



Year: Sophomore
Major: ISAT
Concentration: Environment

Taylor

Keywords: Ambitious, Progressive mindset, hardworking

About Taylor

Taylor is a Sophomore Integrated Science and technology major from Leesburg, Virginia. She is pursuing a concentration within the Environment sector of ISAT, which focuses mainly on the overwhelming concern surrounding climate change, specifically production systems, and resource management. She also has a minor in Biology. In the future, Taylor really wants to help the environment. Some of her potential career paths are as an Environmental Consultant, a Pollution Control Technologist, or as a Renewable Energy Specialist. As a student at James Madison University, she is a member of the Student Conservation Association, that focuses on restoring national sanctuaries within the United States. Furthermore, she is a member of the ISAT Honor Society, which helps those within the Harrisonburg community and students at James Madison University understand the department better, by tutoring students and providing support to the local community. Some of Taylor's passions include hiking, working on her garden, and hanging out with friends.

Social Media

Taylor uses social media personally, specifically for sharing all that she's done in her time at JMU with friends and family back home. Facebook and Instagram are her two main platforms and she loves to use them to keep up to date on what's happening in the world, as well as on JMU's campus. One of the things Taylor wishes she could see more of on social media is the work of her peers. Although Taylor is only a sophomore, she has already begun to think about her capstone for ISAT. Most of Taylor's friends are not ISAT majors, and therefore she hasn't really heard upperclassmen's successes and struggles. She hopes that ISAT's social media will include more stories of all the work done in ISAT.

Tactics

- 1. Post about student's personal experiences** -- specifically what they are working on within their capstones.
- 2. Make posts relatable** -- If Taylor is able to connect with the content, other students and prospective students will be able to as well.
- 3. Create a platform for Taylor to share her experience** and possibly be featured. This will give her incentive to follow the account and make it real



Year: High School
Potential Major: ISAT

Izzy

Keywords: Inquisitive, Outgoing, Driven

About Izzy

Izzy is currently a Senior in high school from Dover, Delaware. He's enjoyed all of his basic science classes in high school and is considering pursuing a degree in the sciences. As Izzy is trying to decide where he wants to go to college, his parents are pushing him to go to University of Delaware, specifically for in-state tuition. However, Izzy really wants to go out of state and has his eye on a few schools within a 3 hour distance to his hometown, James Madison University being one of them. Izzy knows that if he wants to persuade his family to pay out of state tuition, he must be confident that the school he chooses is best for his program of study. Izzy has done some research on the Integrated Science and Technology program at JMU and has interest in pursuing this path. Izzy has always wanted to work on sustainable forms of energy and figure out ways to make our world more efficient. Although Izzy knows the basics of the program, he is hoping to be able to find out more of the perks to this major and current student experiences to aid in his persuasion to his parents. In his free time, Izzy enjoys spending time with friends, going to the beach, and researching his studies outside of the classroom.

Social Media

Izzy's social media usage is mainly personal. Like most people his age, his main platforms are Facebook and Instagram, but goes on Twitter every once in a while. Izzy has been actively following and engaging with the university's that he is interested in attending on social media. Now that he has a better grasp of what he is interested in studying at school, Izzy has been doing more research and finding social media accounts for those specific programs. He is hoping that by following and interacting with these accounts, he will be able to see himself in current students shoes and get a better understanding for what this program and university will offer him.

Tactics

1. **Show what current students are working on** — Focus not only on capstone experiences and upperclassmen, but also how freshman have adjusted to the program.
2. **Show off achievements** — By showing statistics of job opportunities, real accounts from alumni and achievements current students have created, Izzy and his family will feel like they are making the right decision
3. **Create a Dialogue** — use the platforms to communicate with Izzy and others like him. Allow prospective students to ask those decision making questions and provide answers from real students. Not only does this show commitment to the prospective students, but will also make them feel more at home.



Graduated JMU: 2017
Major: ISAT
Current Career Sustainability Specialist

Sara

Keywords: Hardworking, Genuine, Creating Change

About Sara

Sara graduated from James Madison University with a degree in Integrated Science and Technology. She had a concentration in Applied Biotechnology and is currently working as a Sustainability Specialist in Charlottesville, Virginia. Sara mainly focuses on organizational sustainability issues and she mainly looks at ways to increase sustainability and green programs while still taking into account the costs and implementation it will take. She normally spends her day to day advising others on operational matters, developing sustainable strategies that can realistically be developed and make sure that everything checks out cost wise. Although Sara graduated three years ago, she takes great pride in her university, specifically the program she graduated from. Sara lives close enough to JMU that she makes regular visits back to the campus to see friends that have yet to graduate, visit faculty, and sometimes speak as a guest lecture at organizational events for ISAT. In her free time, Sara enjoys exploring the city of Charlottesville, volunteering for candidates in the local area who promote sustainability and green acts, and finding good restaurants in the city..

Social Media

Tactics

Sara has outgrown social media a bit, but still uses it as a great way to stay up to date on the connections she made in college. Sara mostly uses LinkedIn to promote her career achievements, Facebook to stay up to date on everyone's life, and Instagram to fill in the gaps. When Sara studied at JMU, there was very little social media for ISAT. As the program and university continues to grow, Sara hopes that this will change. She would love to stay up to date on the projects and achievements current students have completed. In addition, Sara often speaks highly of the program to her colleagues and employer and thinks it would be great if there was an active page they could look at for more information.

- Post about changes** — Sara wants to know how the program has changed for the better since her time as a student. This will also encourage her to donate if she thinks her financial aid will go towards something worthwhile.
- Updates on current student body** — Sara understands the struggles of a Capstone and difficult classes. She would love to stay up to date on what the current class is doing and relate back to her college days.
- Statistic posts** — Sara wants to know how the graduating classes are doing and what fields they are going into. Every once in a while, a statistic post with updates would be nice for her to see!