

THE PRAGMATIST

MESSAGING

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



Student outcomes spotlight

Highlight the success of your graduates by presenting metrics and information regarding graduation, job placement, and ROI at the institutional and major-specific level. Visualizations and graphics can make the data more legible for your audience.



Career advising

Showcase the story of 2-3 students who leveraged career development resources on your campus to find a job in their field after graduation. Try to highlight both their use of career services and advising resources, as well as programs and opportunities on campus that helped them build experience and their resume.



Experiential learning programs

Showcase opportunities on campus for experiential learning. Be sure to highlight the ways practical learning is woven into the classroom experience while also surfacing supplemental opportunities and programs such as co-ops, externships, and more.

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 panel has successful alumni from distinct fields

Host a financial aid and student outcome info session

[\(virtual or in-person\)](#)

Focused specifically on financial aid and student outcomes

Host an experiential learning info session [\(virtual or in-person\)](#)

The best version of this info session features both students and faculty members associated with experiential learning opportunities on campus