

JENNIFER:

The Gen X Prospective Student

“What program will benefit my goals the best?”

JENNIFER’S STORY

Jennifer has been working in various positions within the government for the past 15 years. Her primary functions have been operations/logistics and finance/accounting. She is very concerned about demands on her schedule and budget. She wants to get promoted and knows she needs more education to take the next step. She’s been thinking about returning to school for five years and since her children are a bit older she feels like this might be the right time. She needs to continue working full time, so she needs a program that will allow her to do this.

HER IDEAL EXPERIENCE

- Interested in classroom environment, but is strongly considering an online program for convenience
- Prefers smaller class sizes, equal opportunities for all students, casual environment, a loosely connected community
- Wants to attend a program with accreditation, quality faculty, and a local respect/reputation
- Wants to participate in group projects related to work

GOALS

- Wants to switch careers
- Would like to land a job in consulting, operations/logistics, or product management
- Looking to increase job opportunities, salary potential, and develop general business knowledge, skills, and abilities

RESERVATIONS

- Demands on time and energy
- Worried about how to finance her education
- Concerned about financial debt



“I have a busy life, but I also want to fulfill my goal of getting an advanced degree, I need a program that will fit my lifestyle.”

PROFILE

- **Undergraduate Degree:** Business & Engineering
- **Current Industry:** Govt/Nonprofit, Products/Services, Tech
- **Job Function:** Operations/Logistics and Finance/Accounting
- **Age/Family:** 41, married with two children
- **Region:** United States
- **Potential Program Interests:** Part-time MBA, Full-time MBA less two years, EMBA
- **Financing Options:** loans, employer support, grants, fellowships, scholarships

TECHNICAL ABILITIES/INFORMATION SOURCES

- Very competent with technology
- Good connectivity at home and on mobile
- Relies on a school’s website, printed materials, and admissions professionals

ATTRIBUTES

- Most comfortable using Facebook and LinkedIn for staying in contact with friends and family, entertainment and career-related network of contacts; Doesn’t rely on social media for her school decision-process
- She is very savvy with multi-tasking and setting priorities
- Her priorities are family/children, financial security, career/work

DECISION MAKING TIMELINE



Connecting talent and aspiration with opportunity.