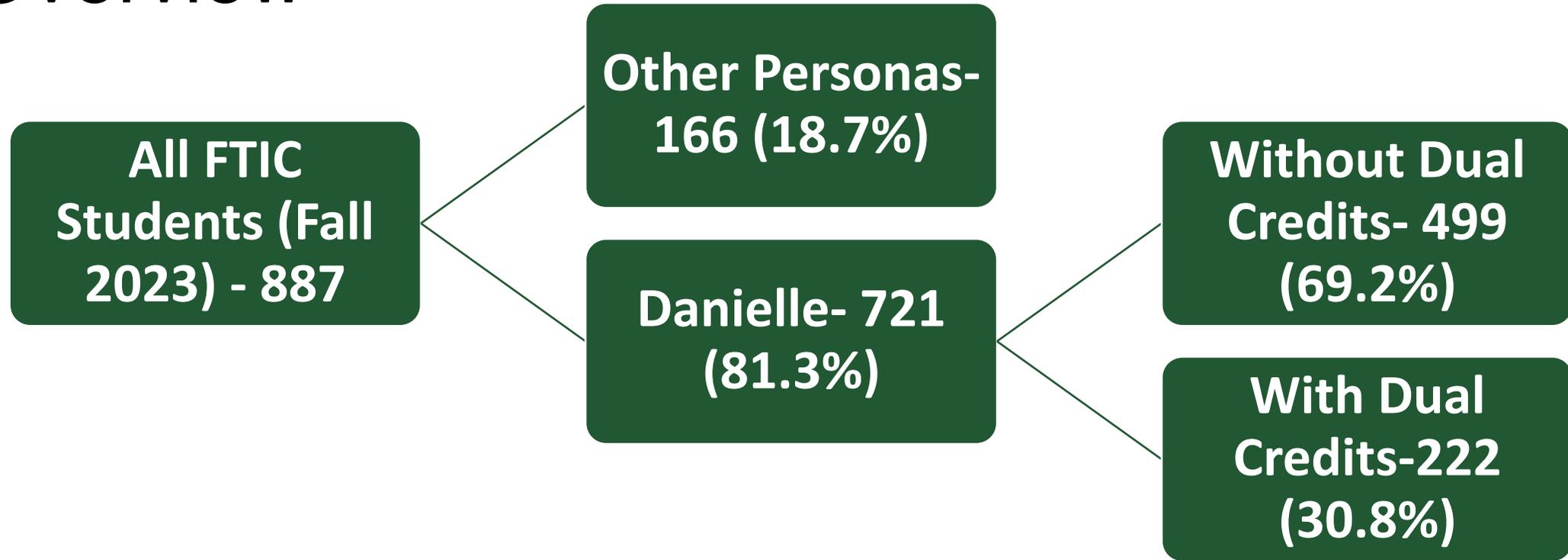
Counseling and mental health and Accommodation Services are available to all enrolled Midland College students. Students can communicate with the Counselor in person, by phone and by email. Information is shared with instructors as necessary and appropriate.



SECTION
Personas in Action

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Overview



**All Students
(Fall 2023) -
5517**

**Early Achievers - 2091
(37.90%)**

Emma – 298 (5.40%)

David – 1069 (19.38%)

Thomas – 724 (13.12%)

**Young Adults – 2272
(41.18%)**

Danielle – 1194 (21.64%)

Alex – 1061 (19.23%)

Marcus – 17 (0.31%)

**Resilient Advancers – 1154
(20.92%)**

John – 698 (12.65%)

Sarah – 431 (7.81%)

Jane – 25 (0.45%)

Comparative Early Momentum Outcomes

Early Momentum Metric	Without Dual Credits	With Dual Credits
GPA	1.86	2.15
Zero Credit Hours Earned	20.6%	17.6%
Credit Hours Earned	7.40	7.95
Credit Completion Ratio	64.5%	71.6%
Completed English	45.9%	66.7%
Completed Math	27.9%	48.7%
Completed EDUC 1100	32.8%	38.7%
Fall to Spring persistence	81.2%	83.3%
Fall to Fall retention	53.3%	59.0%

Top 5 Initial Pathway Choices

Without Dual Credits	With Dual Credits
Business Administration (21.4%)	General Studies (21.2%)
Pre-Sonography (18.4%)	Pre-Nursing (20.5%)
General Studies (12.1%)	Business Administration (13.7%)
Pre-Nursing (11.8%)	Engineering (8.2%)
Biology (10.7%)	Energy Technology (6.8%)

Early Momentum Outcomes by Pathway

Pathway	Zero Credits in First Term		Credit Completion Ratio		Fall to Spring Persistence	
	Without Dual Credits	With Dual Credits	Without Dual Credits	With Dual Credits	Without Dual Credits	With Dual Credits
Business Admin	21.8%	30.0%	67.6%	59.4%	89.7%	60.0%
General Studies	15.9%	29.0%	60.9%	60.6%	72.7%	74.2%
Pre-Nursing	14.0%	16.7%	70.0%	73.5%	90.7%	83.3%

Early Momentum Outcomes by Pathway

Pathway	Completed College English		Completed College Math	
	Without Dual Credits	With Dual Credits	Without Dual Credits	With Dual Credits
Business Administration	59.0%	75.0%	48.7%	45.0%
General Studies	41.8%	67.7%	20.9%	48.4%
Pre-Nursing	65.9%	80.0%	25.0%	33.3%

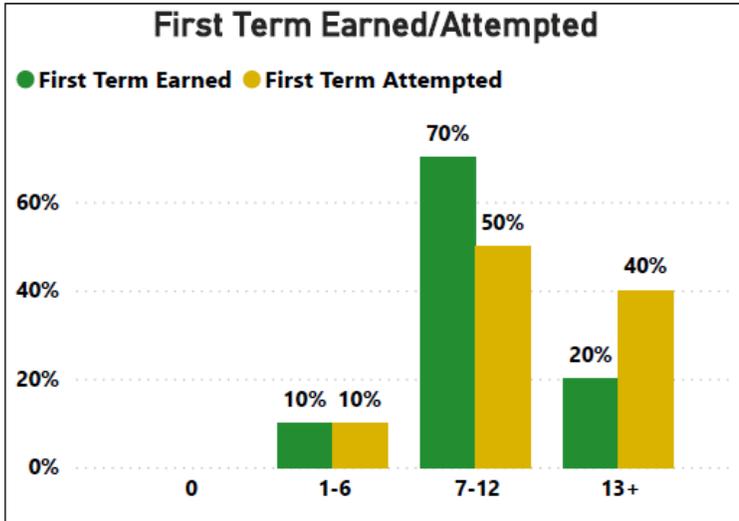
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Students 26 and older who are in career or education transitions. These students are re-skilling to remain relevant in their careers, to transition to a different career field or for personal fulfillment.

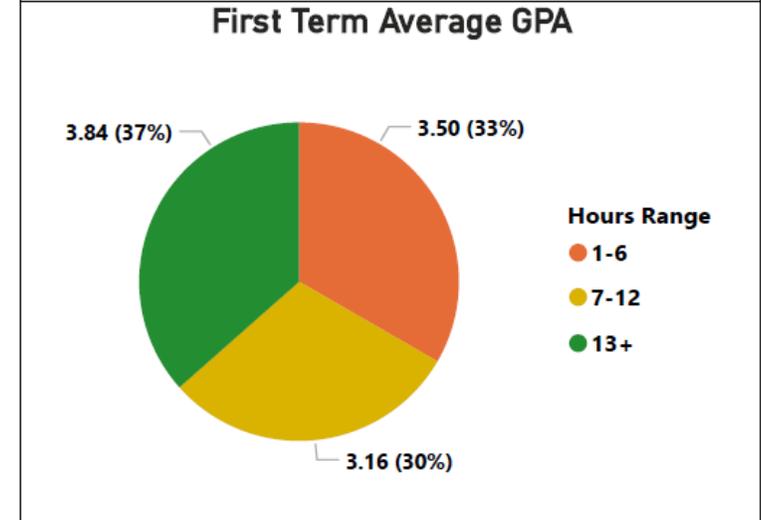
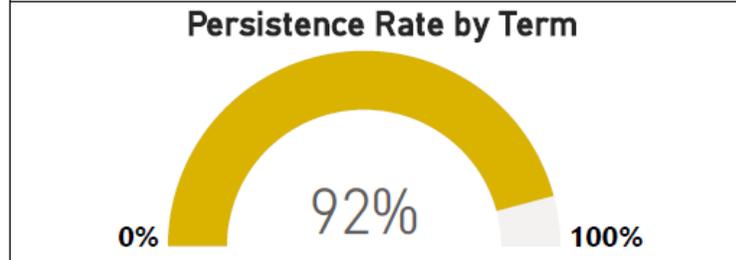
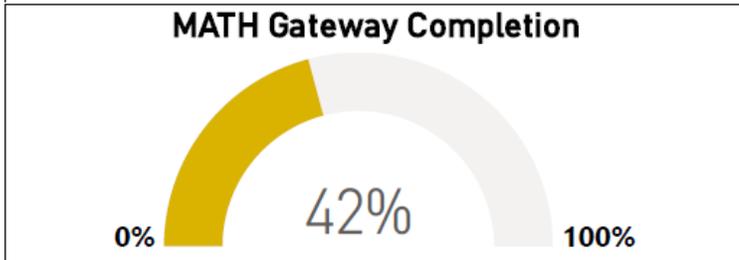
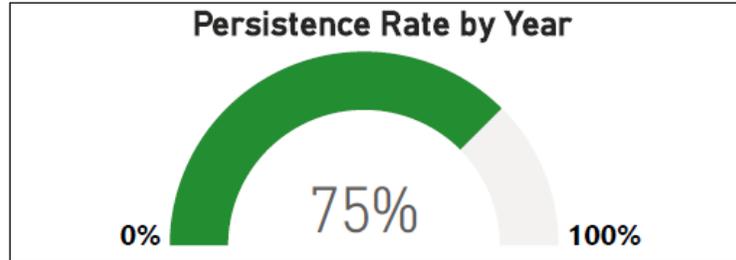
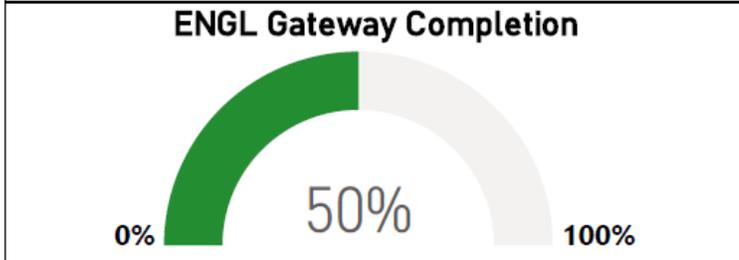
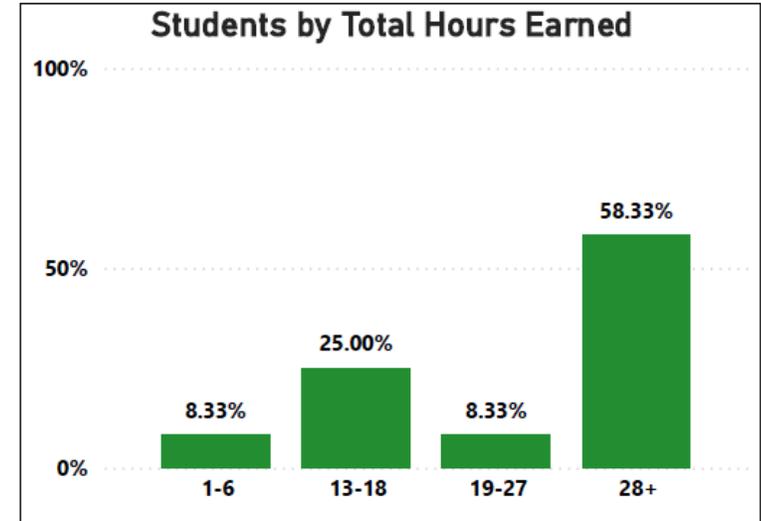


Persona Description

Adult learner with a prior degree and over 24 earned college credit hours.

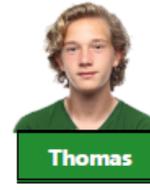


First Earned Range	Average First Term GPA
1-6	3.50
7-12	3.16
13+	3.84



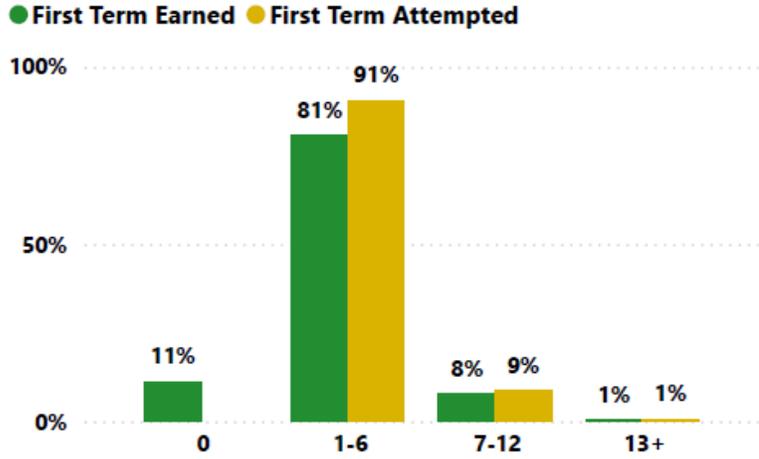
Early Achievers

Students with strong academic performance who are proactively pursuing higher education. Early achievers are motivated by goals such as accelerating their educational journey and reducing the time and costs associated with earning a credential.



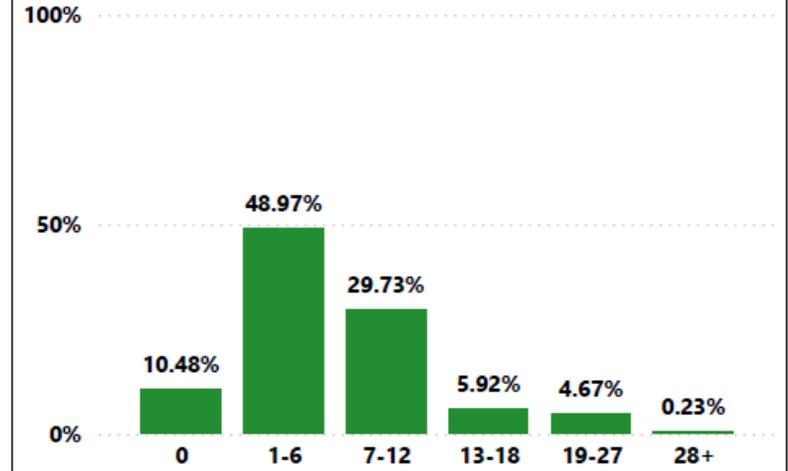
Persona Description

First Term Earned/Attempted

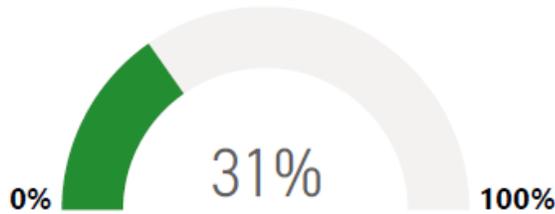


First Earned Range	Average First Term GPA
0	0.00
1-6	3.20
7-12	3.21
13+	3.48

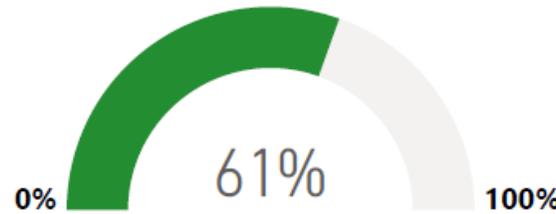
Students by Total Hours Earned



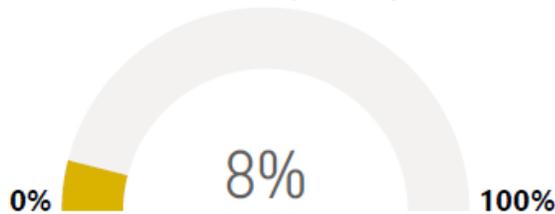
ENGL Gateway Completion



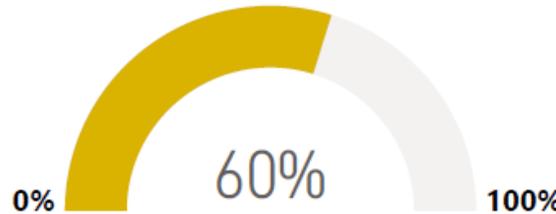
Persistence Rate by Year



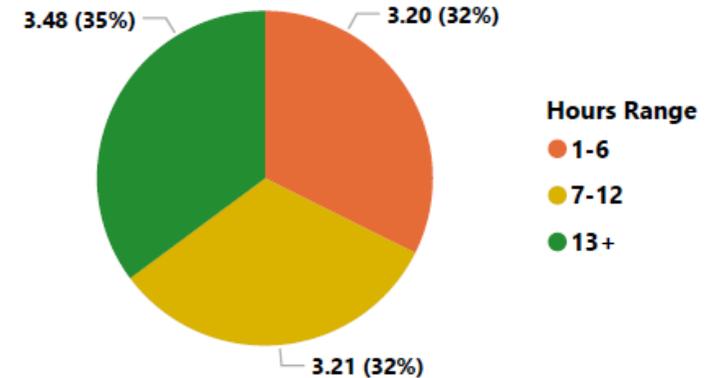
MATH Gateway Completion



Persistence Rate by Term



First Term Average GPA





SECTION

Conclusion

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Scan the QR code to
complete the session
survey.



Texas Association for Institutional Research

Annual Conference: February 25-28, 2025
Omni Hotel in Corpus Christi, TX

