

Persona #6 – Emily the Educator



NICKNAME

Emily the Educator

SENTIMENT

“I chose to go [here] because I wanted to be like the people I knew from [here].”

GOAL CAREER

Teacher

POSSIBLE MAJORS

- Early Childhood Education
- Early Childhood Educational Studies (Online)
- Elementary Education
- Elementary Educational Studies (Online)

PERSONALITY TRAITS

- Self-improving: Driven towards growth, learning, and personal development
- Social: Energized by relationships
- Morally conscious: Highly concerned with doing what’s “right”

CORE NEEDS

- Personal growth
- Uplifting friendships
- Exemplary mentors

WHY SHE CHOSE NGU

1. Degree programs
2. Christian focus
3. Costs and financial aid

OTHER COLLEGES CONSIDERED

1. Anderson University
2. Clemson University
3. University of South Carolina

CUSTOMER JOURNEY

During her college search, Emily already knew she wanted to become a teacher and felt inclined to attend a Christian university. She learned about NGU from a family member or friend. She'd heard NGU's education programs were "solid" or even "prestigious." When she finally visited campus for the first time, she felt at home right away because of the "warm hospitality," "family feel," and "Christ-centered" environment. Her visit to campus seemed to make choosing NGU an easy decision.

BUYING TRIGGER

Emily is a people person. The relationships she sensed at NGU drew her to make a purchase decision. She likely feared that if she chose a larger university, she would miss out on the support, encouragement, and nurturing afforded by close personal Christian relationships.

FAVORITE BENEFITS OF NGU

- Establishing "lifetime" friendships
- Becoming prepared for her "calling"
- Feeling constant "support and love" from her professors

SATISFACTION SCORE

- A-: 91%