

THE LEARNER

MESSAGING

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



Courses

Highlight 4 or 5 interesting courses that your school offers in their major program. Focus on rare or interdisciplinary offerings that are relatively unique to your school and department.



Faculty spotlight

Showcase 2 or 3 faculty members in the department associated with the student's intended major. Highlight that faculty member's research, work outside of academia, and teaching philosophy.



Grad school pathway

Showcase how your school positions students for phd programs and a future career in academia. If available try to highlight specific statistics like placement rates, the number of students who move on to grad school etc.

BUILDING AFFINITY

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

Facilitate a conversation with a student in their major

(virtual or in-person)

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

Facilitate a conversation with a professor in the department

(virtual or in-person)

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

Host a major-specific info session (virtual or in-person)

The best version of this session has both an admissions representative and a faculty member or department head

Allow a prospective student to sit in on a class (virtual or in-person)

This can be done live or via a recorded session