

### **PARENTS:**

- Looking for?
  - Benefits
  - Future opportunities
    - “ROI”
  - Results
- Wants straight-to-point content
- For website
  - 1. content
  - 2. results
  - 3. membership cost

### **STUDENTS:**

- Social events (calendar)
- Why join?
- Sense of belonging
- Social media
- Professional mentors
- Weekly? Meetings

## **EXISTING PRSSA MEMBER**

*Jordan Smith*

- Front Card: background information
  - Location: Arlington, TX
  - Region: urban
  - Work: Waiter at On The Borders
  - Age: 19
  - Quote: “Perfection is impossible; just strive to do your best.”
- Back Card
  - Personality
    - Introvert-Extrovert 7
    - Analytical-Creative 6
    - Comprehensive-Liberal 8
    - Passive-Active 8
  - Channels
    - Social media 8
    - Internet/mobile apps 9
    - Newspaper 2
    - Email newsletters 3

## **PARENTS**

*John Smith*

- Front Card: background information
  - Location: Fort Worth, TX
  - Region: urban
  - Work: masters in social work, working in field for 27 years
  - Age: 52 years old
  - Quote:
- Back Card
  - Personality
    - Introvert-Extrovert 10
    - Analytical-Creative 3
    - Comprehensive-Liberal 2
    - Passive-Active 8
  - Channels
    - Social media: Facebook

- Internet/mobile apps: CNN, stays up to date on all current events
- Newspaper: subscribed to new york times and wall street journal
- Email newsletters

### **OTHER MAJOR NON-MEMBER**

*Mary Jane*

- Front Card: background information
  - Location: Pantego, TX
  - Region: urban
  - Work: Cashier at Krogers
  - Age: 22
  - Quote: “The only courage that matters is the kind that gets you from one moment to the next.”
- Back Card
  - Personality
    - Introvert-Extrovert 3
    - Analytical-Creative 8
    - Comprehensive-Liberal 4
    - Passive-Active 5
  - Channels
    - Social media 4
    - Internet/mobile apps 7
    - Newspaper 1
    - Email newsletters 5