

Future mover and shaker

"Help me understand where to start and how much it will cost"

Alexis

Female, age 17, Chicago, attends an honors program at an urban school

IN MY LIFE AND SCHOOL, I NEED...

- + Guidance on where to start
- + Guidance through the process
- + Understanding of costs
- + Post admission help if I am accepted
- + Time with my friends before I leave
- + Time to get all the things done I need to do before I leave
- + Time to sleep!
- + Money to attend college

AN EXCEPTIONAL EXPERIENCE WOULD BE...

- + A person assigned to me from the first step to the last step of my college career
- + Someone who can help my parents and I figure out financial aid

A MEANINGFUL RELATIONSHIP IS A JOURNEY WHERE NEEDS ARE SATISFIED AT EVERY STAGE...

"I am going to college and have planned ahead to get accepted."

"I'm not sure what I want as a career yet, so I'm not sure of my major."

AWARENESS

+ I need guidance on where to start



"I am worried I might not be accepted."
"I'm concerned I might not be able to attend for four years."

ENROLLMENT

+ I need assurance and a plan for the future



"I'm not sure I can afford this."
"If I get student loans, how long will it take to pay them off?"

TRANSACTION

+ I need an automated Financial Aid process



"When will I know I am accepted?"
"I really like all the activities I see at Kent State. I wonder if I can do some of these things and still have enough time to study."

COLLABORATION

+ I need someone to talk with me about expectations



"I want to go to a school where I can shine and fit in."
"I want a school with a great spirit."

LOYALTY & ADVOCACY

+ I need a school that will bring out the best in me

MY EXPECTATIONS, WHERE I SET MY "BAR"...

- + Thorough information for decision making
- + Quick responses from the university
- + Opportunities for student jobs
- + Student support
- + A picture of the application path
- + Every contact with the school to provide value to me and my parents

CONTENT THAT IS VALUABLE TO ME...

- + Addresses living arrangements
- + Addresses finances and financial aid
- + Tells me about student engagement and activities
- + Explains the job opportunities available in each program area
- + Helps me understand how much this will cost and if I can afford it

MESSAGES THAT I WANT TO HEAR...

- + You're awesome!
- + You'll be awesome with us
- + We're awesome
- + You can afford this
- + You won't spend the rest of your life paying this off
- + Your future will be amazing
- + We'll help you figure it out
- + There is a place for you here
- + Invite your friends, it's cool here

DIFFERENTIATORS THAT DRIVE INTEREST & ENGAGEMENT...

- + Ability for me to shine here more than anywhere else
- + Classes that allow me to explore my interests and still count for my degree, even if I don't know what I want to do yet.
- + Activities that are fun, but won't take me away from my studies
- + Ability to help me figure out who I am
- + Independence in a supportive environment

Parent of a high school student with good grades

“I want my daughter to be safe, happy, and successful.”

Beth

Female, age 48, Columbus, OH; married with two children; bachelor’s degree in accounting; parent of high school student athlete with good grades

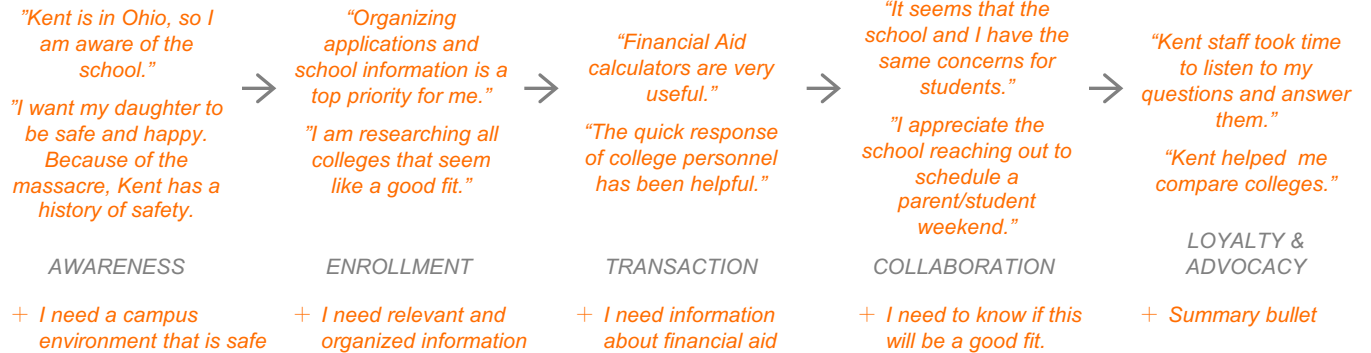
IN MY LIFE AND SCHOOL, I NEED...

- + My daughter to be in a safe environment
- + Involvement in her life, but to give her independence, too
- + Save money
- + Find a good fit for her
- + For her to get a good education
- + For her to graduate

AN EXCEPTIONAL EXPERIENCE WOULD BE...

- + For her to be happy and grow in confidence
- + A full ride scholarship
- + Stay out of debt
- + For her to get a good job after graduation

A MEANINGFUL RELATIONSHIP IS A JOURNEY WHERE NEEDS ARE SATISFIED AT EVERY STAGE...



MY EXPECTATIONS, WHERE I SET MY “BAR”...

- + A safe environment for my child
- + Affordable education
- + Support for my daughter
- + Environment to help her succeed
- + My daughter to be excited to go to college
- + A checklist so that I will not forget anything important
- + Someone to walk me through the process or help me complete the forms

CONTENT THAT IS VALUABLE TO ME...

- + Timely and relevant to our college search
- + Easily comparable content
- + Demonstrates student successes
- + Demonstrates support for students
- + Shows the practical methods for how they will help my daughter succeed

MESSAGES THAT I WANT TO HEAR...

- + Your child is safe with us
- + You can afford this
- + We will help you figure out the finances
- + Here’s an organized set of comparison documents for other colleges and us
- + This is a quality education and we can demonstrate that
- + While here, your child will transition to be independent

DIFFERENTIATORS THAT DRIVE INTEREST & ENGAGEMENT...

- + A free visit for parents and students to help make a decision
- + Testimonials from successful students who are now working full time
- + Low cost and high value education
- + Support for struggling students
- + Not a ton of paperwork for this process
- + Assurance my daughter will be accepted

Business Major Sophomore

"I most enjoy time with my friends, am anxious about my future, and keep taking out loans for college."

Matthew

Male, age 20, sophomore, business major; in a relationship; hometown, Loudonville, OH; lives on campus with a roommate, complains about the cafeteria food.

IN MY LIFE AND SCHOOL, I NEED...

- + The support of my family and friends
- + A laptop, smart phone and car
- + Space and privacy
- + Down time at the end of the semester
- + A job once I graduate

AN EXCEPTIONAL EXPERIENCE WOULD BE...

- + To graduate college and get a rewarding job
- + Solid leads on a good paying job
- + Preparation for entrepreneurship

A MEANINGFUL RELATIONSHIP IS A JOURNEY WHERE NEEDS ARE SATISFIED AT EVERY STAGE...

"I was the first person in my family to go to college, so making the most of this opportunity is important to me."

"I know of college graduates who do not have jobs."

AWARENESS

+ I need college to pay off in a career



"The approval of my family is important to me, so I work hard to meet their expectations."

ENROLLMENT

+ I need to be assured of success



"I complete most of my homework alone, and I get good grades."

"I try to be responsible with my time, balancing work, school, and my social life."

TRANSACTION

+ I need to find a good balance



"I appreciate working with other students in my courses."

"Most of my social interactions are on the weekend with friends."

COLLABORATION

+ I need to balance time with my friends with work and homework.



"Since I'm a hard worker, I'm sure I'll be a success."

"I appreciate that the school provides Career Services for jobs after college."

LOYALTY & ADVOCACY

+ I need to know a job waits for me at the end of this degree.

MY EXPECTATIONS, WHERE I SET MY "BAR"...

- + I want to be the first person who has graduated college in my family
- + I want to have a fulfilling job when I get out of college
- + I want to have a job where my income is comfortable
- + Eventually I'd like to be my own boss and own my own business

CONTENT THAT IS VALUABLE TO ME...

- + Helps me manage my time
- + Helps me be successful in my coursework
- + Helps teams that I'm on function effectively
- + Shows me activities my friends and I can do on the weekend
- + Shows me how I can be successful as a student
- + Shows me how I can have success in my future career

MESSAGES THAT I WANT TO HEAR...

- + You can afford this
- + You will be successful
- + You are doing well in your courses
- + Your family is proud of you
- + This weekend a fantastic free event is held on campus
- + Easy methods to communicate with my advisor about registering for classes

DIFFERENTIATORS THAT DRIVE INTEREST & ENGAGEMENT...

- + A method to register for classes that is tailored to my major and my goals
- + Ability to finish homework for multiple courses on time and still have time for friends and family
- + A way for my family to spend time with me on campus when I don't have to work
- + Free laundry service!

Full time working Mom and graduate student *“I know this will be difficult, but graduate school will enable my personal and family goals.”*

Brandy

Female, age 40, married with a 10-year-old daughter, works full time and is pursuing an online graduate degree

IN MY LIFE AND SCHOOL, I NEED...

- + A flexible school schedule
- + Time carved out for family and friends
- + A clear path to success
- + Good work/life balance
- + Make more money
- + Tools that equip me for success
- + Family support
- + A useful yet flexible schedule
- + Support for learning new technologies

AN EXCEPTIONAL EXPERIENCE WOULD BE...

- + Ensure I am on the path to success
- + Help me stay on top of school and other commitments
- + Responsive instructors when my life gets challenging

A MEANINGFUL RELATIONSHIP IS A JOURNEY WHERE NEEDS ARE SATISFIED AT EVERY STAGE...

“In order for me to move ahead in my career, I need to further my education.”

“I searched for an online program that would allow a flexible schedule.”

AWARENESS

- + I am motivated to succeed, but need flexibility



“Kent was clear on what I needed to do to join the program.”

“My instructors have provided clear expectations for each class.”

ENROLLMENT

- + I need clear expectations to succeed



“New tech is intimidating to me, but I know I have to learn it to succeed.”

“The program helps me to set goals for myself and continue learning.”

TRANSACTION

- + I need to set goals for myself to continue learning



“My family depends on me to support them. I feel guilty when I can't.”

“My boss appreciates my new skills and has given me some flexibility in my schedule.”

COLLABORATION

- + I need support from friends and my employer



“I am committed and loyal to a program that will meet my needs.”

“If Kent stays flexible and continues to provide value, I'll recommend it to my friends and family.”

LOYALTY & ADVOCACY

- + Summary bullet

MY EXPECTATIONS, WHERE I SET MY “BAR”...

- + Eventually to have a job that I love to go to
- + Work in a vocation that reflects my values
- + To have a higher income
- + More time with family
- + Planning with confidence for the future success of my children, like college.

CONTENT THAT IS VALUABLE TO ME...

- + Quick interactions between the school and I
- + Plenty of early warnings regarding payment due dates
- + Early information about assignment due dates
- + Career advice and placement services
- + Responsive instructors

MESSAGES THAT I WANT TO HEAR...

- + You can do this!
- + “Look, I was a working mom like you, I graduated, and now my life is fantastic.”
- + There's a job waiting for you!
- + Messages from my student colleagues

DIFFERENTIATORS THAT DRIVE INTEREST & ENGAGEMENT...

- + Networking with student colleagues
- + Learning from professionals in the field
- + Assignments that challenge me with real-world problems
- + A program with flexibility
- + Assurance for job placement after graduation