

Carol



"First I'll finish the Nursing AA at LSC. If I am not crazy after all of that, I may transfer to CSS to finish my BA."

Age: 25

Work: Just moved from Hibbing to start working in a clinic in Duluth with her Nursing diploma

Family: Single with 1 daughter

Location: New to Duluth

Character: Primary Persona

MnSCU Transfer

Non-Traditional

Fall start

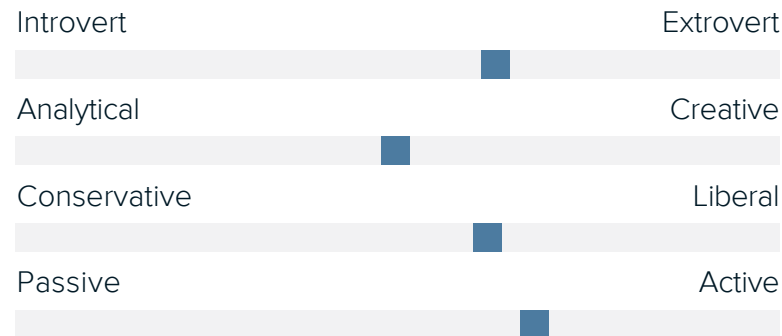
Nursing AAS

Part-time

Bio

Carol spent several years after high school working in an insurance office in Hibbing. But when she found out she was pregnant, she decided to go back to school. As a single parent, she wanted a career that would offer more pay and flexibility. She started her studies in Hibbing and got her Nursing diploma. When her daughter was 2, she applied and was accepted at LSC. They moved from Hibbing to Duluth when Carol got a job as a clinic nurse and an apartment in Duluth.

Personality



Goals

- Complete the Nursing AA as soon as possible.
- Get a better job to better support her daughter.
- Balance study, work and family life.
- Avoid debt, live within means.

Frustrations

- Carol and her daughter move to Duluth so she can start the Nursing AA program. Then she finds out there's a wait list for the Nursing AA program.

Top Questions

- What do I need to do to transfer my credits?
- How do I request my MnSCU transcript?
- What do I need to do before I can start the nursing program?
- How long is the waiting list?
- What childcare is available? Is there funding available?

Jason



"It's really hard sometimes."

Age: 31

Work: Claims Processor

Family: Single

Location: Duluth, MN

Character: Secondary persona

New student

Part-time

Online -only

Sophomore

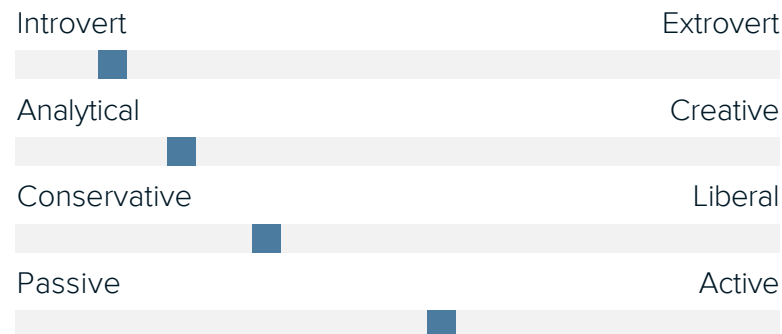
Disability

Fall start

Bio

Jason suffers from epilepsy and due to state driving laws, is unable to maintain a drivers license. He enrolled in the completely online business administration AAS program. He likes that the campus is local so he can come to campus if he needs. He takes online classes part-time and works full time processing claims for a healthcare insurance company . He started at LSC two years ago. But he needs accommodations from disability services such as more test time.

Personality



Goals

- Wants to become a manager or start his own company in health care. Already works in health care and feels a need for a business degree to improve his career or his own business.

Frustrations

- He needs provisions for testing and since he is an online student, this needs to be introduced to him online as he may not run into Georgia in the hall or see a poster on the wall.

Top Questions

- How can I find accommodations?
- How can I contact my professor to find out when they will be available?
- Where is the bus schedule?

Raeann



"My last persuasive essay was about cat adoption. It was so good it persuaded me to adopt my third cat!"

Age: 120

Work: Barista at Dunkin' Donuts

Family: Single, lives with boyfriend, their three cats and his two kids in apartment in Superior

Location: Superior, WI

Character: Primary persona

New / high school / non-degree seeking

Returning / LAS / Part-time

On-campus

WI resident

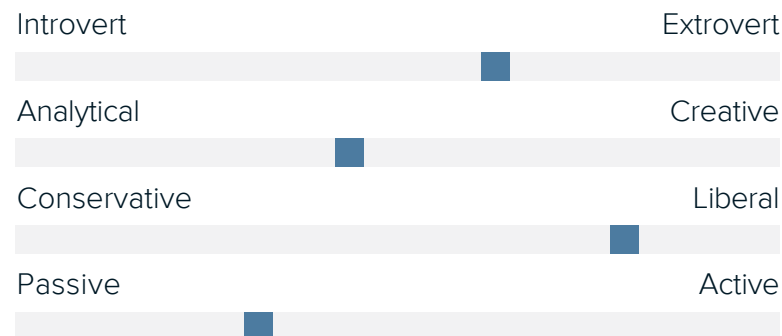
Fall (NA)

Spring (LAS)

Bio

Raeann first attended LSC after graduating high school. She earned her nursing assistant certificate and began working full time. After a year, she decided health care wasn't for her. She came back part-time to earn her AA. She now works at Dunkin' Donuts in addition to the assisted living home. She loves video games, Manga, cats and is a master of thrift. She goes to the mall food court at closing to get a discount on dinner.

Personality



Goals

- Wants to become a screen writer.

Frustrations

- Transportation-no interest in getting her drivers license. She lives in Superior. Works multiple part-time jobs in Duluth and takes the DTA or gets a ride from her boyfriend or Grandma.

Top Questions

- Where is the bus schedule?
- What jobs can I get with my degree?
- How do I get Wisconsin tuition reciprocity?

Tim



"Get 'r done."

Age: 28

Work: Unemployed Miner

Family: Married, 2 kids

Location: Northeastern MN

Character: Primary Persona

New student

Non-trad.

Non-degree

Short-term

On-campus

1st gen.

Spring

Bio

Jim is a married 28 year old with 2 young children. He recently lost his mining job in NE MN. He's having trouble finding other work in mining. So, he's decided he needs to go to school so he can have an advantage to find a job. His unemployment benefits run out soon. He wants to get his degree quick and wants a high probability of getting a job that will pay a decent wage to support his family.

Personality

Introvert

Extrovert

Analytical

Creative

Conservative

Liberal

Passive

Active

Goals

- He's decided to take the 9 credit over the road truck driving program at LSC rather than the program at 17 credit program at hibbing community college.
- The only local program that was quicker was Century College in White Bear Lake - but he couldn't afford the travel for a 20 day program.

Frustrations

- He's short on cash. He'll need to know about any and all workforce, grant programs and scholarships that apply to him.
- No one in is family has gone to college before. Even though he won't be studying in a traditional classroom, the concept of going back to school is intimidating.

Top Questions

- Is there any funding available?

Summer



"It's summer!"

Age: 20
Work: Unemployed student
Family: Single
Location: Duluth, MN
Character: Secondary persona

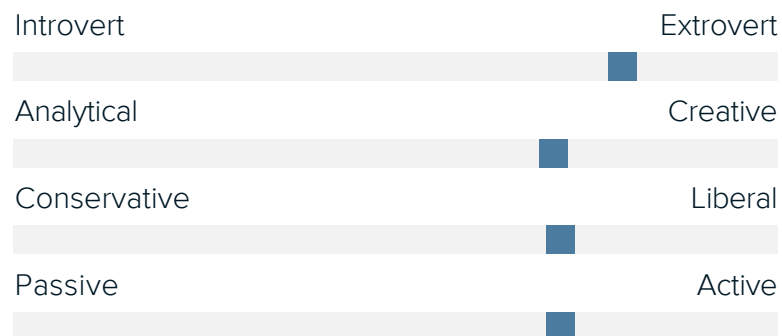
Non-degree seeking

Summer

Bio

Summer graduated from high school in Duluth and goes to the U of M in the Twin Cities. She's fallen a little behind during her first two years. It's been tough to get into the classes she needs. Her mom suggested she take some classes at LSC over the summer while she's at home.

Personality



Goals

- Just wants to take a couple summer classes
- Wants it to be quick and easy. It's summer!

Frustrations

- Goes down the admissions path for new students. Fills out the MnSCU application. Sits back and waits for more information.

Top Questions

- Why did I have to do so much work to apply for one class?
- Do I have to transfer my previous credits in to take classes here?
- How do I transfer my credits back to my home school?

Lori



"Sometimes summer needs my help."

Age: 42

Work: Office manager

Family: Married, Summer's mom

Location: Duluth, MN

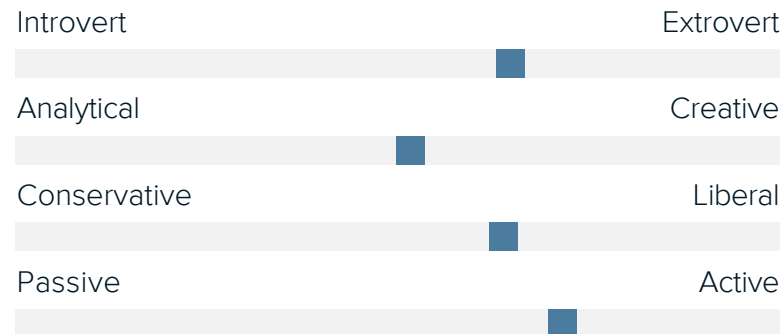
Character: Mom

Parent

Bio

Lori is trying to make sure Raeann gets started in life on the right foot. She wants to help her avoid paying late fees and getting lost in red tape. She remembers how confusing college was for her at that age but she has her own life and doesn't have time to be a helicopter parent.

Personality



Goals

- Wants to help her daughter navigate the complications of entering the real world
- Wants to be there for her daughter - they text often.
- Wants her daughter to enter the workforce with as little college debt as possible.

Frustrations

- She's a busy working parent with other children.
- She's a saavy shopper - both online and in the real world. She doesn't have patience for inconvenience or red tape.
- When getting her daughter enrolled - she wants to do research online but at some point talk with a real person.

Top Questions

- When shopping for colleges - how can she make sure she knows what she is getting for her money?
- Where can she see a status of how things are going? Is her daughter admitted? registered? How are classes going? Are the bills paid?