

Persona Cheat Sheets
Wake Forest University

Singles | Cheat Sheet

LIFE CONTEXT

First time being fully independent.

Big transition from edu to real world.

Some are pursuing degrees post graduation.

Some are considering potential life partner.

Most sharing apartments or small house; highly concentrated in metropolitan areas.

MOTIVATIONS

A sense of belonging.

Peer influence.

Social Proof.

Guidance and mentorship.

Feeling a part of something bigger.

Specific causes they value (vs. institutions).

VALUES

Physical and mental wellbeing.

Friendship.

Global reach.

Creativity.

Adding value.

QUOTES

"I recently graduated from Wake Forest and am currently transitioning to my life outside of the forest and trying to excel at my new job and meet new people."

"I recently graduated in 2016. As of now, what matters most is that my degree at WFU will help me excel in the workforce and give me better opportunities. Besides that, I think diversity and feeling a part of something bigger is important."

"At this stage in life, having a solid career is important to me. My family and friends are close and I'm looking for a long lasting relationship to share my life with."

"Out of college 2 years and still struggling to get into grad school. Wish Wake had helped more with career planning and preparing us for the real world outside the wake bubble."

"I'm hitting my stride in my field. Motivated to pursue what matters to me: family, love of my job, experiences around the world."

"I'm trying to start a career that will keep me motivated."

"I went to law school after WFU and I'm now working in politics, but I'm still trying to figure out if there's something else I'd rather pursue for a career. What matters most to me is trying to sort through this and feel like I'm on the right path. Also, staying in touch with my friends from WFU is extremely important to me."

"I'm a 30 year old professional living in NYC. At this point in my life, what matters most is working on my career and giving back to organizations that are important to me."

COMMON TRAITS

Aspirational.

Looking for purpose.

Workaholics.

Fast learners.

Open minded.

Progressive.

Short attention span.

MEDIA CONSUMPTION

High mobile activity.

Many on social media.

Drawn to visual media.

Drawn to 'bite sized' content.

PAIN POINTS

Bitter about college debt.

Unfairly targeted with emails.

Think donations won't matter.

Lack of career support.

Getting used to full independence.

New Couple | Cheat Sheet

LIFE CONTEXT

Newly married.
Honeymoon phase.
Most working.
Some planning families.
Highly concentrated in metropolitan areas.

MOTIVATIONS

Excelling in career and personal life.
Connection with spouse.
A sense of duty.
Giving back.

VALUES

Acceptance.
Creativity.
Multi tasking.
Purpose.
Cultural and ethnic diversity.
Succeeding professionally.
Personal growth.
Well-being.
Reputation.

QUOTES

*“My husband I are both **very career focused**. We **work hard so we can play hard**. We **love to travel!**”*

*“I am a **recently married** young attorney. I believe at this stage of my life the **most important things are developing my career and starting a family.**”*

*“**Would love more networking opportunities with fellow grads, currently looking for opportunities for upward mobility in my career.**”*

*“**Being as true to myself and my calling while still being able to meet the practical demands of my life.**”*

*“Being out of state, it is **difficult to remain connected to Wake**. I **love hearing from the school and its students and staff**. Athletics does a good job of providing these touches to keep me engaged.”*

COMMON TRAITS

Intelligent.
Dependable.
Open minded.
Passionate.

MEDIA CONSUMPTION

Proficient and reliant on mobile and other digital platforms.
Many on social media.
Receptive to highly visual, quick and informative content.

PAIN POINTS

Lack of career support.
Recession happened post graduation.
More complaints about solicitation than any other group.
Feel that small donations won't matter.

*“**My wife and I are both alum that both also work for Wake**; because we both work here, we are **very informed, connected, involved, and passionate about what WFU is currently doing**. We know **many of our friends from school would want to be involved and connected with these great things, but are not as well informed about them**. What matters most to me is **making sure we engage our alumni effectively - not just blanket engagement on what the school wants/needs, but targeted engagement on what was/is important or of value to them as individuals.**”*

Young Family | Cheat Sheet

LIFE CONTEXT

Pregnancy. Children. Little sleep.

New roles of mother and father.

Busy. Stressed. Zero free time.

Shuttling kids to daycare and/or school.

Purchasing a house to accommodate growing family.

Increasing financial needs.

MOTIVATIONS

Bettering the lives of others.

Acceptance.

Recognition.

VALUES

Children/Family.

Relationship with spouse.

Guidance and support.

Paying it forward.

Education.

Life-long friendships.

Lasting memories in children.

Work-life balance.

Time alone.

QUOTES

*"I graduated from Wake Forest in 2004 and am **very proud of my alma matter**. I love meeting high schoolers interested in Wake Forest. **Friends and family matter to me most right now following the birth of my first child.**"*

*"I'm **mid thirties, mid management** in my career, have a husband and two young children. **Ability to manage competing priorities (time mostly)** between family, work, and my personal interests matters most."*

*"48 years old with wife and 2 children 10 and 7. Ailing parents as well. **Keeping a job and taking care of family is paramount.**"*

*"Mid-career and raising 4 children with my wife. **Getting my children through school with exposure to lots of opportunities and positive experiences [matters most].**"*

*"I am currently an assistant professor of Surgery at Duke University Medical Center. At this stage, **my young family and career are my lifelines.**"*

*"**Raising young children. Discerning career next steps. Finding ways to work for good in my community and in the world [matter most].**"*

*"I am **busy being a full time mom and a more-than-full time professional**. Most important to me is **spending meaningful time with my family**, while **protecting and growing the career that worked hard to create before I had a family.**"*

COMMON TRAITS

Thoughtful.

Caring.

Curious.

Good parents.

Admirable character.

MEDIA CONSUMPTION

Proficient and reliant on mobile and other digital platforms.

Moderate social media presence.

Receptive to highly visual, quick and informative content.

Communication on paper has relevance.

PAIN POINTS

Caring for infant children.

Lack of sleep.

Work-life balance.

Job security.

Tired of being solicited with other competing demands.

Full Nesters | Cheat Sheet

LIFE CONTEXT

Future focused.
Adolescents - fostering identity discovery.
Little free time.
Most kids in highschool, some in college.
College search underway.
Utilizing connections with family & friends.
Established in career.
Most live in suburban areas.

MOTIVATIONS

Feeling connected and appreciated.
Coaching and mentoring.
Providing opportunity.
Making daily life meaningful.
Different ways of thinking.

VALUES

Affordability.
Self-confidence.
Integrity.
Respect.
Recognition.
Great teachers.
Cross disciplinary opportunities.
Opportunities for children.

QUOTES

*“In a month we will be empty nesters. I am **looking forward to discovering what the next phase of my life will bring.**”*

*Sent 2 boys to Wake Forest and **most important thing is getting the last one graduated.** He has 6 hours left to graduate!”*

*“I am a physician with 10-15 years left before retirement. **Putting my kids through college is a priority.**”*

*“Engineering grad school after Wake. **Lead large and small technology companies as CEO. Like coaching and mentoring.**”*

*“I **relish good health and enjoy my family and work mentoring students and residents.** My **research endeavors provide everlasting satisfaction** and the feeling I have never really worked is a real gift.”*

*“Father of a high school sophomore. **Concerned with the cost of college for her and what value it will bring.**”*

*“I have **grave concern over the cost of a college education,** particularly at Wake, and fear that Wake will lose great students because of the current cost.”*

*“I am almost 74 years old and have a **20 year old son at NYU. He is the most important thing in my life.**”*

*“**Financial stability and a sense of usefulness and purpose [matter most].**”*

COMMON TRAITS

Realistic.
Financially stable.
Inquisitive.
Trying to be interested in what their kids consider interesting.
Busy professional
Starting to think about retirement.

MEDIA CONSUMPTION

Adjusting to digital and mobile platforms.
High comfortability with print material and email.
Communication on paper has strong relevance.
High computer usage.
Many watch TV and listen to radio.
Some on social media.

PAIN POINTS

High cost of college education.
Ailing parents.
Kids transition from high school to college.
Paying tuition bills/cost of higher ed.

Empty Nesters | Cheat Sheet

LIFE CONTEXT

Big transition, children launched.
More time.
Widening family circle.
Reassessing life.
Considering retirement.
Changing communication patterns.
New grandparents.
Making college payments.
Downsizing house.
Death of parents, aging.

MOTIVATIONS

Curiosity - exploration.
For many, finding purpose & meaning post-career.
Sharing their knowledge and experience.
Providing opportunity for the next generation.
Supporting specific, deeply valued causes.
Helping others.
Making a difference.
Having a positive impact.

VALUES

Trust.
Civility.
Loyalty.
Fairness.
Kindness.
Work ethic.
Life-long learning.
Faith.
Sense of well-being, staying healthy.

QUOTES

*"...At this point in my life, I only want to work on projects that **make a difference in the lives of others.**"*

*"...My priority is **crafting a post career life with meaning.**"*

*"Approaching the end of my full time professional career that certainly was enhanced by my WFU experience. It is **important that I develop a transition plan to engage meaningful and productive next phase while continuing to lead and positively impact my community, state and nation. Of course, staying healthy is a priority.**"*

*"Retired, **curious**, interested in **music, art, history and travel.**"*

*"Still working and not retired, no kids... so **my profession is most important to me...** and of course, my husband! Care about the world, **taking care of the planet**, hoping for peace and **creating a better place for future generations.**"*

*"...I **welcome opportunities to volunteer, tutor, perform office or library services and travel with university groups.**"*

*"Ongoing **personal growth** and enrichment as I head into my 6th decade. **Health. Creating connections across generations. Staying current** and engaged with world issues. **Enjoying life!**"*

COMMON TRAITS

Reassessing life.
Developing new sense of purpose post-career.
Seeking opportunities, trying new things. ...or dedicating more time to career.
Wise. Learned.
Love opportunities to teach life lessons to younger people.
Nostalgic.

MEDIA CONSUMPTION

Communication on paper is equally effective to online outreach.
Developing mobile fluency.
Increasing social media usage.
High computer usage.

PAIN POINTS

Health scares.
Stress on couples.
Increasing medical costs.
Helping children pay off college debt.

Seniors | Cheat Sheet

LIFE CONTEXT

Most retired.
A lot of free time.
No dependent children.
Gradchildren.
Increasing physical limitation.
Death of friends and spouse.
High value in friends and support network.

MOTIVATIONS

Feeling needed and valued.
Inspiring & serving others.
New ways of thinking.
Exploration, new experiences.
Mentoring younger people.
Close friends and family.

VALUES

Simplicity.
Traditions.
Honesty.
Faith.
Ethics.
Service.
Recognition.

QUOTES

“Taking care of family and focusing on what matters most in life. It is a time to exercise my curiosity and explore.”

*“What matters most to me is **giving back..my knowledge, connections, and experience to the next generation of leaders.**”*

*“I am retired and enjoying life. 2 things matter the most: 1. **Telling my story in a way that will inspire others;** and 2. **Giving back to help others, as I was helped.**”*

*“**I attended the first class on the new campus in 1956.** My son graduated in 1984. My grandson hopes to attend WF when he finishes high school.”*

*“Semi retired it's more of a **peace within myself, enjoying my family and reflecting on my career.**”*

*“I was in the class of 57, first one to graduate from the "new" campus. I am now 81 years old and I find, as most older people, **I think a lot of the past.** WF is always in those thoughts. **Most important is my family, my health and friends...many friendships started at WF.**”*

COMMON TRAITS

Aging.
Reflective.
Curious.
Perceptive.

MEDIA CONSUMPTION

Paper is preferred.
Adapting to mobile platforms.
Email usage is moderately high.
Few on social media.

PAIN POINTS

Fatigue.
Medical costs.
Losing Spouse.
Decreasing mobility.