



DARWIN JOHNSON

Non-Major Interested in Joining the STC Club

"I'm trying to learn more about the major from real students"

Darwin is a 20-year-old African American male. He grew up in Michigan with his immigrant parents and four younger siblings before moving to Iowa State, where he lives in a dorm. He is in his sophomore year studying Mechanical Engineering at Iowa State, but he added a Technical Communication minor at the beginning of fall after his advisor suggested it. He loves reading and writing in his free time, and he is curious about where he could go with a degree in Technical Communication if he switched his major.

Goals

- Learn about how the club can enhance his communication.
- Meet people in the technical communication major to help in decision making.
- Find out if meetings fit into his busy academic schedule.

Questions

- Is the club only for technical communication majors?
- Do you talk about what the major is like?
- How often do you meet?

Decision Influences

- The opinions of his family and friends are very important, so he looks for testimonies from real people.
- He has lots on his plate, so a bit time commitment will be a deterrent.

Communication Expertise

Minimal

He has spent some time in technical communication classes, but he has never heard of STC. He is planning to attend a club meeting to learn more. He wants to grow his knowledge.

Darwin has extensive experience with technology as an engineer, primarily desktop focused.



CARRIE RICHARD

Major Interested in Joining the STC Club

"I want to connect with other students in my major"

Carrie is a 21-year-old Caucasian female who grew up in Pella, Iowa in a middle-class family. She lives off campus in an apartment with three other women, and she is a social butterfly. She is a junior in technical communication, which she loves because she gets to connect with many different people to collaborate on projects. During online classes, she didn't get to meet many other students in Technical Communication. By attending STC meetings, she is hoping to make friends in her major and participate in more fun activities.

Goals

- Make friends with other Technical Communication majors.
- Find information for the next few meetings to mark in her calendar.

Questions

- How many people attend meetings?
- What time do you meet?
- Is there any opportunity to work on real, community-focused projects?

Decision Influences

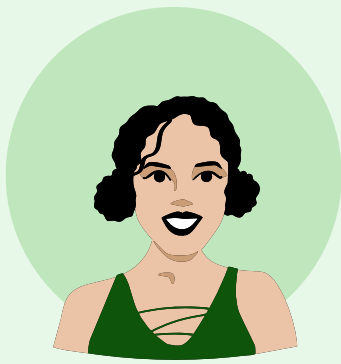
- Her calendar fills up fast, so she needs to know about meetings far in advance.
- She is looking for a fun activity to connect others but isn't interested in rigorous academic work.

Communication Expertise

Moderate

She has spent quite a bit of time in classes and working with groups. She doesn't know about STC, but she does know technical communication! She is going for social, not academic reasons.

Carrie has lots of experience using a mobile phone to keep track of her schedule.



EMILY SMITH

Master's Student Interested in Joining the STC Club

"I'm hoping to network and develop professional skills"

Emily is a 24-year-old biracial female who is currently pursuing her master's degree in RCPC. She already has a bachelor's degree in English from William and Mary, and she is focusing in on technical writing for her thesis. She grew up as an only child in Boston, so she has lots of experience interacting with older adults and sometimes feels out of place among students. As she approaches graduation, she is thinking more about adding to her resume and skill set and considering professional paths.

Goals

- Find information on professionals who will be sharing with the club.
- Learn about what tools club activities can help her develop.
- Prepare to join STC.

Questions

- What opportunities are there to develop new skills?
- Will I get to meet anyone working in the field to hear about opportunities?
- How does joining STC impact my career path?

Decision Influences

- She is very career-focused, so everything she does has to have visible benefit for her professional path.
- She wants to put effort toward building new skills and connections, not socializing.

Communication Expertise

High

She has spent many hours learning about different types of communication, including STC. She is exploring different options to continue building her already advanced skill set.

Emily alternates between using a cellphone and desktop.



HARRY WATSON

English Professor Recommending the STC Club

"I want to recommend activities to my students"

Harry is a 46-year-old Caucasian male with a wife and three children aged 10, 7, and 3. He has been teaching at Iowa State for 15 years. He is originally from Kansas City and got his Bachelor's degree from Kansas State. After working for a construction firm for 6 years, he returned to school for additional degrees so he could teach. Because of his professional experience, he teaches business communication and proposal writing, and he wants to recommend writing-focused clubs to his students with the goal of growing the English program.

Goals

- Collect information on the club to pass along to students.
- Encourage students to add a major or minor in a communications subject.
- Learn about opportunities for faculty to participate.

Questions

- Can people outside the English department join?
- Are there any flyers or other resources I can include in an announcement?
- What are the details of the next meeting?

Decision Influencers

- He wants to recommend clubs to students of all majors, so he's looking for inclusive activities.
- Because information is conveyed in announcements, he wants to give clear next steps for an intuitive site.

Communication Expertise

High

He has been teaching for many years after being a student, so he has participated in many academic activities from a variety of roles. Communication is his everyday work, so he knows lots.

Harry almost always uses his desktop while he's at work.