

THE STRIVER

MESSAGING

Below are some themes to highlight when messaging students with this persona.



Alumni spotlight

Showcase 2 or 3 alumni who have achieved a high degree of success after graduation. These can be more recent alumni who are on a strong trajectory, or older alumni who are at the very top of their fields.



Alumni network overview

Highlight data on your alumni network, including the types of industries they work in, their geographic distribution, and more. Visualizations and graphics can make this data more legible for your audience.



Student honors

Showcase any special awards or recognitions that students are able to achieve on campus. These can be purely academic or more holistically determined.

BUILDING AFFINITY

Below are some suggested ways to engage students with this persona.

Set up an alumni panel [\(virtual or in-person\)](#)

The best version of this session has successful alumni from distinct fields

Host a resume development session [\(virtual or in-person\)](#)

A session for prospective applicants (run by career services) that walks through how to build a professional resume and linkedin profile

Host a professional grad school pathway presentation [\(virtual or in-person\)](#)

A session walking through the pathway that students will take through undergrad to a professional graduate program (e.g. med school or law school)

Facilitate a meeting with career advisor [\(virtual or in-person\)](#)

This can be one-on-one, or in a small group