

Smarter Marketing Playbook for Organizational Behavior and Evaluation

SCHOOL OF **SOCIAL SCIENCE,
POLICY & EVALUATION**



Claremont Graduate University

Sebastian “Straight Out of Undergrad”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Sebastian wants to extend his education and earn a STEM designated Master of Science in Psychology. He desires a top-rated flexible program that helps him gain practical experience through projects, internships, or jobs. He would like to improve organizational effectiveness and the work life of all individuals.

GOALS

- Make the world a better place by transforming the workplace
- Be able to secure a job that allows him to live in Southern California

VALUES

- Fun
- Concept of flow
- DEIB

DESIRED EXPERIENCE

- Wants to follow through on what his passion is
- Wants to meet people with similar interest; cohort as community and extended family
- Can work in research lab with advisor

DECISION FACTORS

- Close to family and does not have to move far
- Likes proximity to 7Cs and chance to build new friendships

PROFILE

Age: 21

Geography: Santa Clarita
Family: Partner of 1 year; lives at home with parents and one brother

Undergrad: Loyola Marymount University

Undergrad degree: BA: Psychology

Job/Function: Full-time student; ride-share driver on weekends

Communication Preferences: TikTok, Snapchat, Twitter, Instagram

Interests/Activities: Hanging with friends, frequenting theme parks, pickleball, racial justice

Alternatives: Azusa Pacific University, Pepperdine



Teresa “Time for Career Shift”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Teresa is ready for a career change after working ten years as a manager in a coaching industry. She is interested in learning how to make organizations a better place for all, and is seeking a graduate program that is not solely professionally oriented and includes training in research and evaluation.

GOALS

- Make organizations a better place
- Find herself again after years of devotion to motherhood and an unfulfilling career
- Wants to turn career path into a professional, fulfilling role

VALUES

- Loyalty
- Legacy
- Devotion to family
- Equality

DESIRED EXPERIENCE

- Wants to explore different electives, has time and wants to find meaning
- Wants to learn how to make organizations better places for all
- Wants to come out with a job that earns her more money
- Knows how to implement change in organizations and also evaluate it

DECISION FACTORS

- Wants a program that is not solely professionally oriented but training in research & evaluation
- Specific concentration that builds on general business bachelor's degree
- Beautiful location and intellectually stimulating environment

PROFILE

Age: 40

Geography: Laguna Niguel
Family: Married, one 20-year-old daughter and an 18-year-old-son, cusp of empty nest

Undergrad: UC San Diego

Undergrad degree: BA: Business

Job/Function: 10 years working as manager in a coaching industry

Communication Preferences: Phone, Mail, Email, LinkedIn

Interests/Activities: Sudoku, word puzzles, yoga, baking, environmental causes, feminism, holistic health

Alternatives:

Cal State Long Beach; Loyola Marymount



Isabel “International Achiever”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Isabel is a DEIB-focused degree collector and seeks to earn a second master’s degree. She is interested in a program that is committed to creating or improving socially responsible organizations. Isabel is looking for a rigorous program that is flexible and will allow her to continue to travel.

GOALS	VALUES
<ul style="list-style-type: none">• A second master’s; a degree collector• Wants to take current academic experience to the next level with evaluation and positive psychology courses• Wants to participate in research projects as a student in hopes of publishing an article• Wants to revolutionize the next organization that employs them	<ul style="list-style-type: none">• Spontaneity and passion• Multicultural experiences• Academia and scholarly pursuits• DEIB
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">• Excited about being on campus in a new state with the flexibility of some elective courses online so that she can continue to travel• Academic cohort becoming extended family• Can attend student org and SLDL events	<ul style="list-style-type: none">• Program is more scholarly oriented and rigorous than her previous master’s degree• Small class sizes• Top faculty

PROFILE

Age: 26
Geography: Barcelona, Spain
Family: Single
Undergrad: University of Barcelona, BA: Psychology
Graduate degree: University of Pennsylvania, MA: Applied Positive Psychology
Job/Function: Research/Teaching Assistant
Communication Preferences: WhatsApp, Snapchat, LinkedIn
Interests/Activities: Travel, food tours, maintains blog about experiences in higher ed and international travel, cycling
Alternatives: University of Pennsylvania



Message Map for Organizational Behavior and Evaluation Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

A flexible, human-centered STEM-designated psychology degree for those who are committed to creating or improving socially responsible organizations

Why DBOS?

- Low student/faculty ratio
- Home of “Flow” – the Mike C factor
- Known for Evaluation
- Great location in Southern California

Why the Organizational Behavior and Evaluation Program?

- Only program of its kind in West Coast
- A scholarly-oriented degree with training in organizational psychology, evaluation, and positive psychology
- Opportunity to use MA program as specialization built on general Psych BA or as a springboard into a doctoral program
- Evaluation component and top-notch statistics training

How Does Program Benefit Students?

- Chance to make a difference and better organizations you are already working for
- Evaluation component is what secures employment
- Tight-knit community with low student/faculty ratio

Core Messaging Themes

Target Audience

- University of Pennsylvania students
- 7C Students
- Cal State/UC

- Looking at SIOP Website
- Employees working in coaching industries
- Cal State students

Participate in fieldwork, research, and paid internships at a range of corporations and organizations, including:

- Southern California Edison Company
- Kaiser Permanente
- Orange County Rapid Transit District
- Riverside County Department of Mental Health
- Claremont Evaluation Center
- Institute for Research on Social Issues

Message Map for Organizational Behavior and Evaluation Program (2/2)

[Personas](#)
[Message Map](#)
[Ad Copy Matrix](#)
[Digital Channel](#)

	Why the Organizational Behavior and Evaluation Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	<ul style="list-style-type: none"> • Chance to study with accomplished and available faculty members who want to see you succeed • Will have exceptional training in statistics and evaluation which will secure graduates jobs 	<ul style="list-style-type: none"> • Complex understanding of organizations and workplaces • Ability to implement change and evaluate it • Stats and Methods skills
Proof Points of Messages	Program curriculum In the Field opportunities Student job placement Faculty expertise Alumni success	
Assets Required	Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data	

Smarter Marketing Playbook for MS in Applied Biostatistics

SCHOOL OF
COMMUNITY & GLOBAL HEALTH
 Claremont Graduate University

Christine The Career Crossover

Personas

Message Map

Ad Copy Matrix

Digital Channel

Christine has used her undergraduate degree in information systems to be a successful internet support specialist for LA Fitness. Christine wants to pursue a program to gain expertise in the medical field and use data analytics to improve outcomes.

GOALS	VALUES
<ul style="list-style-type: none">Develop health-related medical expertise in data analyticsUse data to improve health outcomesGain a competitive edge in a growing field	<ul style="list-style-type: none">Improving health outcomesPreventing disease through researchQuality time with her parents
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Field training at a major medical institution, such as City of HopeShepherding a longitudinal data analysis related to her field training	<ul style="list-style-type: none">The opportunity to study under superb facultyCo-publishing with a faculty mentorAbility to study on campus or online

PROFILE

Age: 25
Geography: Diamond Bar
Family: Single, In a relationship
Undergrad: Cal State Northridge
Undergrad degree:BS in Information Systems
Job/Function: Internet Support specialist for LA Fitness
Communication Preferences: LinkedIn, Instagram, Text
Interests/Activities:

- Travelling
- Boba Cafes
- Volunteering for Meals on Wheels

Alternatives:

- USC
- Loma Linda
- UCLA



Matthew The Math Muse

Personas

Message Map

Ad Copy Matrix

Digital Channel

Matthew recently completed his degree in Applied Statistics at San Jose State and is working as a math tutor. He would like to enter a challenging program to give him the skills to assess new medical technology.

GOALS	VALUES
<ul style="list-style-type: none">Study in a small program under younger professorsEnter a career in the health industry—ideally assessing new medical technologyCreate a healthy work-life balance	<ul style="list-style-type: none">Making a difference in people’s quality of lifeDiversity, Equity, InclusionFamily and close friends
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Be challenged to employ math skills in analyzing biomedical dataFind avenues to network extensivelySecure a significant internship that could lead to employment	<ul style="list-style-type: none">Live in an urban area where his partner can find meaningful employmentConduct significant health-related, math-driven researchStudy under expert faculty in a new program; gain recognition

PROFILE

Age: 23
Geography: San Jose
Family: In a relationship
Undergrad: San Jose State
Undergrad degree: Applied Mathematics
Job/Function: Math Tutor
Communication Preferences: LinkedIn, Reddit Math, Facebook (private group)
Interests/Activities:

- Mountain Biking
- Surfing
- International Travel with his partner

Alternatives:

- USC
- MIT
- UC Berkeley



Raagini The Remote Learner

Personas

Message Map

Ad Copy Matrix

Digital Channel

Raagini is from Bangalore, India, where she earned her degree in Linguistics. She is currently working with HyperLink InfoSystem with voice analysis computer modeling. She would like to pursue a graduate program that she can complete fully online, which will give her the opportunity to enter the health industry.

GOALS

- Embark on a new career in the health industry
- Become the primary wage-earner to allow her husband to return to medical school

VALUES

- Hindu traditions
- Women's rights in India
- Family

DESIRED EXPERIENCE

- Study data analysis in disease prevention
- Form strong relationships with faculty despite studying online
- Connect with CGU alumni in India to help launch her new career

DECISION FACTORS

- Ability to earn her degree entirely online
- Excellent reputation of faculty
- Cousin who attended the Drucker School 15 years ago and enjoyed his experience

PROFILE

Age: 27

Geography: Bangalore, India

Family: Married, one child

Undergrad: Bangalore University

Undergrad degree: Linguistics

Job/Function: Voice Analysis computer modeling for HyperLink Info System

Communication Preferences: LinkedIn, Instagram, WhatsApp, Telegram Messenger

Interests/Activities:

- Spending time with her husband and daughter
- Mystery novels
- Following the Royal Challengers cricket team

Alternatives:

- UC San Diego (online)
- Tufts (online)



Message Map for Applied Biostatistics Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

The master's program in Applied Biostatistics is designed for those wanting a competitive edge in a fast-growing profession. Students work closely with faculty on cutting-edge projects, participate in extensive practical training, and form professional bonds in the field and with alumni. The career center provides robust support throughout a student's career journey.

Why CGU?

Why Applied Biostatistics Program?

How Does Program Benefit Students?

Core Messaging Themes

- Small classes with highly accomplished, caring faculty.
- Access to career resources for life.
- Relationship with the Claremont Colleges.

- Small class sizes—in person and online—ensure that you are a valued student, not a number.
- World-class faculty give students a competitive edge in a fast-growing, diverse field.
- Southern California's extensive health infrastructure provides ample opportunities for impactful research, internships, and career opportunities.

- Students will be challenged in an array of data management, analysis, and programming courses to provide a 360-view of the field. The department can also pivot quickly to infuse the program with the latest advances in applied biostatistics.
- A committed and caring career development office stands ready to assist students throughout their professional journey.

Target Audience

- Those who are interested in an immersive graduate education taught by world-class experts in their field.
- Those who thrive in small class settings.
- Professionals who want to structure their graduate education around their work and personal responsibilities.

- Those with strong math and data analysis backgrounds.
- Those working in fields such as clinical research; health promotion, health administration, health anthropology, and clinical social work.
- Students from overseas who value a high-quality, immersive online education.

- It offers a cutting-edge advantage because of its small class sizes, superb faculty, and ability to quickly incorporate the latest advances in the field.
- It provides valuable connections with industry professionals, as well as faculty mentorship and a supportive environment.
- It allows for a work/life/education balance.
- It values diversity, equity, and inclusion.

Message Map for Applied Biostatistics Program (2/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

	Why the Applied Biostatistics Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	<ul style="list-style-type: none"> Students find employment in an array of health and public agency fields 	<ul style="list-style-type: none"> Critical thinking and deep math skills A thorough understanding of applied biostatistics and their importance/relevance to health outcomes
Proof Points of Messages	Program curriculum Experiential learning opportunities Student job placement Faculty expertise Alumni success	
Assets Required	Revised Website; Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data	

Smarter Marketing Playbook for Drucker MBA



“Early/Mid-Life Searcher” Persona

Personas

Message Map

Ad Copy Matrix

Digital Channel

Eddie has used his undergraduate degree and interest in computer science to succeed in his IT job; but he is ready for more responsibility, as well as more engaging and meaningful work. He wants to move into management but he's not sure he is in the right industry/organization.

GOALS

- Wants to advance in his career into more engaging roles with more responsibility
- Wants to figure out what he wants to do and if he should be in a different organization/industry

VALUES

- Creating a life of value/meaning
- Financial stability and wealth
- Ready for change/professional growth and advancement

DESIRED EXPERIENCE

- Wants to develop skills for managing others
- Wants to learn about his own strengths and values
- Wants to connect with other experienced professionals to learn from their experience
- Wants access to faculty and to feel supported

DECISION FACTORS

- Total program cost
- Flexibility of course times and modalities
- Location in SoCal
- Fit with school culture – not too narrow or ‘businessy’

PROFILE

Age: 30

Geography: Covina

Family: In a relationship, extended family

Undergrad: Cal Poly Pomona

Undergrad degree:

Economics, Computer Science

Job/Function: IT Project Manager

Communication Preferences:

Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Spending time with his girlfriend and extended family
- Learning about political causes and trying to have impact

Alternatives:

- Azusa Pacific; UC Irvine; Riverside



"Career Builder/Advancer" Persona

Personas

Message Map

Ad Copy Matrix

Digital Channel

Carrie is a mid-level manager who has worked in supply chain management in two different companies. She wants to upgrade her management skills, advance to upper management, and move into a different organization to further her career.

GOALS

- To upgrade her management skills and prepare for a more senior management role in a new organization
- To gain clarity about job options to advance her career and increase her influence
- To gain a reputable degree that will get her good job opportunities – outcome-oriented – MBA is investment

VALUES

- Career growth and advancement
- Family and work/life balance
- Financial security and success

DESIRED EXPERIENCE

- Wants flexibility and accessibility to coursework without being on campus all the time
- Wants access to faculty that have cutting-edge ideas
- Wants to connect with alumni in various industries

DECISION FACTORS

- Flexibility of course times and modalities
- Likelihood of getting a great job & good career services
- Access to valuable alumni network
- Total program cost
- Family obligations

PROFILE

Age: 38

Geography: Inland Empire

Family: Married, 2 kids

Undergrad: UC San Diego

Undergrad degree: Business

Job/Function: Mid-level manager in operations

Communication

Preferences:

Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Spending time with family
- Movies
- Church council

Alternatives:

- UC Irvine, Pepperdine (online)
- Good online program



“Skilled Professional Turned Manager” Persona

Personas

Message Map

Ad Copy Matrix

Digital Channel

Penelope has worked as an engineer at Northrop Grumman for 9 years. She finds herself in leadership roles more and more and wants to gain the management skills to be influential, credible, and competent at the managerial level. She has been told an MBA would help her rise in the organization.

GOALS

- Wants to grow beyond her technical expertise and learn how to be an effective manager – “soft skills” but also business knowledge
- Wants to get an MBA from a reputable program
- Wants to get a promotion in her company and become the leader that leaders seek

VALUES

- Excellence and effectiveness
- Health and outdoors
- Professional growth and advancement

DESIRED EXPERIENCE

- Learn best practices from great faculty
- Engaging and challenging classroom discussion with other successful professionals
- Flexible but high-quality and interactive course delivery

DECISION FACTORS

- No weekday driving; accessibility of program
- Quick learning and impact
- Reputable school respected in her company/industry
- Total program cost

PROFILE

Age: 32

Geography: Manhattan Beach

Family: Single, dating

Undergrad: Purdue

Undergrad degree: Engineering

Job/Function: IT Project manager

Communication

Preferences:

Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Being outdoors at beach or mountains
- Traveling the world

Alternatives:

- Pepperdine, UC Irvine, UCLA



Message Map for MBA Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

A flexible, people-focused, purpose-driven, transdisciplinary management degree for those who are seeking the ideas, skills, and purpose to positively impact the world.

Why CGU/Drucker School?

- People-Focused. Purpose-Driven.
- Transdisciplinary Approach
- We train people who want to positively contribute to their organizations and a well-functioning society.
- Drucker treats each person individually, appreciates different needs of students, and celebrates what makes them unique.
- Small classes with caring faculty are core to the Drucker experience.
- Access to career resources for life.
- Transdisciplinary
- Claremont Colleges

Why the MBA Program?

- Higher pay/career advancement
- Industry/function switch/acceleration
- Skills for leadership
- Leverage skills for good/purpose-driven
- Future-proof your career

How Does Program Benefit Students?

- Students learn self-awareness and a self-management approach that is oriented toward **helping people** develop their strengths, align with their purpose, perform at a high level, and achieve a sense of dignity and meaning in their work.
- Students learn the **purpose** of organizations within a functioning society and how to tackle management challenges from a responsible and holistic approach. Further, our curriculum helps students crystalize their own purpose and how they intend to impact the world.
- Students are offered a **range of in-person, hybrid, and online courses**, as well as the option to speed up or slow down as their needs and goals change.
- Students are able to customize their educational journey and engage meaningfully in **multiple disciplines** offered at CGU.

Core Messaging Themes

Target Audience

Employed full-time in a functional role, i.e., accounting, engineering, production, procurement. Community College grad and graduate of large public institution for BA. GPA below 3.0. 10+ years of work experience. Tuition remission package from employer. Work or reside in the San Gabriel Valley area.

- Veteran, service 10 years or less. BA recent or while in service. Age 35+, GPA below 3.0. Multiple career starts.
- Gender, over index women (applicant pool trending heavily male).
- Diversity, over-indexing currently Latinx. Under-indexing African Americans and Asian Americans.

Target employers – Large Non-Profit, SCE, SoCalGas, JPL, Raytheon, and Northrop Grumman.

Living in Los Angeles County, Riverside County, Imperial County, Ventura County, San Diego County, Kern County, Orange County, San Bernardino County, San Luis Obispo County, Santa Barbara County

Message Map for MBA Program (2/2)

[Personas](#)
[Message Map](#)
[Ad Copy Matrix](#)
[Digital Channel](#)

Why the Drucker MBA Program?

- Reflecting the Drucker schools' tagline of People-Focused Purpose-Driven, students within the Drucker MBA program will learn:
 - A human-centered approach to management
 - Purpose-driven
 - Flexibility
 - Transdisciplinary approach
- Building community. Connecting with classmates, faculty, alumni, and board members
- Pathways allow students to earn the degree in a way that best suits their needs

How Does Program Benefit Students?

- Prospective students choose the Drucker MBA because they realize they will be the center of the experience they create during their degree program and when they leave they will be better prepared to drive change, face obstacles, take on bigger issues, and manage resources more sustainably
- Large majority of MBA students receive promotions or transition to new roles before the completion of their degree program or soon after graduation
- Students express greater confidence in leading projects, teams, and initiatives

Key Outcomes to Communicate

Proof Points of Messages

Program curriculum
 Experiential learning opportunities
 Student job placement
 Faculty expertise
 Alumni success

Assets Required

Revised Website; Drucker Advisory Board of Directors; Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data

Smarter Marketing Playbook for IS&T

CENTER FOR **INFORMATION
SYSTEMS & TECHNOLOGY**



Claremont Graduate University

Carlos The Coder Who Wants to Do More

Personas

Message Map

Ad Copy Matrix

Digital Channel

Carlos has an undergraduate degree in computer science and has been successful in his job as a software engineer. However, he is ready for more responsibility and wants to engage in more meaningful work. He understands that to do so, he needs to hone his technical skills and “see the big picture” in the information systems and technology (IS&T) field.

GOALS

- Advance his career by acquiring new IS&T skills
- Engage in more interesting and challenging work
- Obtain a Master of Science degree in IS&T

VALUES

- Creating a life of value and meaning
- Financial stability and wealth
- Professional growth and advancement

DESIRED EXPERIENCE

- Develop advanced IS&T skills
- Connect with other IS&T professionals and learn from their experiences
- Gain access to faculty

DECISION FACTORS

- Flexibility of course times and modalities
- Location in Southern California
- Fit with school culture and technically minded peers

PROFILE

Age: 30

Geography: Covina

Family: In a relationship, extended family

Undergrad: Cal Poly Pomona

Undergrad degree: Computer Science

Job/Function: Software Engineer

Communication Preferences: Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Spending time with his girlfriend and extended family
- Learning about political causes and trying to have impact

Alternatives:

- UC Irvine
- USC



Donna The Data Analyst Who Wants to Upskill

Personas

Message Map

Ad Copy Matrix

Digital Channel

Donna is working as a data analyst for a very large social media company. When she started in the role 10 years ago, she had the skills needed to perform basic and advanced data analysis. However, she now feels the need to “upskill” as machine learning (ML) and deep learning (DL) techniques are becoming more commonly used.

GOALS

- Expand statistical and data analysis skills to include advanced ML/DL techniques
- Move to a more senior data analyst position in her company
- Obtain a Master of Science degree in IS&T with a concentration in data science and analytics

VALUES

- Excellence and effectiveness
- Health and outdoor activities
- Professional growth and advancement

DESIRED EXPERIENCE

- Learn best practices in data science
- Engage in challenging classroom activities
- Receive high-quality, interactive course delivery

DECISION FACTORS

- No weekday driving; accessibility of program, perhaps online
- Quick learning environment with immediate impact at work
- Diverse student population

PROFILE

Age: 32

Geography: Santa Monica

Family: Single, Dating

Undergrad: Northwestern University

Undergrad degree: Statistics

Job/Function: Data Analyst

Communication Preferences:

Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Being outdoors at the beach or mountains
- Traveling the world

Alternatives:

- La Verne
- Redlands
- UC Irvine
- UCLA
- Good online program



Samuel The Seasoned Data Professional Looking for a New Role

Personas

Message Map

Ad Copy Matrix

Digital Channel

Samuel is a mid-level project manager who oversees the data lifecycle management (DLM) in a “big data” system at a large healthcare organization. He wants to upgrade his information systems and technology (IS&T) management skills and advance to upper management as perhaps a Chief Information Officer at either his current employer or a similar organization.

GOALS

- Upgrade his IS&T management skills and prepare to be a Chief Information Officer
- Gain clarity about options to advance his career
- Obtain an advanced degree (PhD?) that will provide him with wide-ranging career options

VALUES

- Career growth and advancement
- Family and work/life balance
- Financial security and success

DESIRED EXPERIENCE

- Access to coursework without being on campus all the time
- Access to faculty that have cutting-edge ideas
- Connecting with alumni across various industries

DECISION FACTORS

- Flexibility of course times and modalities
- Access to a valuable alumni network
- Industry-experienced faculty

PROFILE

Age: 45

Geography: Brea

Family: Married, 2 kids

Undergrad: UC San Diego

Undergrad degree: Business
Graduate degree: Master's in Data Governance

Job/Function: Mid-level Project Manager

Communication

Preferences:

Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Spending time with family
- Church council

Alternatives:

- UC Irvine
- UCLA
- Good online program



Message Map for IS&T Program (2/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

	Why the IS&T Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	<ul style="list-style-type: none">• Students who want to advance in their careers often have job opportunities waiting for them when they graduate• Student projects often provide tangible benefits to society	<ul style="list-style-type: none">• State-of-the art knowledge of IS&T• Professional connections• Deeper understanding of the impact that IS&T research can make in society
Proof Points of Messages	Program curriculum Experiential learning opportunities Student job placement Faculty expertise Alumni success	
Assets Required	Revised Website; Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data	

Message Map for IS&T Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

The MS in IS&T program provides students the opportunity to learn the concepts, skills, and applications necessary to create software and systems that optimize human performance and produce positive societal change.

Why CISAT?

- A cutting-edge curriculum and state-of-the-art technology in classes and labs
- World-class faculty faculty-scholars who provide individualized attention and professional mentorship by collaborating with students throughout their graduate school experience.

Why the IS&T Program?

- Learn the concepts, skills, and applications necessary to create software and systems that optimize human performance and produce positive societal change
- A flexible curriculum that accommodates working professionals looking to augment their skill sets
- Gain the skills and connections that lead to leadership roles in business, government, and education
- Pursue your MS in conjunction with another degree program at CGU

How Does Program Benefit Students?

- Grow professional connections by learning from and working alongside world-class IS&T faculty
- Use the latest technology in labs where you don't have to compete for space
- Create software and systems that benefit society
- Gain access to robust career counseling and an influential alumni network

Core Messaging Themes

Target Audience

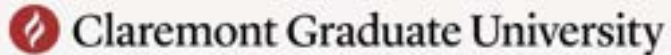
- Working professionals who want to polish or add new expertise
- Those who want to advance in their careers or expand opportunities by acquiring new IS&T skills and a graduate degree
- Those who want to move into teaching at a university

- Those who seek career advancement by cultivating cutting-edge IS&T skills
- International students with F-1 visas who seek three-year OPT work authorizations in the U.S.

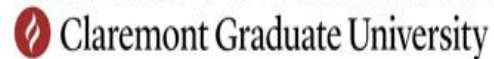
- Helps them be more intentional about the IS&T paths/promotions/careers

Smarter Marketing Playbook for Health IS&T

**CENTER FOR INFORMATION
SYSTEMS & TECHNOLOGY**



**SCHOOL OF
COMMUNITY & GLOBAL HEALTH**



Cara The Career Striver

Personas

Message Map

Ad Copy Matrix

Digital Channel

Cara is working as a registered nurse at Kaiser Medical Center in Fontana. She started in her role 5 years ago after moving from Ghana in 2016, and is working 12-hour shifts as a lead nurse. She is the mother of two young sons and is recently widowed. She feels her life is in need of a better work-life balance. She would like to secure a better-paying administrative job at a large healthcare provider.

GOALS	VALUES
<ul style="list-style-type: none">Move from the hospital floor to a better-paying administrative position at Kaiser or another large healthcare providerSave more for a down payment on a houseCreate a healthy work-life balance (too many 12-hour shifts as a lead nurse)	<ul style="list-style-type: none">FamilyQuality patient careDiversity, Equity, Inclusion
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Project management involving data analysis to improve health outcomesThe opportunity to work in the IDEA Labs at CISAT	<ul style="list-style-type: none">Access to cutting-edge data softwareSmall fellowship plus partial tuition reimbursement from KaiserFlexibility to balance work and studies

PROFILE

Age: 32

Geography: Fontana (moved from Ghana in 2016)

Family: Recently Widowed, mother of two preteen boys, sister lives with them

Undergrad: University of Ghana

Undergrad degree: Public Health

Job/Function: Registered nurse at Kaiser Medical Center in Fontana

Communication Preferences: LinkedIn, Facebook, Whatsapp, Instagram

Interests/Activities:

- Coaching her boy's soccer team
- Church choir
- Following @monicawangphoto on instagram

Alternatives:

- University of San Diego
- University of Central Florida (online)



Gabriel The Goal Setter

Gabriel is a deputy medical insurance compliance officer. He wants to upgrade his information systems and technology (IS&T) management skills in the healthcare field and advance to upper management at either his current employer or a similar organization. Within 10 years he would like to have his own business consulting for health information systems.

GOALS	VALUES
<ul style="list-style-type: none">A more financially rewarding careerSupporting his girlfriend through her PhD program after he earns his MSBuilding a successful health information systems consultancy within 10 years	<ul style="list-style-type: none">Meeting deadlinesGoal settingCandor
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Learning deep math and data analysis skills for hands-on learningApplied research with faculty and fellow students in SCGH and CISAT	<ul style="list-style-type: none">Excellent faculty in both SCGH and CISATCutting-edge research labsAbility to start in the spring semester and graduate in two years

PROFILE

Age: 29

Geography: Reseda

Family: Single with a steady girlfriend

Undergrad: Cal State Northridge

Undergrad degree: Health Administration

Job/Function: Deputy medical insurance compliance consultant

Communication Preferences: LinkedIn, Text

Interests/Activities:

- L.A. Dodgers
- Racquetball
- Building apps for friends

Alternatives:

- San Jose State (online)
- National University

Personas

Message Map

Ad Copy Matrix

Digital Channel



Barun The Blended Learner

Barun has an undergraduate degree in data analysis and has been successful in his job as a quantitative analyst at the second largest government-owned bank in India. However, he is ready for change and would like to study in the U.S. and eventually become a U.S. citizen. He hopes to gain deep knowledge of medical technology and systems, conduct applied research in biotechnology, and ultimately work for an international firm with ties to India conducting medical data analysis research.

GOALS	VALUES
<ul style="list-style-type: none">Acquire a visa to work in the United StatesConduct medical data analysis research for an international company with ties to IndiaBecome a U.S. citizen and sponsor his family to immigrate	<ul style="list-style-type: none">FamilyCreative excellenceFree time to travel (especially attend Warriors games)
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Develop deep knowledge of medical technology and systemsConduct applied research in biotechnology	<ul style="list-style-type: none">Ability to earn a STEM advanced degree with a combination of online and oncampus classesLocation on the West Coast

PROFILE

Age: 26

Geography: New Delphi, India

Family: Lives with parents and two younger sisters

Undergrad: Delphi Technological University

Undergrad degree: Data Analysis

Job/Function: Quantitative analyst at Punjab National Bank

Communication Preferences: LinkedIn, Twitter, TikTok

Interests/Activities:

- Following the Golden State Warriors
- Creating TikTok videos involving his favorite foods
- Teaching his sisters math

Alternatives:

- Hindu College
- New Delphi
- University of South Carolina
- Purdue Global (online)



Personas

Message Map

Ad Copy Matrix

Digital Channel

Message Map for Health IS&T Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

The MS in Health IS&T program provides students with the tools and skills needed to develop, manage, and support health information technology systems, and to work in a variety of health IT positions. The program emphasizes foundational knowledge and skills such as data analysis, data mining, software programming, communications, and project management.

Why SCGH?

- Core messaging themes
- Ability to work closely with faculty experts
- Small class sizes and online options

Why the Health IS&T Program?

- Core messaging themes
- Cutting-edge research opportunities in SCGH and CISAT
- Excellent internship opportunities in a health-rich region

How Does Program Benefit Students?

- Core messaging themes
- The degree is applicable to a wide range of professional fields
- Well-equipped research facilities on campus give students access to cutting-edge technology and processes
- Small class sizes and expert faculty ensure an immersive experience

Core Messaging Themes

Target Audience

- Graduates of UC and CSU programs
- Young working professionals who want to advance their career

- Graduates of UC and CSU programs in health and IS&T fields
- International students

- Those with LinkedIn accounts, as well as those who are looking for MS degree or related information online.
- International students, wherever they are online

Message Map for Health IS&T Program (2/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

	Why the Health IS&T Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	<ul style="list-style-type: none"> • Key outcomes to communicate • The program is new, so there are no demonstrated key outcomes. Aspirational outcomes include access to desirable jobs upon graduation, if not before, as well as access to STEM visas for international students 	<ul style="list-style-type: none"> • The program is new, so there are no demonstrated key outcomes • State-of-the art knowledge of Health IS&T • Professional connections • Deeper understanding of the impact that Health IS&T research can make in society
Proof Points of Messages	<ul style="list-style-type: none"> • Program curriculum • Experiential learning opportunities • Student job placement • Faculty expertise • Alumni success 	
Assets Required	Revised Website; Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data	

Smarter Marketing Playbook for Human Resource Management

SCHOOL OF **SOCIAL SCIENCE,
POLICY & EVALUATION**



Claremont Graduate University

Mahir The Middle East Connection

Personas

Message Map

Ad Copy Matrix

Digital Channel

Mahir is following in the footsteps of his cousin, Mehmood, who earned his master's in HRM at CGU in 2016. He lives in a large apartment in Claremont with two UAE men who are also studying at CGU—the same apartment where his cousin lived during his studies. After earning his master's, Mahir wants to return to the United Arab Emirates for an HRM position in the Ministry of Culture. In his free time, he enjoys taking guided tours of famous places in Southern California and visiting mosques throughout the region.

GOALS

- Wants to broaden his skill set beyond business and develop the "soft skills" of a successful manager
- Wants to earn his HRM master's at a program that is respected in the UAE
- Wants to develop a more cosmopolitan perspective that will serve him well in a career at the Ministry of Culture
- Long term, wants to work in the UAE's diplomatic corps

VALUES

- Professional growth and advancement
- His Islamic faith
- Learning more about other cultures and their professional practices

DESIRED EXPERIENCE

- Learn from excellent faculty who are leaders in their fields
- Follow a flexible curriculum that allows him to learn at his own pace

DECISION FACTORS

- Cousin highly endorsed the program
- Fully funded by the UAE government
- Reliable, easy transportation to school
- No Friday classes or obligations

PROFILE

Age: 30

Geography: United Arab Emirates

Family: Lives with fellow CGU students from the UAE in an apartment in Claremont

Undergrad: University of Dubai

Undergrad degree: Business Administration

Job/Function: Senior Accounting Clerk at the UAE's Ministry of Finance

Communication Preferences: LinkedIn, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Sightseeing in Southern California
- Hosting halal barbecue for friends
- Attending mosque on Friday



Candice The Career Striver

Personas

Message Map

Ad Copy Matrix

Digital Channel

Candice enjoys her job at Valero but does not see a clear career track at the company. She wants to more fully develop her people-centric skills in advance of seeking an HRM position for a nonprofit in the San Antonio area. Her husband, Robert, an IT specialist, has been transferred to an affiliate in San Bernardino, which makes CGU a great choice. She plans to take several courses in positive psychology as part of her master's program.

GOALS

- Earn her MS in HRM at a university that puts a premium on communication and understanding people's needs.
- Learn from noted experts in their field—both HR and positive psychology.
- Be able to prioritize her family ahead of her coursework.

VALUES

- Family and friends
- Mental and physical well-being
- Diversity, equity, and inclusion in the workplace

DESIRED EXPERIENCE

- Earn her master's at a university that values diversity, equity, and inclusion
- Complete the HRM program in no more than three years (the length of her husband's work assignment)
- Develop meaningful professional relationships with faculty, peers, and alumni

DECISION FACTORS

- Does not have to leave her family to pursue her master's
- Received a partial fellowship that makes attending CGU financially tenable
- Excellent reputation of CGU faculty
- The Claremont Colleges brand

PROFILE

Age: 28
Geography: San Antonio, Texas
Family: Married, 3-year old son
Undergrad: University of Houston
Undergrad degree: Marketing
Job/Function: Assistant Benefits Manager at Valero Energy in San Antonio
Communication Preferences: LinkedIn, Google, Facebook, Email, Text, Industry Sites
Interests/Activities:

- Training for Triathlons
- Volunteering at her son's preschool
- Attending Jazz concerts with her husband

Alternative schools considered:

- Cal State Fullerton, Pepperdine (Online)



Faustina The Fast-Tracker

Faustina is the first person in her extended family to earn a bachelor's degree. She lives with her parents to save money for a house for them and for a new car for herself; so far, she has set aside \$43,000 in two years, not counting her 401-k. Mercury Insurance has identified her as a rising star with the company and is covering half of her tuition for her master's at CGU. A partial fellowship and \$10,000 annual loan cover the rest of the cost.

GOALS

- Earn her master's in human resource management to jump-start her career in management at Mercury Insurance's headquarters in Los Angeles
- Continue to live at home while earning her master's
- Graduate with relatively little debt; she left Cal Poly Pomona debt-free

DESIRED EXPERIENCE

- Earn her master's in two years
- Learn from distinguished faculty who hold significant positions in the business world
- Develop leadership skills
- Graduate with honors

VALUES

- Time with her family and her boyfriend
- Diversity, equity, and inclusion in the workplace
- Social justice for new immigrants to the community

DECISION FACTORS

- Affordable with the combination of work, fellowship, and loan
- Can continue living at home and working full time at Mercury Insurance
- Excellent reputation of CGU faculty
- Association with the other Claremont Colleges

PROFILE

Age: 24
Geography: Upland
Family: Single, lives with her parents and three younger siblings
Undergrad: Cal Poly Pomona
Undergrad degree: HRM
Job/Function: Associate HR Director for Mercury Insurance offices in the Inland Empire
Communication Preferences: LinkedIn, Instagram, Facebook, Pinterest, Twitter
Interests/Activities:

- Taking day trips with her boyfriend
- Cooking with her mother and two sisters (and helping in the kitchen on weekends at their small restaurant)
- Curating her puppy Oscar's Pinterest page

Alternatives:

- USC (online), Brandman (online)

Personas

Message Map

Ad Copy Matrix

Digital Channel



Message Map for HRM Program

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

The program trains HR professionals to design and lead strategic organizational change. Its distinctive, flexible curriculum is designed for both recent graduates and full-time working professionals who want to enhance their careers as organizational strategic partners.

Why CGU?

- Small classes with highly accomplished, caring faculty
- Access to career resources for life
- Relationship with the Claremont Colleges

Why the HRM Program?

- Faculty have big jobs and significant connections
- Small class sizes ensure that you are a valued student, not a number
- Develop leadership skills that benefit you throughout your career
- No GRE required

How Does Program Benefit Students?

- Students have the option to speed up or slow down as their needs and goals change. The program offers a range of in-person and hybrid courses.
- A committed and caring career development office helps with field placement and stands ready to assist alumni throughout their professional journey.

Core Messaging Themes

Target Audience

- Those who are interested in an immersive graduate education taught by world-class experts in their field
- Those who thrive in small class settings
- Professionals who want to structure their graduate education around their work and personal responsibilities

- Those with an HRM background who want to propel their career prospects
- Those with a non-HRM background who want to enter a more people-centric profession
- Those who want to broaden their experience with courses outside of HRM, such as organizational behavior, positive dev psychology, and leadership
- Students from the Middle East whose governments pay for their education

- It allows for a work/life/education balance
- It values diversity, equity, and inclusion
- It provides valuable connections with industry professionals, as well as faculty mentorship and a supportive environment

Proof Points

Program curriculum, Experiential learning opportunities, Student job placement, Faculty expertise and Alumni success

Assets

Revised Website; Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data

Smarter Marketing Playbook for Leadership



Activist Anna

Personas

Message Map

Ad Copy Matrix

Digital Channel

Anna, a first-gen college student, has newly received her undergraduate degree and is eager to make a positive impact in her community through teaching. She wants to become the best teacher she can be.

GOALS

- Wants to be a “special teacher”
- Wants to serve her community and engage her students in social change
- Wants to support transformational change and experiences in teachers

VALUES

- Creating a life of value/meaning
- Bettering the lives of members of her community
- Equity and Inclusion

DESIRED EXPERIENCE

- Wants to learn what makes a good teacher “special”
- Wants to develop skills to become a special and inspiring teacher for her community
- Wants to feel supported and welcomed into the community of teacher activists

DECISION FACTORS

- Total program cost
- Flexibility of course times and modalities – working full time
- Location in SoCal
- Reputable school

PROFILE

Age: 23

Geography: LA

Family: Extended family

Undergrad: Cal State San Bernardino

Undergrad degree: Psychology

Job/Function: Social Activism; Tutoring

Communication Preferences: Instagram, Google, Facebook, TikTok, Text, Activism Events

Interests/Activities:

- Spending time with extended family and her community
- Learning about political causes, fighting for change

Alternatives:

- UC Irvine; UC Santa Barbara; UC Riverside



Career-Changer Charlie

Personas

Message Map

Ad Copy Matrix

Digital Channel

Charlie has used his undergraduate degree in biology to succeed in his biotechnology job; but with Covid-19, his tech firm downsized leaving Charlie without a job. He has always been interested in teaching and, if financially feasible, is ready to transition to a teaching career that is more engaging and meaningful.

GOALS	VALUES
<ul style="list-style-type: none">Wants to take on a career with more meaning and work toward a larger purposeWants to benefit his community through teaching – education as an opportunity for economic mobility	<ul style="list-style-type: none">Creating a life of value/meaningFinancial stabilityReady for change/more meaningful and interesting career
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Wants to develop skills for managing a classroomWants to learn about education causes and social justice concernsWants to connect with other experienced professionals to learn from their experience	<ul style="list-style-type: none">Total program costLiving-stipendFlexibility of course times and modalitiesLocation in SoCal

PROFILE

Age: 32
Geography: Covina
Family: In a relationship, extended family
Undergrad: Community college to UC Irvine
Undergrad degree: Biology
Job/Function: Unemployed due to Covid-19; previously worked at a biotechnology company
Communication Preferences: Linkedin, Facebook, Email, Text
Interests/Activities:

- Spending time with his girlfriend and extended family
- Learning about educational causes

Alternatives:

- Azusa Pacific; UC Riverside; University of Redlands



5C Kelly

Personas

Message Map

Ad Copy Matrix

Digital Channel

5C Kelly has used her undergraduate degree in Political Science to succeed in her public relations job and engage in social justice issues and protests. Kelly wants to transition to a career in teaching by attending a prestigious, selective university that will engage her in learning how to teach for equity and social justice.

GOALS

- Wants to engage in social justice issues and benefit communities in need
- Wants to receive an education degree from a prestigious institution and be a force for good in the classroom

VALUES

- Prestige of university
- Financial stability
- Ready for professional growth and advancement

DESIRED EXPERIENCE

- Wants to develop skills for managing a classroom
- Wants to connect with experienced professionals and world-class professors to learn from their experience
- Wants access to faculty and to feel supported

DECISION FACTORS

- Location in SoCal
- Academic rigor
- Alumni network
- Dedication to social justice

PROFILE

Age: 30

Geography: Pomona

Family: Extended family

Undergrad: Stanford

Undergrad degree: Political Science

Job/Function: Public Relations Specialist

Communication Preferences: LinkedIn, Google, Facebook, Instagram, Email, Text

Interests/Activities:

- Spending time with extended family
- Learning about political causes, and trying to have an impact

Alternatives:

- Pepperdine University; Loyola Marymount



Message Map for Teacher Education Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

<div>Program Value Proposition</div>		The SES program is an experience of critical engagement that constantly asks: How might we disrupt, transform, and ultimately bring equity to scale. How might we create schools that see, celebrate, affirm, and nurture the limitless human spirit of every student. Claremont Graduate University provides high-quality teacher training and graduate coursework focused on equity and social justice to ensure the region’s most marginalized students have access to effective, diverse, and loving teachers. You’ll be able to design your own master’s or doctoral program to best meet your career goals on your own professional schedule.	
Core Messaging Themes	Why CGU/SES?	Why the Teacher Education Program?	How Does Program Benefit Students?
	You will receive personal attention from engaged, exceptional faculty in small, seminar-style courses. Flexible programming is designed to accommodate working and commuting professionals.	The program offers a compelling curriculum steeped in social justice, educational equity and excellence, and anti-racism. It provides real-world experience, which is a great training ground.	The program can be completed exclusively online. Students can earn their MA in Education and teaching credential simultaneously.
Target Audience	Students with bachelor’s degrees, both recent undergraduates and those seeking a career change, interested in pursuing a career in teaching.	Change agents, community-minded individuals, aspiring teachers, and those who want to go into the trenches to change lives.	Primarily located in and reflecting the demographics of communities in: Los Angeles County, Riverdale County, Imperial County, Ventura County, San Diego County, Kern County, Orange County, San Bernardino County, San Luis Obispo County and Santa Barbara County.

Message Map for Teacher Education Program (2/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Why The Teacher Education Program?

CGU is committed to supporting you in all areas of your graduate student experience. From degree planning within your department and writing assistance to tech support and disability services, academic support is available through a variety of campus resources covered by your student services and technology fees. The program provides three pathways, with personalized training, to certification: a residency pathway, an internship pathway, and a Claremont Fellows Program pathway.

How Does Program Benefit Students?

The program provides critical social justice and evidence-based competencies and experiences to recognize and leverage your insights, talents, and expertise; improve your students' agency and achievement; enact critical social justice; cultivate a fertile classroom ecology; and develop resiliency as a new teacher to flourish with a long career. The program allows and encourages students to connect with professionals, faculty, and peers in order to form a community of belonging that provides a supportive learning environment.

Key Outcomes to Communicate


Proof Points of Messages

Program curriculum
Alumni access and success
Faculty access and expertise
Experiential learning opportunities
Social justice-focused experiences and curriculum

Assets Required

Photos and videos of students, alumni, faculty
Photos and videos of classroom spaces and the campus

Smarter Marketing Playbook for Teacher Education

SCHOOL OF
EDUCATIONAL STUDIES
 Claremont Graduate University

Sam the Civil Servant

Personas

Message Map

Ad Copy Matrix

Digital Channel

Sam is a 44-year-old Lieutenant in the Montclair Police department. He has spent his entire career in service and Montclair PD. He is a bit burned out, feeling stuck in middle management and nearing the end of his career. He attended the Executive Leadership Program which re-inspired him to develop his leadership abilities and try to promote within law enforcement. He wants to improve his leadership style and is very self-aware.

GOALS	VALUES
<ul style="list-style-type: none">Wants to promote to higher leadership position and feels he has hit a middle management ceiling within his organization; wants to contribute more and feels urgency to promoteDevelop leadership skills & abilities to lead well and encourage others in challenging/uncertain future for law enforcement	<ul style="list-style-type: none">ServiceFamilyDeveloping, supporting, and leading othersTaking responsibilityDiversity
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Wants to engage and be challenged academically and develop his leadership using academic insights and experiencesWants to learn from other leaders around himWants to feel competent and validated in his ability to learn academically and get better at leadershipWants space to reflect on himself and challenge himself to get better as a leader and as a human being	<ul style="list-style-type: none">AffordabilitySpeed to degreeAbility to attend while holding full time job in leadership position

PROFILE

Age: 44

Geography: Montclair (local)

Family: Wife and 3 daughters

Undergrad school: early education Army and Police Academy; earned BS at age 40

Undergrad degree: BS in Criminal Justice

Job/Function: Police Lieutenant

Communication Preferences: LinkedIn, Google, Facebook, Email

Interests/Activities: Spending time with his family; coaching softball for daughters

Alternative schools considered: University of La Verne, Azusa Pacific University



Cristina the Consulting Business Owner

Personas

Message Map

Ad Copy Matrix

Digital Channel

Cristina runs her own HR consulting practice and specializes in the entertainment industry. Working in television production for 11 years, she became focused on the poor working conditions in the industry. After personally struggling with these conditions, she took on HR roles and eventually launched her own consulting practice focusing on creating change in the industry she is passionate about.

GOALS

- To gain confidence in herself as a leader and her ability to influence powerful players and companies in the entertainment industry
- To refine her vision and develop her leadership skills
- To stay connected to her values
- To improve working conditions in the entertainment industry

VALUES

- Human rights and positive work environments
- Art and creative storytelling
- Mindfulness in leadership
- Community
- Compassion

DESIRED EXPERIENCE

- A learning environment and leadership models that are consistent with her values
- An emphasis on mindfulness and mindfulness in leadership
- A collaborative, supportive, cohort environment

DECISION FACTORS

- Leadership education with the right values – compassion, mindfulness
- Not typical corporate/MBA environment

PROFILE

Age: 43
Geography: Burbank
Family: Husband
Undergrad school: NYU School of Arts
Undergrad degree: BFA Film & TV
Job/Function: CEO / HR Consultant
Communication Preferences: LinkedIn, Google, Facebook, Email
Interests/Activities: Yoga, meditation, church, storytelling
Alternative schools considered: Searched for graduate programs but no good fit with her goals/values; tried the Sounds True “Inner MBA” certificate course



James the Mid-Career Senior Manager

Personas

Message Map

Ad Copy Matrix

Digital Channel

James is Senior Manager at Union Bank where he has worked for 16 years. He has enjoyed being promoted into new roles and challenges and particularly likes managing teams and practicing servant leadership. He likes to see when the bank, the workplace, and his leadership have positive impact. He wants to continue to grow as a leader and advance either within the bank or in another industry.

GOALS	VALUES
<ul style="list-style-type: none">To pursue more leadership opportunities within his organization and have more expansive impact with more diverse groupsTo diversify his network by connecting with leaders from other industriesTo become more self-aware and effective in his leadership	<ul style="list-style-type: none">Developing othersLearningPositive social/political impact
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">The chance to connect with and learn from leaders in different industriesThe space to become more self-aware and skilled in leadership that aligns with his valuesChallenging but accessible program	<ul style="list-style-type: none">Ability to juggle with work and familyAbility to connect with other leaders and faculty

PROFILE

Age: 39

Geography: Pasadena

Family: Wife and 2 children

Undergrad school: Cal State San Bernardino

Undergrad degree: BA English

Job/Function: Senior Manager Union Bank

Communication Preferences: Linkedin, Google, Facebook, Email, Text

Interests/Activities: Reading, Sudoku, politics, time with family

Alternative schools considered: UCLA, USC MBA programs, but wants leadership focus



Message Map for Leadership Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

The MA in Leadership is a fast-track degree for working professionals that develops the knowledge, skills, and self-insights to effectively lead others.

Why CGU School?

- Have learned a lot “on the job” but want the opportunity to focus on themselves and their development with guidance from academic content, a structure that supports growth, and a cohort experience that inspires learning and connection

Why the Leadership Program?

- MAL students are not so much interested in or in need of the functional skills related to management (marketing, accounting etc.) – they want to tap into and develop skills that will help them become better leaders

How Does Program Benefit Students?

- Creates a learning journey where they are able to build self-awareness about their own leadership and develop capabilities of leadership like managing change, organizational culture, diversity, teams
- Connects them to diverse leaders from other industries who can support their learning and development
- Gives them academic grounding in the next level of their leadership development
- Gives the ability to self-direct their learning by choosing electives all over the university
- Creates a supportive space for reflection, challenge, and growth

Core Messaging Themes

Target Audience

- Mid career to later career managers/leaders who are looking to develop some aspect of their leadership
- A cohort from diverse industries

- MAL students don't particularly like “MBA-like” programs – they may feel conflicted about being at a “business” school and don't necessarily identify as MBA “types” – they have a purpose orientation, a personal growth orientation

- Helps students refine what their leadership is all about – their strengths, values, purpose – why they lead
- Helps them be more intentional about the leadership paths/promotions/careers

Message Map for Leadership Program (2/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

	Why the Leadership Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	<ul style="list-style-type: none"> People seeing better outcomes in their teams and organizations because they are leading differently People getting feedback from others about their changed/improved leadership approaches 	<ul style="list-style-type: none"> Students becoming much clearer about their sense of purpose and goals and how they use their unique strengths in service of those Students becoming more confident in what they do and want to do as leaders Students revising their journey because of new insights and confidence they have gained – taking on different roles, changing industries, launching ventures
Proof Points of Messages	<ul style="list-style-type: none"> Program curriculum Experiential learning opportunities Student job placement Faculty expertise Alumni success 	
Assets Required	<ul style="list-style-type: none"> Revised Website; Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data 	

Smarter Marketing Playbook for Master of Public Health (MPH)

SCHOOL OF
COMMUNITY & GLOBAL HEALTH
 Claremont Graduate University

“Fiona – A First Generation Student”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Fiona’s passion is to help improve healthcare for people who have been systematically excluded or marginalized by the health system. Her goal is to continue working in the nonprofit sector to advocate for increasing access to healthcare for all, and especially for disadvantaged populations.

GOALS	VALUES
<ul style="list-style-type: none">Desiring a leadership role in the fieldHealthcare Management or LeadershipJoin the SCGH Professional alumni network	<ul style="list-style-type: none">Creating a life of value/meaningSocial justiceEquity and inclusion
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Learn from internationally renowned faculty and practitionersDynamic area and environmentMentor/Support system to help guide through the journeyAccredited programExperiential learning/ applied experience	<ul style="list-style-type: none">Total program costFlexibility of course times and modalitiesLocation in SoCalWorking multiple jobsAccess to valuable alumni network

PROFILE

Age: 27

Geography: Pomona

Family: In a relationship, extended family

Undergrad: Cal Poly Pomona

Undergrad degree: Sociology

Job/Function: Administrative Assistant at a community health nonprofit in Los Angeles

Communication Preferences: Linkedin, Google, Facebook, Email, Text

Interests/Activities:

- Spending time with her fiancé and extended family
- Learning about healthcare policy

Alternatives:

- USC; UC Irvine; UC Riverside, Emory, UC Berkeley



“Elijah - An Early Career Student”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Elijah received an undergraduate degree in environmental science and desires to work toward positive change and lasting solutions to today's biggest public health challenges. He wants to move into management and apply public health principles to health problems in local and international settings.

GOALS

- Seeking careers focused on service, compassion, and achievement
- Healthcare management or leadership
- Join the SCGH Professional alumni network

VALUES

- Creating a life of value/meaning
- Social justice
- Equity and inclusion

DESIRED EXPERIENCE

- Learn from active health care experts who conduct cutting-edge research, implement national and international policy, and lead from the very epicenter of global health advocacy
- Accredited program
- Experiential learning/ applied experience

DECISION FACTORS

- Total program cost
- Flexibility of course times and modalities
- Location in SoCal
- Reputable school

PROFILE

Age: 28

Geography: West Covina

Family: Dating, extended family

Undergrad: UC Riverside

Undergrad degree:

Environmental Science

Job/Function: Internship at World Health Organization

Communication Preferences:

Linkedin, Google, Facebook, Email, Text, Industry Sites

Interests/Activities:

- Hiking
- Reading
- Outdoor activities

Alternatives:

- SDSU, Cal State Long Beach, Cal State Fullerton, UC Santa Barbara, Cal State Northridge



“Monica - A Mid-Career Student”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Monica is currently successful in her professional and personal pursuits and is deeply interested in furthering her focus on work that educates, empowers, and improves the health of populations everywhere. She is interested in disease monitoring and prevention.

GOALS	VALUES
<ul style="list-style-type: none">Positively impact the lives of people around the worldPublic health and infectious disease researcherJoin the SCGH Professional alumni network	<ul style="list-style-type: none">Family and work/life balanceSocial justiceEquity and inclusionCareer growth and advancement
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Customizable curriculum tailored to career goalsSmall cohort of students where people can openly discuss current eventsDynamic area and environmentAccredited programExperiential learning/ applied experience	<ul style="list-style-type: none">Total program costFlexibility of course times and modalitiesLocation in SoCalFamily obligations

PROFILE

Age: 30
Geography: Inland Empire
Family: Married, 2 children
Undergrad: UC San Diego
Undergrad degree: Computational Mathematics
Job/Function: Health Program Analyst
Communication Preferences: Linkedin, Google, Facebook, Email, Text, Industry Sites
Interests/Activities:

- Spending time with family
- Volunteering at a regional health clinic

Alternatives:

- USC, UC Berkeley, UC Irvine, UC San Diego



Message Map for Master of Public Health Program (1/2)

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Program Value Proposition

The MPH program offers an innovative and interdisciplinary approach to public health education. The mission of the program is to prepare professionals to play leadership roles in promoting global public health through improved research, practice, policymaking, and system response.

Why CGU/SCGH?

Why the MPH Program?

How Does Program Benefit Students?

Core Messaging Themes

The School of Community & Global Health is catalyzing a new vision of how humankind conceptualizes and promotes health that extends far beyond the scope of traditional paradigms.

Flexible hybrid course modality
Private school
Highly collaborative and supportive academic environment
Interdisciplinary tradition
CEPH Accreditation
Small class sizes
Relationship with peers, faculty and staff
Emphasis on the unique health challenges of Southern California and the Inland Empire and global health issues.

Students can build and advance their careers in public health where they contribute innovative solutions to some of the world's most pressing public health issues.

Target Audience

Students with bachelor's degrees who are interested in pursuing an advanced degree in public health, health science, positive psychology, the business of healthcare, or a combination of these interests.

Backgrounds in: public health, community health, sociology, psychology, and pre-med. Also, those working as: program/project coordinators, interns, research assistants, patient navigators, care coordinators, and health educators.

Primarily located in and reflecting the demographics of the following counties: Los Angeles County, Riverside County, Imperial County, Ventura County, San Diego County, Kern County, Orange County, San Bernardino County, San Luis Obispo County, and Santa Barbara County

Message Map for Master of Public Health Program (2/2)

PersonasMessage MapAd Copy MatrixDigital Channel

	Why the MPH Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	Through an innovative, experiential, and interdisciplinary approach to public health education, students gain a foundation in core areas of public health knowledge while developing expertise in specific areas. They bring theory and practice to life in real-world settings through internships that assess unique public health challenges in transitioning local communities.	Graduates are highly desired for jobs at federal, state, county, and city health and health-related agencies; hospitals and health providers; nonprofits and NGOs; and international health organizations.
Proof Points of Messages	Program curriculum Experiential learning opportunities Student job placement Faculty access and expertise Alumni access and success	
Assets Required	Photos and videos of students, alumni, faculty Photos and videos of classroom space, campus Career Outcomes Data	

Smarter Marketing Playbook for Positive Health Psychology

SCHOOL OF
COMMUNITY & GLOBAL HEALTH
 Claremont Graduate University

SCHOOL OF **SOCIAL SCIENCE,**
POLICY & EVALUATION
 Claremont Graduate University

Lorenzo “The Young Latino”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Lorenzo is a recent graduate of CMC. He wants to pursue a master’s degree in order to secure a job as a Community Health Advocate upon graduation. He believes a master’s degree will also boost his earning potential, career advancement, and job security. He is serious about his physical and mental wellbeing and would like to help people in his community become the best version of themselves.

GOALS	VALUES
<ul style="list-style-type: none">Job as Community Health Advocate following graduationCareer that allows him to give back to his community and family	<ul style="list-style-type: none">His local community and tight-knit familyMental health and well-beingDiversity, Equity, Inclusion, and Belonging
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">Exploration and training in both psychology and health fieldOpportunity to work on projects with the Quality of Life Research Center (QLRC)	<ul style="list-style-type: none">The only positive health psychology programTorn between health and psychology, can pursue bothCan transfer in credits from applicable courses taken at CMC

PROFILE

Age: 23
Geography: Los Angeles
Family: Single, lives in multi-generational home
Undergrad: Claremont McKenna College
Undergrad degree: BA: Psychology
Job/Function: Cashier at local health restaurant
Communication Preferences: Social Media (TikTok, Twitter, Instagram); Email
Interests/Activities: Working out, soccer, clean eating, farm-to-table restaurants
Alternatives: University of Pennsylvania (Positive Psychology Center)



Kalyani “The Career Changer”

Personas

Message Map

Ad Copy Matrix

Digital Channel

Kalyani has used her undergraduate psychology degree to help advance women’s rights. She desires to make a bigger impact championing women’s causes and believes a master’s degree can open doors to help her achieve her goals. Upon graduation she would like to secure a job as a social science analyst for the National Institute for Justice. She values DEIB and believes she can change the world for the better on a bigger scale once she earns a master’s degree.

GOALS	VALUES
<ul style="list-style-type: none">• Securing higher degree to further women's causes• Find a more fulfilling and higher-paying position that still champions total well-being of clients• Become a social science analyst for the National Institute of Justice	<ul style="list-style-type: none">• Healthy work/life balance• Social and environmental justice• Diversity, Equity, Inclusion, and Belonging
DESIRED EXPERIENCE	DECISION FACTORS
<ul style="list-style-type: none">• As a nontraditional student who was in an unfulfilling career, she’s interested in a graduate degree that will enable her to successfully give back to her community• A program rooted and focused on DEIB for all potential clients and patients	<ul style="list-style-type: none">• Assistantships & internships available• On the ground working with people

PROFILE

Age: 33

Geography: New York City

Family: Married two years, no children

Undergrad: Fordham University

Undergrad degree: BA: Psychology

Job/Function: Volunteer Coordinator at Women’s Rights Center

Communication Preferences: LinkedIn, Twitter, Email, Phone

Interests/Activities: Reading, cooking, activism (i.e., pro-choice rallies), volunteer work

Alternatives: Fordham University; Grand Canyon University (online); University of Pennsylvania (Positive Psychology Center)



René “The Returning Mom”

Personas

Message Map

Ad Copy Matrix

Digital Channel

René is a self-employed dietician and personal trainer who helps her family and her clients live their best life. Now that her children are in college, she is ready to level up and expand her positive reach by attaining the master's degree in health and psychology that she has always desired.

GOALS

- Earn the higher degree she always wanted before becoming a mom
- Create a meaningful career that she can be proud of

VALUES

- Living healthy and well
- Family and friends
- Self-care

DESIRED EXPERIENCE

- Reclaim her independence and interests by embarking on new academic journey
- Practical application of what is studied in the classroom to her business, even before degree is conferred

DECISION FACTORS

- Moved by Mihaly Csikszentmihalyi's "Flow" and wants to learn from his successors
- Wants interdisciplinary approach

PROFILE

Age: 47

Geography: Rancho Cucamonga, CA

Family: Married, two grown children, empty nester

Undergrad: Loyola Marymount University

Undergrad degree: BA: Health & Human Services with minor in Health and Society

Job/Function:

Self-employed/dietician & personal trainer

Communication Preferences:

Phone, Email, LinkedIn, Text, Mail

Interests/Activities:

Walking tours, Ted Talks, Peloton, yoga, holistic health

Alternatives:

UCLA Fielding School of Public Health



Message Map for Positive Health Psychology Program (1/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

Program Value Proposition

Positive Health Psychology integrates your core professional education in psychology with a focus on this dynamic and growing field, which explores human well-being and the factors that contribute to it.

Why DBOS/CGH?

Why the Positive Health Psychology Program?

How Does Program Benefit Students?

Core Messaging Themes

- World-class faculty
- Home of *flow*
- One of the only positive psychology graduate programs in country
- Tailor the degree to your unique interests

- One of the only joint Psych & Health programs
- Informed by work of Mike C and *flow*
- Will learn physical and behavioral sciences

- Applicable to both health and psychology fields
- World-class faculty and small class sizes
- Focused on mental and physical well-being.
- Graduate from the only positive health psychology program currently offered

Target Audience

- Cal State programs
- Local health professionals

- 7C Students
- Cal State programs
- Local health professionals

- Google users who are looking for positive health programs
- LinkedIn users
- Health professionals

Message Map for Positive Health Psychology Program (2/2)

Personas

Message Map

Ad Copy Matrix

Digital Channel

	Why the Positive Health Psychology Program?	How Does Program Benefit Students?
Key Outcomes to Communicate	<ul style="list-style-type: none"> Students receive fellowships and internships Training from experts in psychology and health Build the degree you want 	<ul style="list-style-type: none"> Degree can secure job immediately upon graduation in health or psychology Graduate with a degree from one of the only positive health psychology programs
Proof Points of Messages	Program curriculum Experiential learning opportunities Student job placement Faculty expertise Alumni success	
Assets Required	Social Media Strategy; Photos and Videos of Students, Alumni, Faculty, Classroom Space, Campus; Career Outcomes Data	