

# Anna

*Needs to finish a degree* | 38-year old. Mother to a 12-year old child, not married. Has a full-time job as a nursing assistant. Has a HS diploma and some community college courses. Needs additional credentials to advance in her job and earn higher income. Wants to provide for her child, including possible future higher education.

	Awareness (needs, opportunities, threats; fear/security)	Seeking (searching, discovery)	Sorting (matching)	Selecting (choosing of education offerings)	Learning experiences	Leveraging (learning to get new or better work)
<b>Stages</b>  (Activities & Behaviors)	<ul style="list-style-type: none"> <li>Anna knows that many of her friends have started saving for their children’s college.</li> <li>She wants to be able to help her daughter and knows she’ll need a raise in order to achieve this goal.</li> <li>Anna has been passed over for promotions in the past because she has not completed her degree.</li> <li>She talks to her manager about getting a raise or promotion. Her manager tells her that their employer has partnered with a company that offers special concierge services to help employees find programs to upskill for the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>Anna follows up with the concierge service to get more information.</li> <li>While this is exciting for her, she is worried about how she can manage a full-time job, take care of her daughter, and go back to school.</li> <li>She knows one of her coworkers went back to school while working full-time and asks her coworker for some information.</li> <li>Anna’s coworker tells her that she is going through an online program that she completes in the evening at home.</li> </ul>	<ul style="list-style-type: none"> <li>Through the concierge service, Anna finds there are a few options that will allow her to customize and gain additional credentialing towards certificates and, ultimately, a degree.</li> <li>She works with the concierge service to submit interest forms.</li> <li>She is still worried about the cost but finds out her employer has partnerships with a few of the programs which will allow her to get reduced tuition and reimbursements as long as she maintains good grades.</li> <li>Anna confirms this with her manager, who is encouraging and supportive.</li> </ul>	<ul style="list-style-type: none"> <li>Anna applies to a few programs. She’s not confident she’ll be able to enroll but wanted to have the option available.</li> <li>She talks to her daughter to discuss some possible upcoming commitments.</li> <li>Anna’s coworker continues to be supportive and shares more of her experiences with Anna.</li> <li>Anna decides to enroll and starts orientation. She is assigned a small cohort who will be with her throughout her program. She finds out that a number of her classmates is facing similar challenges as she.</li> </ul>	<ul style="list-style-type: none"> <li>Anna starts her courses, which are scheduled in the evenings and weekends. Her prior experience causes her to worry a bit, but she is glad for her cohort. They all have goals similar to her and are really supportive.</li> <li>Anna finds that coursework is not easy, but being able to focus on getting certificates along the way keeps her motivated through difficult coursework.</li> <li>She will be able to apply the certificates she earns to her work as she earns them.</li> <li>Each semester, she gains more skills and confidence.</li> </ul>	<ul style="list-style-type: none"> <li>Anna finds that she is able to use many of the skills acquired in her workplace. She shares this with her manager. These certifications help her gain increasing responsibilities. She even got her a promotion after her first certificate.</li> <li>As Anna gets closer to completing her bachelor’s, she starts to seek out bigger promotional opportunities. She knows that once the degree is completed, she’ll be a competitive candidate.</li> <li>She continues to gain confidence and is now considering earning more credentials and ultimately a master’s degree.</li> </ul>
<b>Feelings &amp; Needs</b>  (Emotional Highs & Lows)						
<b>Opportunities</b>						

# Carlos

*First to college* | 18-year old with a HS diploma. Works as a part-time Uber driver and will be first in his family to attend college. Active social media user, limited resources for education expenses. Wants to go to college to find a well-paying job in the Music and Arts industry.

	Awareness (needs, opportunities, threats; fear/security)	Seeking (searching, discovery)	Sorting (matching)	Selecting (choosing of education offerings)	Learning experiences	Leveraging (learning to get new or better work)
<b>Stages</b>  (Activities & Behaviors)	<ul style="list-style-type: none"> <li>Carlos just finished high school and is thinking about going to college like some of his friends, but he doesn't know what he wants to do in the future.</li> <li>He enjoys Music and Arts but isn't sure what career options there are in this industry.</li> <li>He currently works part-time as an Uber driver to earn some extra cash to help his family.</li> <li>He knows his dad has struggled in getting a promotion because he doesn't have a degree. Carlos doesn't want to be in this same situation but there is a lot of uncertainty in his future.</li> </ul>	<ul style="list-style-type: none"> <li>After seeing more of his friends' social media posts about their college, he decides to search online for more information.</li> <li>Carlos is overwhelmed with the options available: community college, universities, certificates, online schools, private, public, and more.</li> <li>No one in his family has attended college before and the process appears daunting to him.</li> <li>Carlos sees the costs of some programs and this causes him to worry. He's not sure if a part time job will be enough to pay for college and help out around the house.</li> </ul>	<ul style="list-style-type: none"> <li>Carlos submits interest forms online and is overwhelmed by sales-like calls and emails and brochures. He also starts to see many ads all over his social media sites with even more programs.</li> <li>Carlos texts some trusted friends to try to get himself oriented. Some of them are in college and are helpful in helping sort through the information.</li> <li>They also provide him with some opinions on what he should study, although, he's not sure if he wants to pursue some of their suggestions. He's overwhelmed but moves forward.</li> </ul>	<ul style="list-style-type: none"> <li>He wants to start as soon as possible but cannot. He'll need some time to save some money and get ready.</li> <li>He shares with a few friends his financial limitations and they suggest he contacts counselors at the colleges to get information regarding financial supports.</li> <li>Carlos decides to apply to two local schools and an online program. The schools he applied to all advertise that they have strong affiliations in the Music and Arts industry.</li> <li>Carlos is undecided between his options and seeks out advice from his social network and ultimately decides on the school with ties to Big Brand Music label.</li> </ul>	<ul style="list-style-type: none"> <li>Carlos starts school and meets with his assigned coach. He is told he will communicate with his coach regularly. His coach will be his guide to help develop a course of study and career pathway.</li> <li>Carlos learns he'll be able to take prior-learning assessments which allow him to earn skills-credits before he even begins classes.</li> <li>Although he is having positive experiences at college, his parents worry that he is spending too much time at school and not enough time earning money for the family. This strains his most critical support network.</li> <li>Carlos completes some certifications and starts to build a digital portfolio online.</li> </ul>	<ul style="list-style-type: none"> <li>Carlos's digital portfolio is filled with credentials he earns through his program and through other online offerings he hears about through his peers.</li> <li>Each item he adds to his portfolio motivates him to keep advancing.</li> <li>Carlos attends a Career Fair and is able to expand his network of digital music industry contacts, including a contact at Big Brand Music.</li> <li>Through his network, he secures a couple of short-term contracts he begins work for while still finishing his coursework.</li> <li>Although he enjoys the prospect of work, Carlos is nervous that he only has short term contracts. He is looking forward to obtaining a full-time career in his industry.</li> </ul>
<b>Feelings &amp; Needs</b>  (Emotional Highs & Lows)						
<b>Opportunities</b>						

# Henry

*Honoring cultural heritage* | 18-year old. Attained his HS diploma on the Reservation. Works some construction jobs for money. Will be first in his family to attend college. Very limited support from family and community. Interested in improving social conditions on his reservation and honoring cultural heritage.

	Awareness (needs, opportunities, threats; fear/security)	Seeking (searching, discovery)	Sorting (matching)	Selecting (choosing of education offerings)	Learning experiences	Leveraging (learning to get new or better work)
<b>Stages</b>  (Activities & Behaviors)	<ul style="list-style-type: none"> <li>Henry is very proud of his culture and community but knows that there are some challenges the community faces.</li> <li>He appreciates the construction work, but becomes more aware that to earn a better wage and get more benefits like his manager, he needs to get more training and credentials.</li> <li>Henry is conflicted between his desire to get an education to support his community, and the lack of value his community appears to place in education.</li> <li>Many people he knows distrust schools, particularly schools not on the reservation.</li> </ul>	<ul style="list-style-type: none"> <li>Henry goes to the community library and begins using a search engine to research how he can get more training to get a better job.</li> <li>He also looks up more information about his community and the challenges it faces. He sees that there is substantial development work that needs to be done.</li> <li>While researching, he finds that there are some programs in the construction field. He tries to get more information on these programs and contemplates how he might be able to give back to his community.</li> <li>Although he enjoys gathering information and talking with students, he feels alone in his community.</li> </ul>	<ul style="list-style-type: none"> <li>Henry finds that there are limited college options close to where he lives. His family does not have the resources for him to go away to college.</li> <li>He finds that there is a Construction Management Certificate program that he can complete online. He is excited about this but is worried that he won't get "the full college experience".</li> <li>Henry knows that the community library recently got broadband, so he will be able to do the online coursework ... if he can schedule time around his work hours.</li> <li>He decides to ask the local librarian to help him navigate the application process.</li> </ul>	<ul style="list-style-type: none"> <li>After applying, Henry receives a notice stating he may be eligible for financial assistance to pay for the certificate program.</li> <li>He still worries about the financial situation, however, since he will have to save up money to purchase books, and he won't have as much time to work.</li> <li>An enrollment counselor reaches out to Henry and talks with him over the phone about the program, including the time it'll take to complete it part-time. They also talk about the opportunity for advancement after he gains the certification.</li> </ul>	<ul style="list-style-type: none"> <li>Henry begins taking classes online. His first term goes alright, though the pacing is very different from high school.</li> <li>Henry's subsequent terms are more difficult, and he almost drops out.</li> <li>On one occasion, he has to put his program on hold due to family needs. This is overwhelming at times, but fortunately, he was able to talk to the program counselor who says he will be able to resume within a set timeframe without too many consequences.</li> <li>Although originally unsupportive, his parents slowly come on board to support him after hearing him talk about his plans to help their community.</li> </ul>	<ul style="list-style-type: none"> <li>After Henry completes the program, he is challenged with how to apply the certificate.</li> <li>One of Henry's manager knew that Henry was going back to school, and checks on his progress. When Henry informs him that he completed his Construction Management Certificate, the manager helps him get a meeting with a senior manager to get a long-term contract job.</li> <li>Henry is able to quickly apply and demonstrate the skills he learned in his school and eventually he is able to turn his contract work into a full-time job.</li> <li>Henry continues to keep a focus on his community and volunteers on beautification projects.</li> </ul>
<b>Feelings &amp; Needs</b>  (Emotional Highs & Lows)						
<b>Opportunities</b>						