

# Personas

## Steven Hutchins



**Age:** 39 years old

**Century College association:** parent

**Other details:** married, account manager

**Background:** Steven and his wife Lisa are liberal arts college graduates, happily married with daughter Charlotte, son Oscar, and rescue dog Ava. They live in a single-family home in a middle-class suburb. Lisa's job as a nurse means she is away more often than Steven, who works from home.

Sixteen-year-old Charlotte is soon to be a junior at the local public high school. She doesn't have a career focus yet and is under-stimulated by her high school classes, leaving her with the capacity for more. Though Lisa has no direct connection to Century College, she knows of it through some of her colleagues who went through their nursing program and has suggested that they look into PSEO courses for Charlotte.

Steven and Lisa are not necessarily concerned with tuition amounts, credit transfers, or getting Charlotte a head start in secondary education. Instead, they want her to have interesting, life-building experiences to expand her horizons and supplement her high-school experience. If the courses end up being transferrable or helping Abbie decide on a career, all the better.

**Use Scenario:** Steven wants to know what PSEO courses are offered at Century. He is hoping there is a wide variety so that they can discuss with Abbie whether she wants to take business courses, trade skills courses, or both. He wants an overview list that is easy to scan but also a more detailed list for when they delve into the specifics of a certain course. He will access these pages from his desktop but when he forwards them to Charlotte, she will access them on her iPhone. They will also print the course list so that they can mark it up with notes.

## Maxwell Alvarado



Age: 19 years old

Century College association: current student

Other details: single, lives at home

**Background:** Max is a first-generation college student, and his ultimate plan is to graduate with an engineering degree from the U of M. His parents dutifully saved enough money for two years' tuition at the U, so he is saving money by taking some general credits at Century before transferring. He is currently in the middle of his first year at Century and paying the tuition via a student loan.

**Use Scenario:** Max is deciding whether he transfers to the U this year or stays one more year at Century. While the decision is largely financial, Max wants to consider what classes he could/would take next year if he stayed, how/what credits would transfer to the U, and how applicable they are to his career aspirations. He's doing the research on his laptop.

## Marjorie Hanson



Age: 57 years old

Century College association: prospective student – adult education

Other details: retired, divorced

**Background:** Marjorie is a young grandma who likes to stay active and hip. She was lucky enough to retire early; after the stress of a contentious divorce and decades as a computer programmer, she has finally settled in her new single-family home in south Minneapolis.

With an eagerness to spend more time outdoors, she is interested in focusing her new-found freedom and spare time on maintaining her new yard, starting flower and vegetable gardens, and perhaps volunteering at a local park or nursery. She knows she can learn a lot through her own internet research but would like to take her knowledge and experience a step further by taking horticulture classes.

**Use Scenario:** Marjorie is researching several options for horticulture classes, starting with a basic google search. There are classes at neighborhood community centers, nurseries, and higher learning institutions, all with varying degrees of investment and outcome. As she compares the options, she would like to know the types of horticulture classes offered at Century, how they fit into a program (in case she decides to actually get a certification or degree), their cost (though not a huge consideration), and what it takes to apply.

# Scenarios

## Working Adult

1. Wanting to change careers, you've decided you want to pursue Nursing and heard that Century offers Nursing classes, but you don't know much else about it or when it would be appropriate to apply. Go to the Century college website and find information on Century's Nursing education options and when you should apply.
2. Once you are at the nursing page, find the information about what courses you need to take to get a degree.
3. You are applying to Century College so you can become a nurse. When do you need to complete your application to start in Spring semester?
4. *For this scenario task, assume you are a recent immigrant to the U.S. - You want to apply for jobs, and you know an Academic English Proficiency Certificate will help you apply for certain roles. Find out if the Academic English Proficiency Certificate is offered at Century College. (Should end up at [http://catalog.century.edu/preview\\_program.php?catoid=9&poid=1924&returnto=443=366](http://catalog.century.edu/preview_program.php?catoid=9&poid=1924&returnto=443=366).)*

## Current Century Student

1. You are a Century student, but you want to finish your four-year degree at one of the other Minnesota State schools. Starting on the Academics page, find the program page for the Accounting program that allows you to do this. (Should end up at [http://catalog.century.edu/preview\\_program.php?catoid=9&poid=2123&returnto=443](http://catalog.century.edu/preview_program.php?catoid=9&poid=2123&returnto=443).)
2. You are a Chemistry student and you need to plan next semester's classes. Check if Organic Chemistry II (CHEM 2042) is available for Spring 2021. (Since the Fall 2021 catalog is not available when we are doing this test, you should search in Spring 2021 instead.)
3. You are going to graduate at the end of Spring 2021 semester. You are excited, but you cannot now remember when you need to send in your application to graduate. Find the steps you need to complete in order to graduate and receive your diploma.

# Scenario Tasks

1. Your family just moved to Minnesota from South Texas and your parents only speak Spanish. Your mother would like to take classes that teach English as a second language. From the /academics page (opened for you), find out if Century College offers any ESL classes.

**Completed task:** Yes it does (<https://www.century.edu/programs/english-speakers-other-languages>)

2. What ESL courses are being offered right now?

**Completed task:** ESOL 0021 - Grammar and Writing II, ESOL 0022 - Reading II, ESOL 0023 - Listening and Speaking II  
([http://catalog.century.edu/search\\_advanced.php?cur\\_cat\\_oid=9&search\\_database=Search&search\\_db=Search&cpage=1&ecpage=1&ppage=1&spage=1&tpage=1&location=33&filter%5Bkeyword%5D=ESL](http://catalog.century.edu/search_advanced.php?cur_cat_oid=9&search_database=Search&search_db=Search&cpage=1&ecpage=1&ppage=1&spage=1&tpage=1&location=33&filter%5Bkeyword%5D=ESL))

3. Your mother would like something more than just individual ESL classes to put on her resume; what is the least number of credits she can take to complete a program?

**Completed task:** 16 credits (<https://www.century.edu/programs/academic-english-proficiency>)

4. Your mother has already passed a course called ESOL 0051. Does that qualify her to enter the Academic English Proficiency Certificate program?

**Completed task:** No, she needs to pass ESOL 0052 as well  
([http://catalog.century.edu/preview\\_program.php?catoid=9&poid=1924&returnto=443=366](http://catalog.century.edu/preview_program.php?catoid=9&poid=1924&returnto=443=366))

5. You have questions about the Certificate program that aren't answered on the website. Who could help you with those questions?

**Completed Task:** Martha Dornbush  
(<https://www.century.edu/programs/academic-english-proficiency>)