

OLIVIA: The Millennial Generation Prospective Student

“What school should I choose?”

OLIVIA’S STORY

Olivia has been employed in a finance role at a products and services company for two years after graduating with a degree in business. Although she’s satisfied with her current position, she’s been thinking about her future, which includes an advanced degree and possible career switch. This seems to be a good time for her to return to school as she doesn’t have any personal commitments, but she is concerned about incurring debt.

HER IDEAL EXPERIENCE

- To attend a full-time program with a classroom experience
- A program with quality faculty, accreditation, and good job placement status
- A competitive environment, large class size, team emphasis, authoritarian professors, formal environment, and close-knit community
- Participate in internships and school clubs

GOALS

- To explore other careers and/or determine if she should advance in her current career
- Wants to get a new job in consulting, product management, or operations/logistics
- Increase job opportunities and salary potential
- Develop general business knowledge, skills, and abilities

RESERVATIONS

- Financial concerns
- Scores on admissions tests
- Strength of undergrad grades



“This is the right time for me to go back to school, but I want to make sure I pick the right program and right school for me.”

PROFILE

- **Undergraduate Degree:** Business
- **Current Industry:** Products and Services
- **Job Function:** Finance/Accounting
- **Age/Family:** 25 and single
- **Region:** Western Europe
- **Program Interests:** FT MBA, Master of Accounting
- **Financing Options:** Parental support, loans, grants/fellowships/scholarships

TECHNICAL ABILITIES/INFORMATION SOURCES

- Very competent, but not at the leading edge
- Good connectivity at home, work, and mobile
- Loves her devices, especially her phone
- School websites, friends/family, mba.com

ATTRIBUTES

- Heavy social media user that uses it to stay in touch with family/friends and for entertainment. Not likely to rely on social media for deciding about a school/program
- Capable searcher but often shortcuts by asking friends first
- Financial security, career/work, friends/acquaintances are important to her

DECISION MAKING TIMELINE

