

## THE EXPLORER

### MESSAGING

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



#### Student case studies

Highlight the story of 2-3 students who ended up changing their majors and figured out their intended career thanks to the flexibility offered by your institution.



#### Professor mentorship

Showcase 2-3 professor → student mentorship relationships that helped the student overcome obstacles or achieve their intended goals. Try to feature perspective from both the students and the professors.



#### Campus community

Share the perspective of 2 or 3 students who feel that your institution has created a strong community for students like them. Their stories should illustrate the formal community structure like housing communities, as well as the impact of the broader student culture.

### BUILDING AFFINITY

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

#### Host a conversation with a professor in the department

(virtual or in-person)

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

#### Facilitate a presentation from an academic advisor that highlights academic flexibility and advising (virtual or in-person)

This can be part of a broader info session or a discrete session by itself

#### Set up a student panel discussing the campus community and culture (virtual or in-person)

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

#### 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