PERSONA NAME:

Add a picture and create a fictional name that's descriptive and memorable. E.g., "Anna Adult Learner."

DEMOGRAPHICS

Age:

Location:

Occupation/Employment Status:

Highest Level of Education:

Student personas are a key aspect of any successful enrollment marketing strategy. Use this guide to create individual personas for your target audiences so you can not only understand who they are, but also how to best promote your programs based on their unique needs, challenges, and goals.

GOALS

Why is this student pursuing higher education? *E.g., to progress in their career, make a career change, finish a degree, meet an industry standard, etc.*

1.

2.

3.

PAIN POINTS

What are this persona's main challenges when it comes to pursuing higher education? *E.g., full-time workload, family obligations, finances, etc.*

1.

2.

3.

COMMUNICATION PREFERENCES

Where and how does this student prefer to be communicated with? *E.g., text messaging vs. email vs. phone; in-person vs. virtually; evenings and weekends vs. during the workday.*

1.

2.

3.

SOURCES OF INFORMATION

Where does this student seek out information related to higher education? *E.g., social media, review websites, university/college directories, friends/family members, professional network, etc.*

1.

2.

3.

QUOTES

Interview real students who match this persona and gather quotes to give a voice to your audience. *E.g., "I need the flexibility of an online program, but would love the opportunity for in-person collaboration with my instructors and peers when it comes to major projects and assignments."*

1.

2.

3.

SAMPLE AI PROMPTS

Got writer's block? Use these AI prompts to save time generating details for your student personas, filling gaps, and guiding your marketing messaging. Always carefully review, edit, and verify the accuracy of any information provided to you by AI, and never put personal or private information into AI tools.

"Give me five memorable and creative names for an adult learner student persona."

*"Based on these student pain points, **[paste in list of pain points here]**, which aspects of an online degree would they find the most attractive?"*

"Using these details, create a summary bio for our Anna Adult Learner student persona:
***[paste in worksheet information]**."*

"Here's some information describing one of our student personas, Anna Adult Learner:
***[paste in summary bio]**. Review our degree website **[paste in URL]** and identify any details we're missing that Anna might be looking for when researching our program."*

*"Write an email inviting adult learners to our **[degree/program name]** open house. Emphasize how our program helps students reach these specific goals: **[paste in persona goals]**."*