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Storyboard Delivery 1: Define your message

Our storyboard will illustrate a dynamic breakdown of the state of the current college-major system, including how students interact with it and how those choices impact their employability and overall economic success long-term. The primary audience this storyboard will aid is decision makers within a university setting, those faculty and contributors who hold power to incite change and restructure the college-major system to promote student success and equity across universities. Secondarily, this storyboard will target students who are contemplating which major to pursue in their own academic journeys. By painting a full-picture of all the majors available to them in terms of university demographics and also long term impacts, students will be empowered in their decision-making processes.

Our goals: to convey major categories and individual majors in terms of demographics, popularity, employability (represented by type, and also full versus part-time employment), future economic success effectively, with comparisons at the undergraduate and graduate level. The storyboard will concisely and effectively communicate said information to provide insights to drive decisions by our audience.

User goals: to gain a comprehensive understanding of the college-major system to help guide future decisions

> **Main audience:** to find key insights to drive the promotional, financial, and equity efforts within the given university

> **Secondary audience:** to find a best-suited major for the given individual in terms of the provided fields of information

> Some questions that will be addressed are:

> - Which majors are the most economically advantageous after undergraduate school? Graduate school?
> - Are there differences between male and female students regarding major choice? Which majors need further efforts to promote more balanced demographics?
> - Which majors and major categories are more likely to result in a job requiring a college degree? Full-time or part-time employment?

- Does economic viability correlate with major popularity?
- How do the trends change from undergraduate to graduate school?

Pilot Users

User 1: This user delegates funding for the University of Nonexistent, she needs to justify the distribution of the budget to the school board. For instance, factors such as higher popularity and increased economic success both warrant increases in funding.

User 2: This user is interested in creating programs to improve majors that are currently in-need. He wants to know which majors and major-categories are more susceptible to gender imbalances for targeted equity programs. He is also interested in which majors have lower rates of employment to address curriculum improvements.

User 3: This user is struggling to choose her college major and cannot decide between a major in arts or business. She is interested in pursuing graduate school but would also like economic security after graduation. She will use the storyboard to compare the two major-categories for each of these factors so she can make a well-informed decision.