

# Program Personas

Each program has a unique student profile that relates to the type(s) of prospective students the program attracts. In marketing, these student profiles help to clarify market segments and are referred to as “program personas”. These program personas define the audience specific messaging and tone required to effectively communicate with perspective students.

*A program can have more than one persona, for example:*

**Program:** Advertising and Marketing Communications Management Program

**Tone:** Engaging, Web-Friendly. I.e. Use active voice, pronouns and contractions

**Persona(s):** Peter Practical, Gracie Gapyear, Chris Credential

The Advertising and Marketing Communications Management program attracts both direct and non-direct applicants, which is why three personas have been identified. Below are the attributes of each persona.

## Peter Practical – Direct

- Lives in the National Capital Region and can commute
- Is **about to graduate high school** and wants to stay in the Ottawa region for a number of reasons
- Peter has **some ideas** about what he wants to study so he needs information about options
- His decision will depend in large part on the careers that his interests will lead to
- Peter wants to know why college rather than university is a better choice

## Gracie Gapyear – Indirect

- Gracie **been working** since graduating high school to save money
- She is far more likely to be from the National Capital Region and is ready for postsecondary education, but wants to avoid moving
- She has a clear idea of her interests and career goals
- Gracie has a **clear idea** of what she wants to study and needs information on the programs
- She is especially interested in **career options and pathways**, as well as **employment rates**

## Chris Credential – Indirect

- Chris works and needs to **upgrade his skills** to further his career
- Chris may already be in a steady relationship with children
- He wants to **avoid debt**, and his family is unable to provide help
- He has built a life in the National Capital Region and **doesn't want to move**
- He has a **good understanding** of the field he's interested in and **the credentials** he needs, so he wants to know about the programs
- He wants to know about **co-op opportunities, on-line, or part-time options** if available

# Additional Program Personas

## Dongmei (Mei) Driven

– Direct, out of catchment

- Lives **outside of Ottawa** in Ontario.
- Is **about to graduate high school** and is prepared to move to attend the best school for her program
- Mei is most interested in the **career and job prospects** of the programs she's interested in
- She wants to know about the campus and student community, including sports, facilities and residences, and **what Ottawa has to offer**
- She wants to know about **financial aid** information, including awards, grants and bursaries.
- Mei has started the information gathering process from all the schools she is considering in order to compare

## Mary Mature – Indirect

• Mary is **middle-aged and has been downsized or is returning to the workforce** or is dissatisfied with her current career and considering a change or second career

- Mary may have children still at home or may be a single parent, so **can't move and she will need financial assistance**
- Part-time, in class or online are important options for Mary
- Mary may not be sure what she wants to do, so she will be interested in tools that help her understand what's open to her and what matches her interests, skills and job needs
- Mary wants to know if she can take her **studies part-time** and what that does to her path towards a good job
- She wants to know about what **support programs** are available to her

## Beth Bachelor – indirect

- Beth is far more likely to be **from the NCR**
- She has **completed a university degree** and realizes that she **needs specific skills training** to obtain a good job
- Her parents won't pay and she wants to avoid too much debt
- Beth needs help understanding what's open to her and what will match her university education, interests and career ambitions
- She is especially **interested in career options and employment rates** in her field of interest
- She wants to know about financial aid information
- Beth wants to know about the campus and the facilities

**NOTE:** Most program coordinators are aware of the student profile for their program. If you are unclear about which persona(s) applies to your program, please contact your Faculty Marketing Specialist.

# International Persona

## Yanlin Fong – International

- Yanlin and his parents want him to have the opportunities offered by a **PSE education abroad**
- With the help of agents in China, they have determined that Canada and Ontario are the right choice for them
- The family knows Chinese nationals in Ottawa and are looking at Ottawa schools
- Yanlin wants to know **how Algonquin can help him get a job in Canada** when he is finished
- He is interested in the range of programs offered
- He wants to know about the campus, its facilities and his residence/boarding options and how transit works
- He wants to **hear testimonials from other international students about AC and Ottawa**, both academic and life aspects
- He wants to know what he needs to qualify for entry
- He and his parents want to know the **exact process steps for applying for a visa, applying to AC, applying for accommodations, paying fees etc.**
- He wants to know that Canada, Ontario and Ottawa are the right choice for him.
- Website and international viewbook will be an important tool