



User personas: NSF Career Types

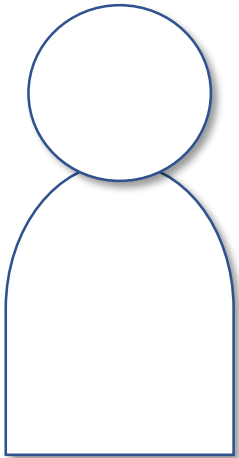
Administration

Executive/
Managerial

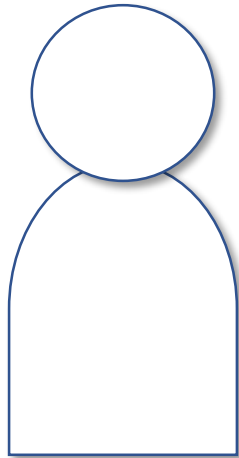
Science/
Engineering/
Education

Business
Operations

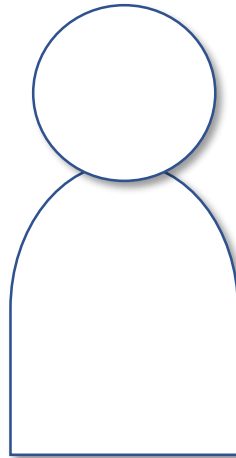
Students &
Recent
Graduates



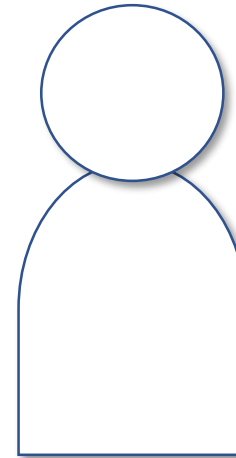
Paul
Program Specialist
(Administration)



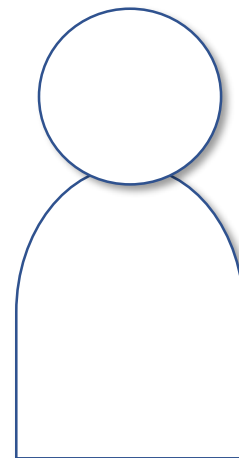
Mary
Branch Chief,
Contracts
(Supervisory)



Lacey
Program Officer
(DMS – Math)



Peter
Information
Technology Specialist
(Customer Support)



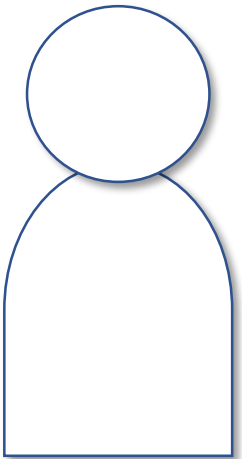
Frida
Program Analyst
(Public Affairs)

Administration



Administration

Positions with the primary responsibility for the administrative support of the NSF core mission. This family consists of positions such as Administrative Manager, Operations Specialist, Program Assistant, Science Assistant, Secretary, and other similar positions.



Paul

Program Specialist
(Administration)
GS-11, Step 1

Demographics

Age: 30 years old

Education: Associates
Degree

Family Status: Single

Other:

- Early career
- 4 years government service
- Bargaining Unit employee

Goals of Using Site

- Spends his work time busily supporting Program staff with logistics and execution of reviews and processing.
- Interested in positioning himself for promotion, but not sure what it will take.

Environment

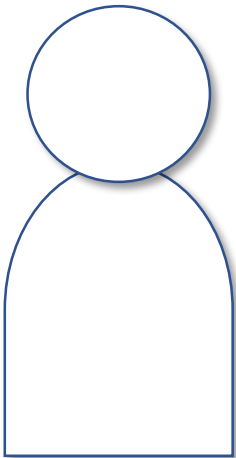
- Is very comfortable with technology.
- Is a “gamer” and is an early adopter of technology.

Executive/
Managerial



Executive/Managerial

Positions with the primary responsibility for the management of the NSF workforce, including Assistant Director, Office Head, Division Director, their Deputies, or similar positions.



Mary

Branch Chief,
Contracts
(Supervisory)
GS-15, Step 7

Demographics

Age: 57 years old

Education: Bachelors Degree

Family Status: Married,
mother of two, empty-nester

Other:

- Veteran
- Senior-level
- 11 years government service
- Supervises 7 employees
- Non bargaining unit employee

Goals of Using Site

- She's reached the top of her career path and is not sure of the next step.
- She realizes that she needs new skills.
- She recently applied for an SES and did not get the job.

Environment

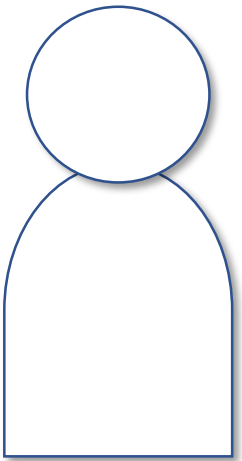
- Mary lives close to the office.
- Since the kids have gone, she's gotten into exercising...mostly bike riding and running.
- She likes gardening and being outdoors.

Science/
Engineering/
Education



Science/Engineering/Education

Positions directly responsible for the delivery of the NSF core mission, such as Program Director, Engineer, Scientist, Educator, Mathematician, Statistician, and similar positions.



Lacey
Program Officer
(DMS - Math)
GS-14, Step 9

Demographics

Age: 40 years old

Education: PhD

Family Status: Divorced with 2 kids

Other:

- Mid-career
- 5 years NSF experience
- Previously worked at Lockheed Martin

Goals of Using Site

- Looking for a career change with more flexibility.
- Wants to try something new.
- As her kids become more independent, she has time for additional training
- She's stuck in this area. Her kids don't want to leave their friends.

Environment

- She enjoys hanging out with her friends.
- She's in a book club.
- She does volunteer work at the homeless shelter.
- She tutors high school kids in Calculus outside of work.

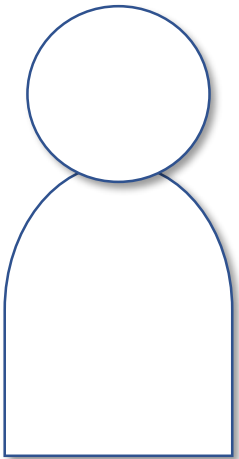


Business Operations



Business Operations

Positions with primary responsibility for providing operational and functional support to the persons who deliver the NSF core mission, including IT Specialist, Budget Analyst, HR Specialist, Auditor, Attorney, Grants and Agreement Specialist, Program Support Manager and similar positions.



Peter

Information
Technology Specialist
(Customer Support)
GS-13, Step 1

Demographics

Age: 34 years old

Education: Bachelors Degree

Family Status: Married with two young children

Other:

- Former military
- Early/mid-career
- 6 years government service
- NSF EOD April 2018
- Non Bargaining Unit employee

Goals of Using Site

- Spends his work time busily supporting Program staff with logistics and execution of virtual and in person meetings.
- Interested in positioning himself for less administrative and more strategic work.
- Knows he can't afford to fit in graduate school and wants to continue to learn using various methods to build his reputation as a trusted advisor

Environment

- Is very comfortable with technology.
- Teleworks occasionally from his home office, connected via high speed internet, VoIP phone, and an all-in-one printer, scanner and copier device.
- Enjoys telework days that offer him flexibility with a lesser commute to coach his daughter's T-ball games.

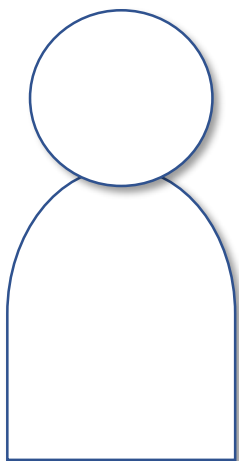


Students & Recent Graduates



Students and Recent Graduates

Through NSF's Pathways Program, current students can find internships in a variety of different fields, graduate students can work in a two-year program, and the Presidential Management Fellows (PMF) Program provides a path to a career in the analysis and management of public policies and programs.



Frida

Program Analyst
(Public Affairs)
GS-11, Step 2

Demographics

Age: 27 years old

Education: Masters Degree
in Communications

Family Status: Single

Other:

- Early-career
- 2 years government service
- Converted from Student Trainee
- Bargaining Unit employee

Goals of Using Site

- Ready to take her career to the next level.
- About to get married.
- She's moving to Phoenix, AZ.

Environment

- She takes Tango dancing classes, and likes Karaoke.
- She's introverted.
- Frida takes care of her elderly grandmother.