Oakmont Education Enrollment Personas

Who We Serve & Who Helps Students Find Us

Presented by: Stacey Cassidy

Parent Persona: Sarah

01 Safe Supportive School

Parents seek a nurturing environment where their child can thrive and feel secure.

02 Path to Graduation

They want their child to earn a diploma that opens doors for future opportunities.

03 Dedicated Teachers

Parents desire committed educators who will support their child’s journey towards success.

Student Persona: Devin

01 Graduate Faster

Devin desires to complete his studies sooner, enabling a smoother transition into his future career.

02 Flexible Schedules

He values the ability to manage his education around his job, allowing for a balanced lifestyle.

03 Career Skills

Devin seeks practical skills that will help him succeed in the workforce and secure better job opportunities.

Referring Partner Persona

01 Proven Programs

Carlos wants access to **effective educational programs** that demonstrate real outcomes for students seeking alternatives.

02 Real Graduation Outcomes

He seeks clear success metrics to ensure that students **graduate successfully** and are equipped for their futures.

03 Easy Referral Process

Carlos prefers a straightforward referral system that allows him to connect youth quickly with **valuable educational resources**.

Lifecycle Stages

Awareness

Engaging potential students through targeted marketing strategies and community outreach initiatives.

Inquiry

Capturing leads via online forms and information requests, fostering initial interest effectively.

Enrollment

Streamlining the application process to facilitate smooth enrollments and student onboarding experiences.

Student Success

Supporting students with resources and guidance to ensure their academic achievements and well-being.

Graduation

Celebrating student milestones, recognizing achievements, and fostering a sense of community and pride.