

Melissa Masters

Demographics:

Age-18

Hometown-

Columbus, Ohio

Major- Marketing

Narrative:

Melissa Masters is a freshman at Miami University. She just recently came to Miami and is very



excited for all the new

opportunities she is being presented with. She attended MegaFair and found many things she would like to join such as Woman In Business and Best Buddies. Melissa is also interested in rushing a sorority second semester. Before this process begins, she wants to do some research on the chapters around campus. Melissa is hoping to find information about their sisterhood, philanthropy, history, and anything else they have to offer.

Goals:

Melissa wants to learn information out about each chapter before she begins the formal recruitment process.

Frustrations:

Melissa is looking at many sites for all the chapters on campus. She wants to find a website that really grabs her attention and stands out from the rest.