



JESSICA

Persona | Traditional Student

GOALS

- Wants to be a physical therapist
- Wants to be a part of an active campus with lots of activities
- Getting quality internships is important to her
- Paying for college herself and is researching financial aid options

Status | High School Junior

AGE | 16

GENDER | Female

LOCATION | Minneapolis, Minnesota

BIO

- Runs track and cross country
- Works at the local grocery store
- Parents are divorced
- Has a younger brother and a younger sister
- Involved in multiple clubs through school

CHARACTERISTICS

- Always has her phone with her
- Heavy social media user
- Coddled by her parents
- Impatient and needs an immediate response

MOTIVATIONS

- Earn her degree and get accepted into a physical therapy program
- Wants the full college experience
- Get a job in or around the city after she graduates

PREFERRED CHANNELS

- Online/social media
- School counselor/teachers/coaches
- Friends/family
- In-person via events



AMPERAGE
MARKETING & FUNDRAISING
MOVE THE NEEDLE