# Carl Olsen



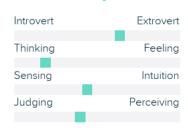
"Tell me and i forget. Teach me and i remember. Involve me and i learn"

Age: 60 Work: Researcher, and University lecturer Family: Lives on his own

Location: Melbourne, Vic

Character: Explorer

# Personality



Dedicated

Proud

Innovative

#### Goals

- · Use the E-Folio as a way to asses students learning
- · Help guide students to produce better work
- · Be able to share my research with my colleagues on this forum.

### Frustrations

- Lack of ability to track students progress
- · Wants to be able to see students reflections on their work.
- · Improve student engagement in their work

#### Bio

I am a botany lecturer at the University of Melbourne. Specialise in the native flora of south eastern Australia and how it is adapted to bush-fires. I supervises several Graduate students working on researcher projects. i also teach an undergraduate level class.

# Motivation

Incentive

Fear

Growth

Power

Social

# Brands & Influences



# **Preferred Channels**

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

17/11/2020 Lecturer.png