

THE CONNECTOR

MESSAGING

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



Gameday experience

Highlight the unique game day experiences and traditions for your strongest sports teams. This can include the success of the team, unique traditions (e.g. Cameron Crazies), or rituals like tailgating.



Student groups and social life

Highlight 2-3 student groups (including Greek life if inclined) that serve a primarily social purpose. Share the perspective of students in those groups and how that helped them find community on campus.



Collaborative coursework

Showcase courses in different majors that are centered around collaborative work between students. Share the perspective of students in those courses on how that enhanced their learning experience.

BUILDING AFFINITY

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

Give away free tickets to a sporting event [\(in-person\)](#)

The sporting event in question should be a popular spectator sport (football, basketball, baseball, or ice hockey at most institutions)

Host a student social life panel [\(virtual or in-person\)](#)

The best version of this event has students with diverse interests and backgrounds, from athletics to niche clubs

Put on a student group fair [\(in-person\)](#)

This is typically held during an accepted students day and features tables with representatives from student groups

Set up a virtual mixer for accepted or prospective students [\(virtual\)](#)

Hold a virtual event to allow small groups of accepted or prospective students to get to know each other (similar to orientation)