

Married COLLEGE SWEET HEART
 -IT'S HOT- MEXICAN FOOD
 Enjoy a GOOD deal! →HECK YA!

facebook FAN! 👍
 M-Uber MOM WHO SHUTTLES TEENS
 #s GEEK
 Loves REALITY TV

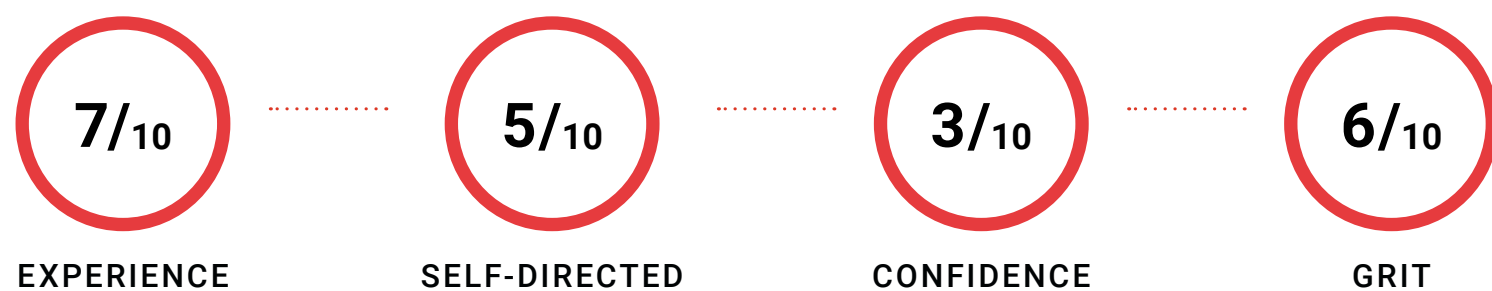


RACHEL

THE WORRIER

DEMOGRAPHICS

AGE: 36
 LOCATION: Illinois
 MARITAL STATUS: Married
 KIDS: 2
 JOB: Office admin (transportation company)
 SALARY: \$34,000
 EDUCATION: 2 years of college



GOALS

- » Go back to school and finish accounting degree
- » Earn degree in as little time — and cost — as possible
- » Earn more
- » Transfer previous college credits

FEARS

- » How can I find the time in my busy schedule?
- » Can I afford to go back to school?
- » Will I get support since I've been out of school for a long time?
- » How will I juggle work, family and studies?
- » Am I cut out for school?

“ I want to show my kids it’s never too late to pursue your dreams. ”

I was halfway through my accounting degree when I found out I was pregnant. I married my college sweetheart and, after the baby was born, dropped out of school to work full time to help support my family. I’ve been working ever since as an administrative assistant at a transportation and logistics company. I also do some bookkeeping work there, which I love.

Fast-forward 16 years. Now I want to apply for the soon-to-be-vacated office manager role so I can earn more and work with my company’s finances. I want to go back to school to finish my degree in as little time (and cost) as possible, but I’m worried — about the cost, about going back to school after so many years and about being able to juggle everything while raising two teenagers. I’m overwhelmed and wish I could talk to someone who can answer questions without pressuring me to enroll before I’m ready.

UOPX | PERSONA



WANTS TO Lose 15 lbs. **34** medical OFFICE manager **Engaged** ONLINE Shopper

Reads SHAPE Magazine She's a Camper FAN!



AMANDA

THE PRAGMATIST

DEMOGRAPHICS

AGE: **34**
 LOCATION: **Alabama**
 MARITAL STATUS: **Engaged**
 KIDS: **0**
 JOB: **Medical practice manager**
 SALARY: **\$40,000**
 EDUCATION: **1 year** (community college)



GOALS

- » Get a degree in healthcare administration
- » Transfer in community college credits
- » Learn from experts in my field

FEARS

- » Is the cost of education worth it?
- » Will I get help with career placement after graduation?
- » Will I get a solid education?

“ I can’t move up in my job or earn more money without that piece of paper. ”

My fiance and I eventually would like to have kids, but not until things improve financially for us. I went to community college for a year but was eager to get started with my life and dropped out. I got a job as a receptionist at a medical practice and, after several years, worked my way up to become the office manager. Without a degree I can’t move up any higher or earn any more money.

I like working behind the scenes in healthcare and think a degree in health administration might be a good fit. I’d like to be taught by experts who do what I want to do. The cost of college is a big concern. If only there was a school that could guarantee me career placement after graduation. If the cost of education is really worth it, then schools should put their money where their mouth is. I hope I can transfer in my community college credits so I don’t need to repeat classes I’ve already taken. Right now, my only option is an online program, but that doesn’t bother me since I do almost everything online, including shop and pay bills.

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TRAINED *Security* GUARD & READY

HE'S MARRIED
AGE **33**

UNITED STATES
ARMY
VETERAN

BABY *On the way*
FIELD & STREAM READER

Aspiring
MANAGER
NEEDS A DEGREE TO ADVANCE

Fast food
NOM
NOM
NOM

“MADE IN USA”
*** FAN ***

NFL
FANATIC



THOMAS

THE INDEPENDENT

DEMOGRAPHICS

AGE: **33**

LOCATION: **Arizona**

MARITAL STATUS: **Married**

KIDS: **1 (on the way)**

JOB: **Security guard**

SALARY: **\$27,000**

EDUCATION: **1 semester of community college + military experience**



GOALS

- » Earn my criminal justice degree
- » Move up into security management
- » Keep weekends for family
- » Save on tuition using military benefits

FEARS

- » Will I make enough to take care of my family?
- » Will I be able to spend weekends with them?
- » Can I afford what military tuition benefits won't cover?
- » Will I be micromanaged?
- » Will I be able to receive accommodations for my disability?

“I need a school that’s credible but also affordable.”

I served two tours in Iraq with the Army. The military taught me to be independent, disciplined and structured. I was honorably discharged, but struggle with cognitive issues from my time on the battlefield. I currently work in private security for Allied.

Before the military, I took a few community college classes. Today I’m older, wiser and more motivated. I can get a job working as a manager for Allied, but I’m going to need my Criminal Justice degree. I want to take classes after work and keep weekends open for my family. I’m also looking for ways to save on school – whether it’s my veterans benefits, or previous credits I can transfer in. I don’t need handholding. Just give me the assignment and I’ll do the rest!

UOPX | PERSONA



Single MOM
 NO Time TO WASTE
 + RN +
 Bravo binger

Coupon Clipper
 ATL Hawks FAN
 OUTLET Mall
 SHOPPER
 LITTLE BOY = Pride & Joy



STEPHANIE

THE HEROIC PROVIDER

DEMOGRAPHICS

AGE: 45
 LOCATION: Georgia
 MARITAL STATUS: Single
 KIDS: 1
 JOB: Registered nurse
 SALARY: \$71,000
 EDUCATION: Bachelor's degree



GOALS

- » Provide for my son
- » Earn a degree online
- » Make more money
- » Prepare for the future
- » Save for my son's college and my retirement

FEARS

- » Am I cut out for online classes?
- » Am I too old to go back to school?
- » Can I afford this if I'm still paying off old student loans?
- » Will it take away time from my son?

“ Getting my master’s degree would open new career opportunities – and allow me to better provide for my son. ”

My son, Josh, is my pride and joy. I'd do anything for him. When his dad and I split up, raising Josh fell to me. I was working a low-wage job at the time. Thankfully, my mother was there to step in while I completed nursing school. I worked nights for four years before moving up to day shift. Although I make a good living, a single paycheck doesn't go far enough.

There's an opening for head of Clinical Practice at the hospital, but it requires an MSN. Betting on myself at age 45 isn't easy. I worry about taking on more student loans, but I also know a master's is my best shot at the future I want: one where I can save for Josh's college education and fund my own retirement. I've never been afraid of hard work. I just wonder, will the hard work be worth it?

UOPX | PERSONA



Family
FIRST
GO
getter
"HEY,
Alexa"
☀️



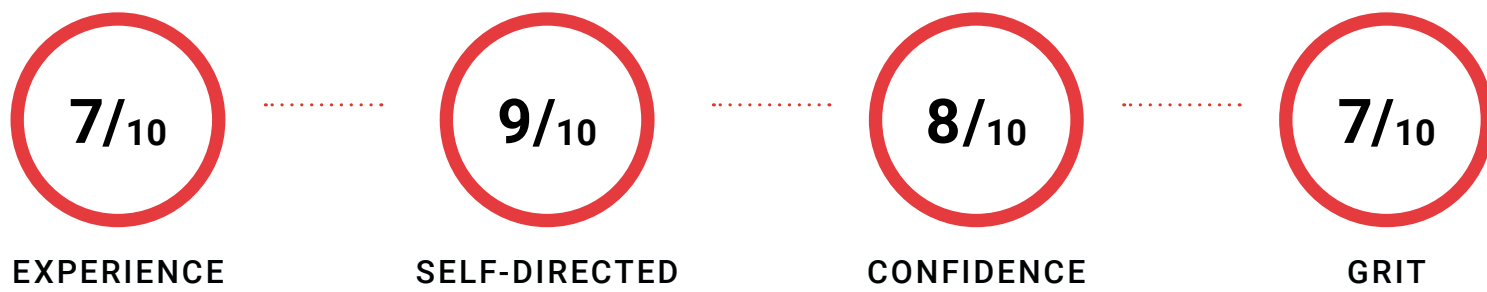
Dreams OF BECOMING a VP
PAID my WAY THROUGH school
manager @ Verizon
INSPIRED by FOOD Network
amazon prime SHOPPER | ding

CHRISTINA

THE CAREER CLIMBER

DEMOGRAPHICS

AGE: 36
 LOCATION: Nevada
 MARITAL STATUS: Married
 KIDS: 2
 JOB: Marketing manager
 SALARY: \$70,000
 EDUCATION: Bachelor's degree



GOALS

- » Earn my MBA
- » Keep family first
- » Become a marketing VP
- » Network while I'm in school

FEARS

- » Am I getting passed up for a promotion?
- » Will I have to sacrifice spending quality time with my family?
- » Do I have to take coursework with no practical value?

“ I don't want not having a piece of paper to come between me and a promotion. ”

I'm blessed to have a loving husband of eight years and two amazing kids. Not to mention a career I love as a marketing manager at Verizon. I never thought I'd be saying this, but I'm thinking of getting my MBA. Luckily, my employer offers tuition reimbursement. Many of my colleagues have their master's, and I'm every bit as qualified as they are. I don't want not having a piece of paper to come between me and a promotion.

My biggest concern is how to fit school into my already hectic life. My duties as a wife and mom come FIRST, before anything else. That means if I need to take time off to enjoy spring break with my kids, I'll do it. The idea of an accelerated executive MBA program learning with other experienced professionals appeals to me, but most of those online programs have a residency requirement. I want to learn from knowledgeable faculty, and work on meaningful assignments that have practical value.

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DIY TECHIE

alien ENTHUSIAST

IT

HELP DESK

GARAGE

GAMER

VIDEO

GAME

MAGAZINE

READER

1 SON

31 YEARS OLD

DREAMS OF WINNING THE LOTTERY

HISTORY BUFF

TROY

THE PASSIONATE PATHFINDER

DEMOGRAPHICS

AGE: 31

LOCATION: Texas

MARITAL STATUS: Divorced

KIDS: 1

JOB: Help desk tech

SALARY: \$28,000

EDUCATION: 9 community college credits



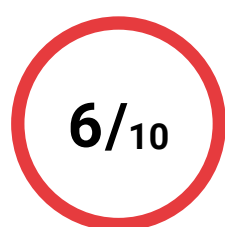
EXPERIENCE



SELF-DIRECTED



CONFIDENCE



GRIT

GOALS

- » Get a focused tech career
- » Find a customizable tech program
- » Secure scholarships to help cover the cost of school
- » Go to school while I'm working

FEARS

- » I'm not sure which path is better — a degree or certificates?
- » Will I be able to take on student loan debt?
- » Are there very many degree options available?

“ Who knew that garage gameplay could turn into job skills? ”

When I was 15, my parents got me a computer. I ended up using it for everything but school. I got into garage gaming and setting up dedicated servers – little did I know these were actual job skills. I've always been into technology.

Following high school – and a stint in community college – I did a few years in construction, which was when I met my ex. Together we have a son, Dylan, whom I love (and see every weekend). I wanted to be a better provider for Dylan, so when a help desk role opened up, I jumped on it. I'm just as smart as my co-workers, but I don't have the education for any of the higher-up jobs at my company. So, I'm looking for the option to customize my program, but I can't decide between a college degree or a few industry certificates. But equally important is not relying on loans to pay for school.

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