

Persona: Priority population served through programming

Priority Population: _____

Name: _____

Age: _____ Location: _____

Indicative Quote

Short quote that embodies the sentiment of your persona that gives a sense of his/her needs, priorities, and pain points.

For example, “As a rising senior growing up in a rural community, I seek out new opportunities that provide exposure to careers in STEM that may be unfamiliar to me and my family.”

“

”

Short background story that highlights the human side of this audience persona.

As a _____, I need _____, in order to...
Short “story” describing how the program is positioned in relation to priority population and the data needed to continue to offer programming to the priority population.

My goals for this this program are...
List learning goals, motivating factors for the program, and short-, intermediate, and long-term strategic goals and outcomes.

My pain points are...
Identify any key pain points for the persona – e.g. access to information, limited time, limited knowledge about the program, challenges to STEM learning, etc. Be specific, since these will be key to consider as you design a practical evaluation plan.

Persona Mapping – Priority Population

1. Pick a few dimensions relevant to how your priority population is most likely to engage with the evaluation and add those dimensions to the lines on the right.
2. Map your persona on the continuum.

Unengaged	Highly engaged	
Enjoys talking	Shy/not talkative	
Distrustful	Trusting	
Wants to have voice	Apathetic	
Careless	Meticulous	
Loves learning	Encouraged by others	
Hands-on	Passive	
Enjoys reading	Low literacy	
Uninterested	Excited	
Busy	Makes time	
Younger	Older	
Factual, analytical	Feeling, intuitive	
Guarded	Open	
Enjoys program	Endures program	
Receptive	Unreceptive	
Completes surveys	Dislikes surveys	
New relationship	Existing relationship	
Commonalities	Differences	
Tech savvy	Tech challenges	
New to program	Returning to program	
Head	Heart	

Which **method(s)** seem best suited for collecting high-quality evaluation data from your priority population?

What will you **need to consider** when utilizing this method(s) to collect data from your priority population?

Is this **method(s) aligned** with the method(s) that will generate information prioritized by funders?