



LA REGION CC SEGMENTATION

December 2019

lrw

BACKGROUND & OBJECTIVES

BACKGROUND

The 19 CCs are facing increased competition from online programs, 4-year Extensions, and job-focused trainings. Enrollment is dropping across the board, and they are looking to identify messaging, branding, and consumers to target to address the changing education landscape.

OVERALL GOAL

Leverage consumer insights from research to inform strategy and innovation to lead to solutions that encourage more students to pursue “career education” at one of the 19 local Community Colleges.

OVERALL OBJECTIVES

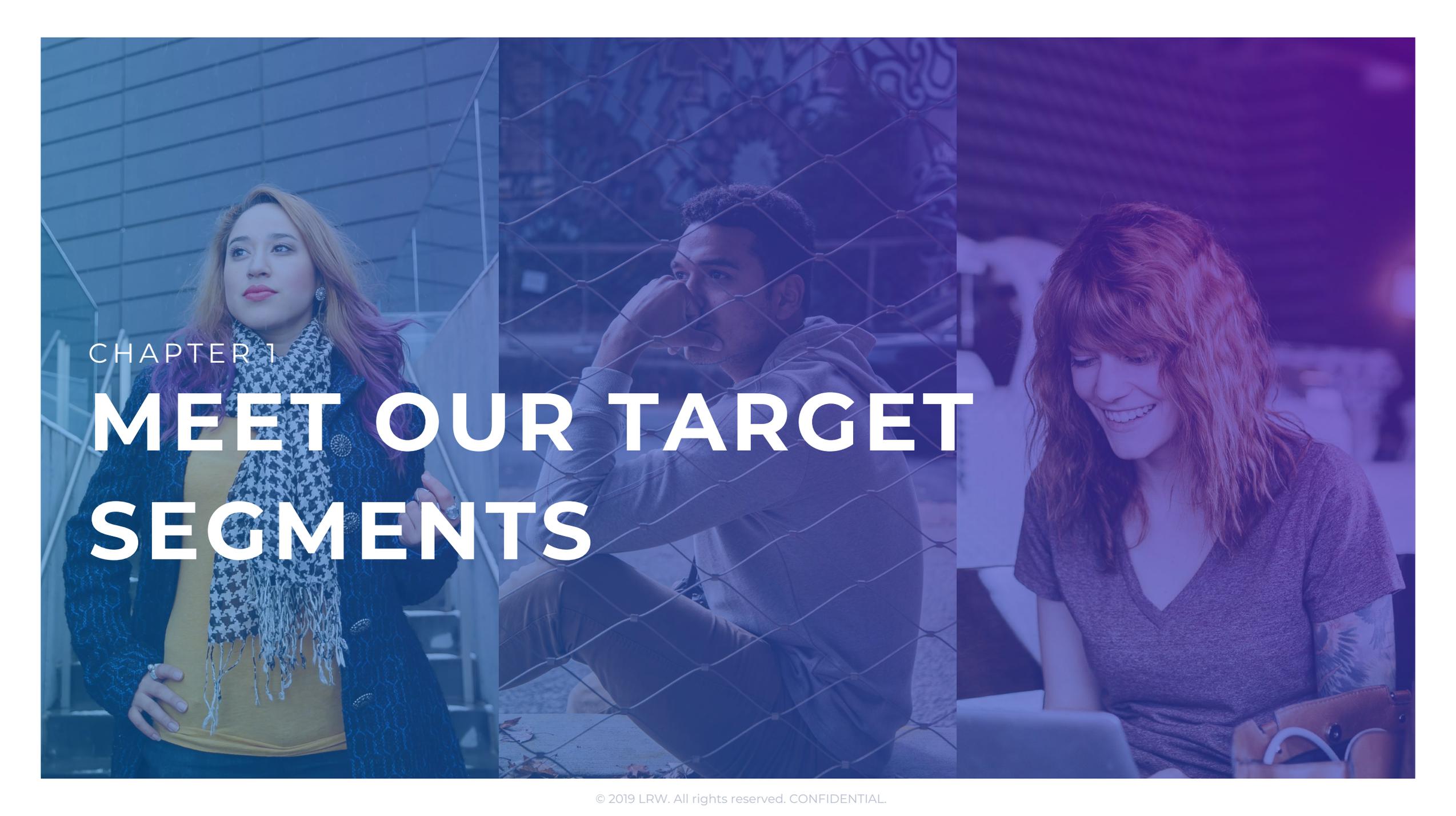
- + Understand the attitudes and beliefs surrounding education in the 2-year career education space
- + Uncover any unmet needs in education in the LA area
- + Generate category and product level insights that can be leveraged to inform strategy for innovation and branding for:
 - + Programs
 - + Curriculum & Instructional content development
 - + Student services process redesign
 - Student experience
- + Assist in identifying potential target students

QUALITATIVE RESEARCH OVERALL GOAL

Translate the detailed quantitative segment insights into human-driven personas that bring to life each segment in a digestible and actionable way.

QUALITATIVE RESEARCH OBJECTIVES

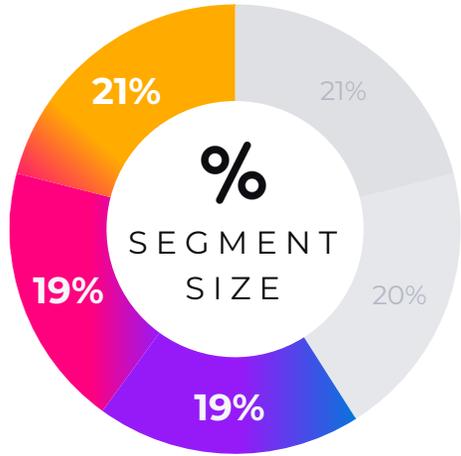
- + Explore the lifestyles of each segment (encompassing everything from work to play and friends/family)
- + Understand broader motivations, goals, values and life philosophies
- + Uncover product and messaging opportunities that fulfill the unique needs and desires of each segment



CHAPTER 1

MEET OUR TARGET SEGMENTS

TARGET SEGMENTS AT A GLANCE: **PERSONALITY**



PROUD PUPILS

I'm a giver and a go-getter. I'm constantly on the move, helping my family and saving little time for myself. I'm willing and determined to put in hard work to succeed.

In pursuit

The American Dream

Family

Motivated, stressed

Overworked, sleep-deprived

SUPPORT-SEEKING GRASERS

I'm very inward-focused. Whether it's self improvement or self promotion, I have a holistic perspective on success, but I look outward for support and validation.

Still searching

Show I've "made it"

Self care

Anxious, unsure of self

Lack of support, easily influenced by others

PRAGMATIC SKILLERS

I'm all about work-life balance. I need down time and am not hard on myself for that. While I want to succeed in a big way, I don't have a real plan, but I look to celebrities for inspiration.

Know, but don't know how

Work/life balance

Socializing

Happy, positive, laidback

Big dreams, lack of motivation

PASSIONS

GOALS

PRIORITIZATION

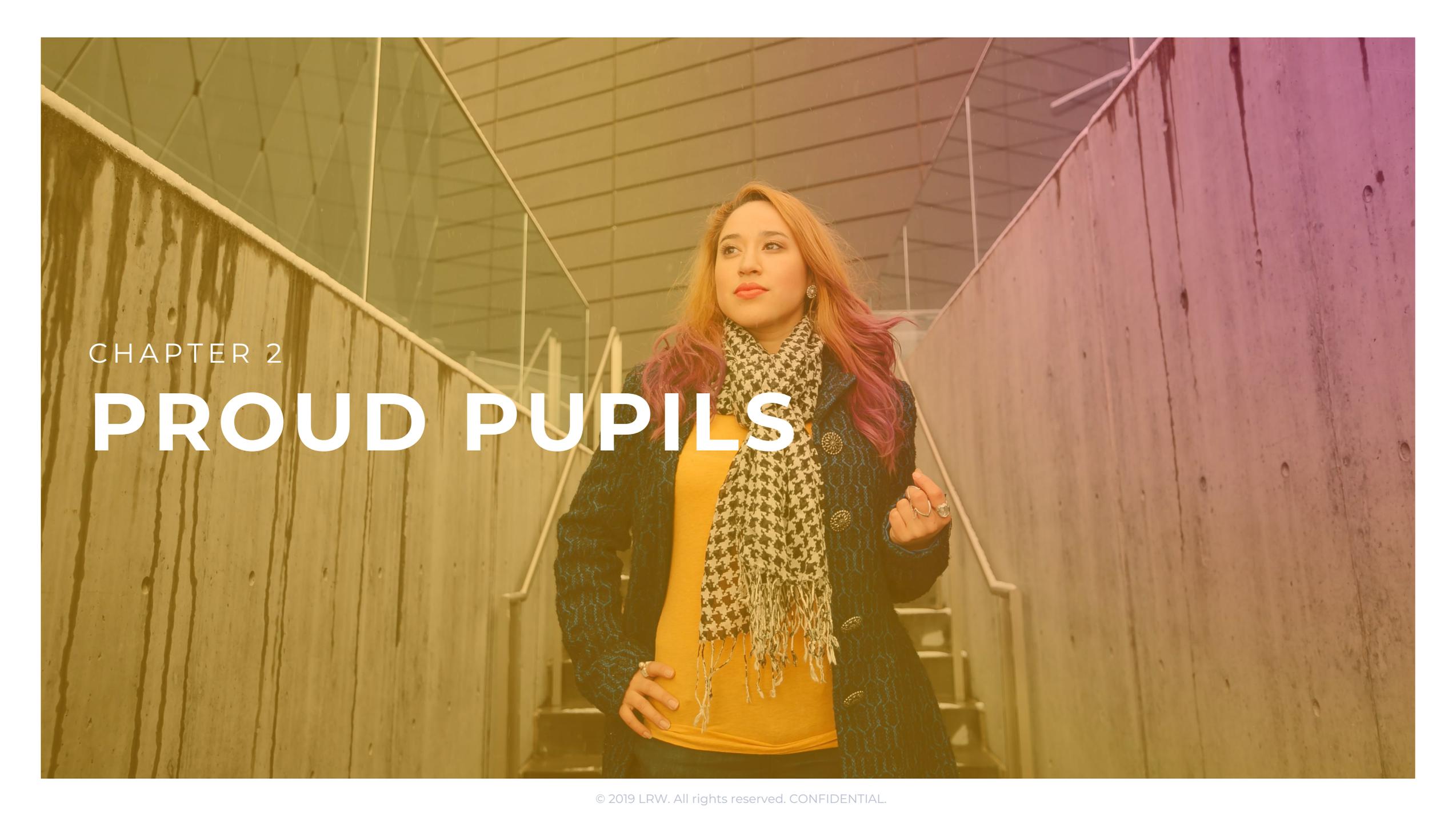
EMOTIONS

STRUGGLES



TARGET SEGMENTS AT A GLANCE: **EDUCATION**

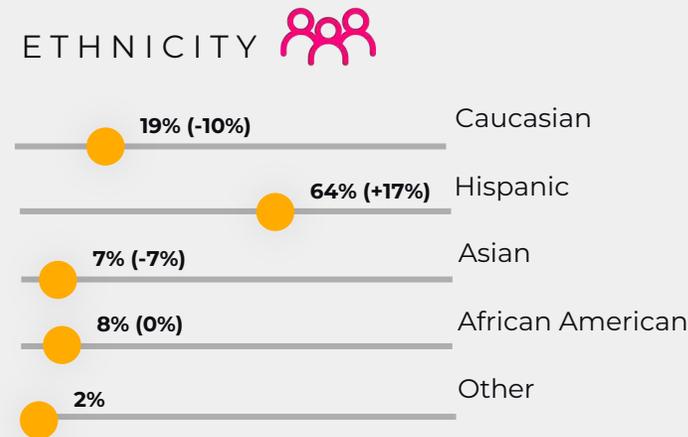
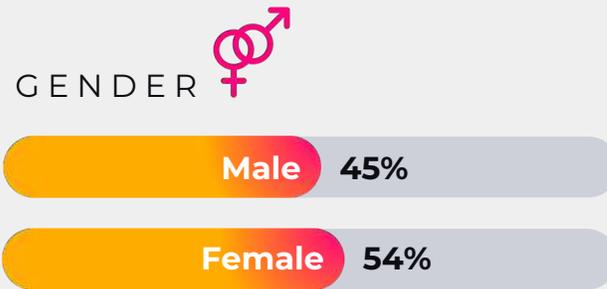
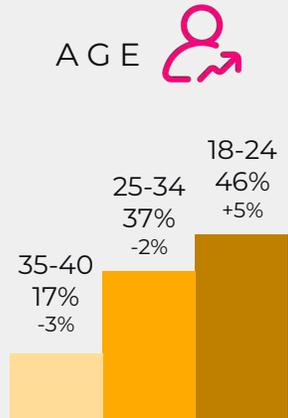
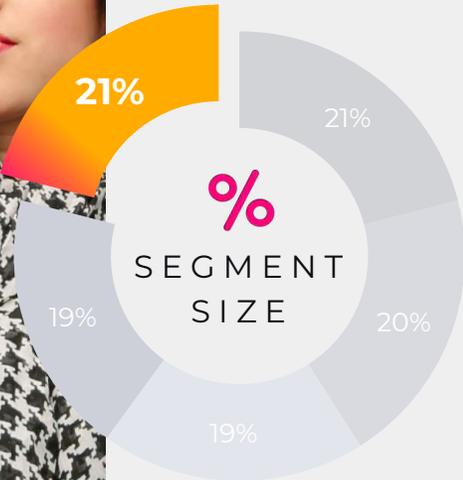
	PROUD PUPILS	SUPPORT-SEEKING GRASPERs	PRAGMATIC SKILLERS
LEARNING STYLE	Traditional	Holistic	Independent
PROGRAM DESIRES	Long-term, degree-focused	Flexible, supportive, internship/job placements	Quick, flexible, to-the-point
CLASS PREFERENCE	Lecture	Interactive/collaborative	Online
CC ATTITUDE	Cheerleader	Questioner	Rationalizer
LEARNING MENTALITY	Formal education is where I learn most & will help me get a job	I learn everywhere, but a formal education will help me get a job	Experiences are where I learn most & who I know will help me get a job



CHAPTER 2

PROUD PUPILS

PROUD PUPILS



WHO I AM AT A GLANCE

I'm on the pursuit of the American Dream. I want a "real" college degree, a stable job and the ability to care for my family without having to worry.

I know what I want and will dedicate time and hard work to get there. I have a strong support system and their accomplishments inspire me to follow my dreams.



PERSONALITY

- + Loyal
- + Committed
- + Creative



Once I say I will do something, I will do my absolute best to accomplish the task and accomplish it well.

- Vincent B

51%

ACTIVELY PURSUING PASSIONS



MY VALUES

WHAT I CARE ABOUT

- + I care about the people in my life, most of all, from my intimate family to my larger community
- + I feel I have a responsibility to support others and I feel supported by them in return

People depend on me

75%
(+8%)

BB

My family keeps me alive and going throughout the day. Everything I do, I do for them.

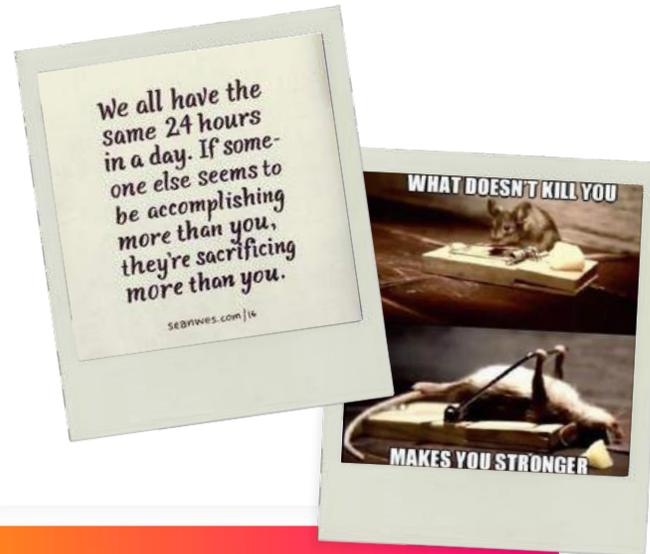
– Johnny W

WHAT MOTIVATES ME

- + I like reminders that great achievements take patience
- + I love the support and stories I hear from family
- + I view hardships as “good experience”

I have a strong support system in my life

82%
(+13%)

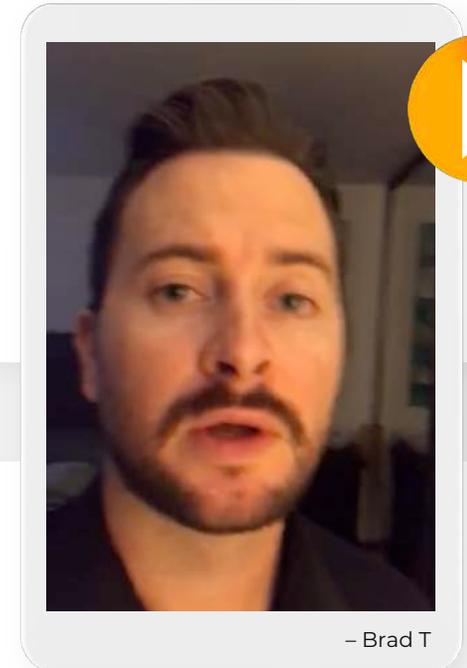


HOW IT AFFECTS MY BEHAVIOR

- + I know that my hard work will pay off in the long-run, so I keep going
- + I often take on so much that I have no free time, and I end up sleep-deprived

I'm willing to make sacrifices today to have a better life in the future

88%
(+7%)



– Brad T

MY GOALS

I have “realistic” goals and once I accomplish them, I will feel fulfilled.

WHAT I WANT

- + The American dream (home, car, etc.)
- + To support and care for my family
- + Financial stability (especially for retirement)
- + A college degree

BB

The **coin jar** represents money growth, which could also represent career growth in my professional success.

I would love to purchase my **first home** and have it be my dream home.

The **LMU** photo is where I would like to get my law degree in the future, so I can expand my options for future professional success.

I want to be comfortable and financially stable enough where I can take **vacations** when I'd like or own a vacation home.

– Nicole G

STAY POSITIVE
WORK HARD
— AND —
make It Happen



Family →

Consumer-submitted images



MY TYPICAL DAY



TIME SPENT

Family
Work
Learn
Sleep
Socialize
Self

I'm constantly on the go, spending time on taking care of others, which leaves little time for myself.

Tired,
Unmotivated

MORNING

- + Wake up very early
- + Do chores

AFTERNOON

Productive,
Guilty (when
I spend time
on the self)

- + **Most free time of day**
- + Run personal errands, exercise, etc.

NIGHT

Stressed,
Unappreciated,
Unaccomplished

- + Work straight until bed
- + No time for personal hobbies or relaxation
- + Go to sleep early



– Nicole G



I feel okay I guess. I've been shuffling through thoughts, thinking that I haven't done enough, so I guess I feel a little bit anxious. But, nothing too bad. I tend to feel like I'm not doing/ accomplishing enough throughout the day. I feel like I should be doing more all the time. On the same token, I feel like I'm tired and just want to sleep.

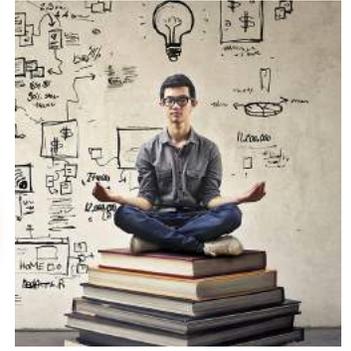
– Nicole M

MY BIGGEST STRUGGLES



I am always doing things for others and filling my cup to the brim...

...which is why I dream about having peace of mind and time for myself.



WHAT GETS IN MY WAY

- + A full plate with no time to give
- + Family obligations, including childcare
- + Finances, including previous student loans

BB

When my family demands something from me last minute or unforeseen circumstances stand out, I need to adjust my schedule to help. If my father needs my help, because of his health condition, I don't exercise, and I dedicate that time to him. If my family needs me to get groceries, then I do not stay at the library to study and pick out a different time and day to study to do what is demanded of me.

– Gema C

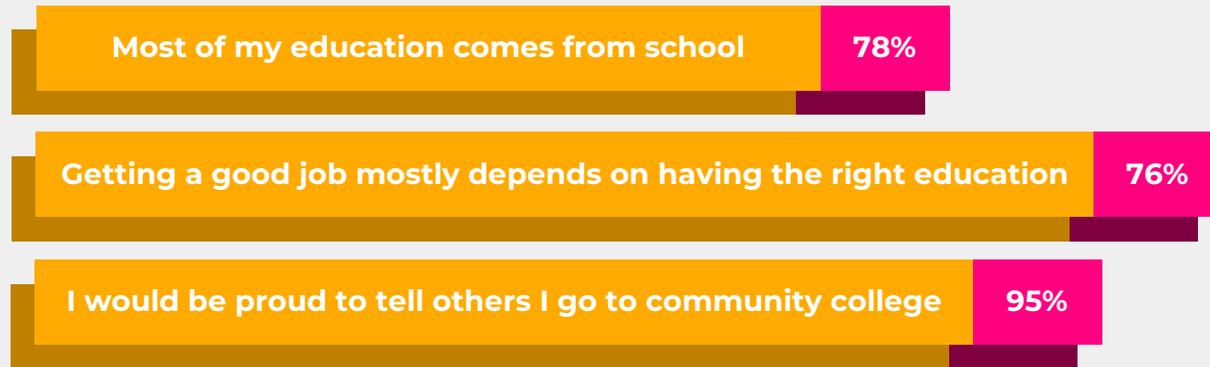


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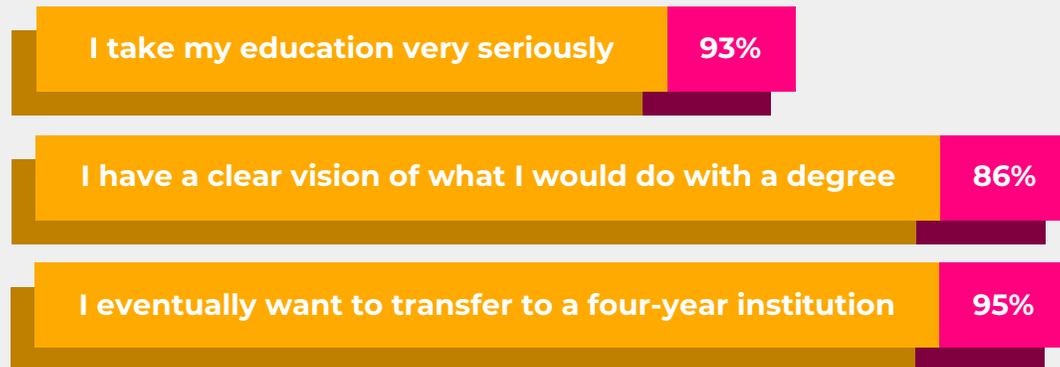


HOW I THINK ABOUT HIGHER EDUCATION

ATTITUDES

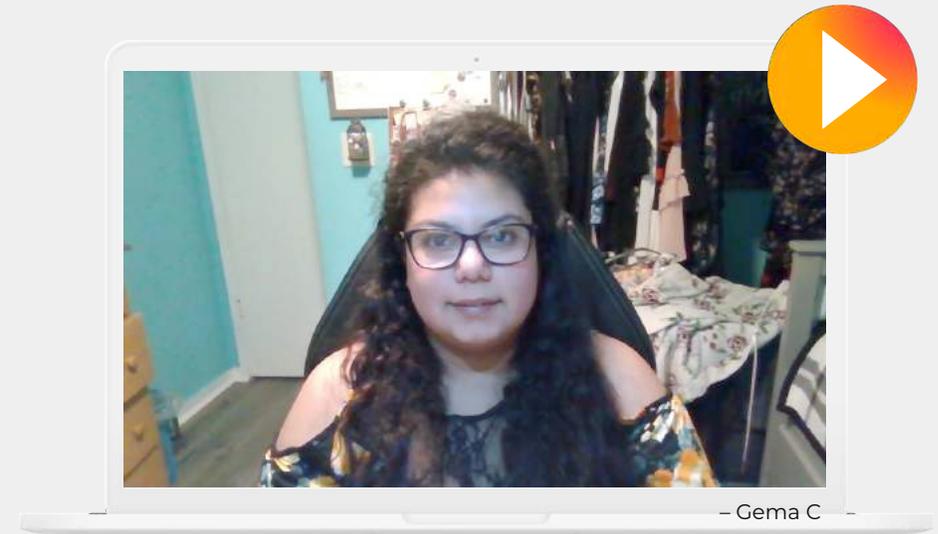


BEHAVIORS



COMMUNITY COLLEGE ATTITUDES

I am proud to attend community college and I fit in well with everyone who goes here. I know the professors are just as good as at larger schools and there is something for everyone, regardless of where you are in your career.



BB

This degree program will help me to accomplish my career goals. It is a nursing program. It is something that I am going into in the future, and I know I will benefit tremendously from now. I know this degree will not only benefit me but all the people who are in pursuit of this degree.

- Johnny W

MY IDEAL CLASSROOM

I want the traditional college experience, with lectures, core curriculum disciplines, and long-term degrees.

I want my classes to...

MAINLY BE ON CAMPUS

BE IN A TYPICAL CLASSROOM SETTING

BE LECTURE-STYLE

HAVE A SITTING AREA FOR DISCUSSIONS



30 students maximum with stadium-like seating. The seats would all be curved facing the front of the classroom where the teacher would be. The technology would include a smart board and Bluetooth speaks. Walls would be a light clean color such as beige accompanied with intriguing artwork and information related to the class.

– Nicole G



There would be laptops or computers for students to learn in one area, and a meetup / sitting area for students to sit around and converse.

– Tanner M

I want an experienced professor who clearly outlines the expectations of their students.

I want a professor who...

HAS REAL LIFE EXPERIENCE IN TOPIC AREA

HAS CLEAR PLANS & GROUND RULES

IS AVAILABLE & APPROACHABLE

WANTS THEIR STUDENTS TO SUCCEED



Business and English major should be teaching this course who has work experience and is caring, knowledgeable and passionate about both courses and owns their own business as well.

– Frankie S



Super laidback person who tells it how it is, but also knows when not to push too hard. They would also have a strong emphasis on accountability, i.e. you can miss class if you want, I won't drop you, but you will lose points as well.

– Vincent B



The professor would have a descriptive and well-organized syllabus, as well answer students question and help students if they need help. The professor would have office hours for students to get extra help. I would want the professor to be easy to talk to and approachable.

– Norma M



PRODUCT INNOVATIONS

WHAT PROUD PUPILS NEED TO SUCCEED

WHAT

Long-term programs that feel like the “real” college experience

Afternoon and evening classes

Pre-class meditation

Free coffee/tea

Money management/retirement planning advice

Free childcare on campus

Subsidized housekeeping services

WHY

PPs want to experience the traditional American college experience. Having a long-term program with a degree makes them feel like they’ve truly accomplished graduating from college.

PPs aren’t morning people and they are also busiest at this time, so afternoon/ evening will better suit their availability and mental state.

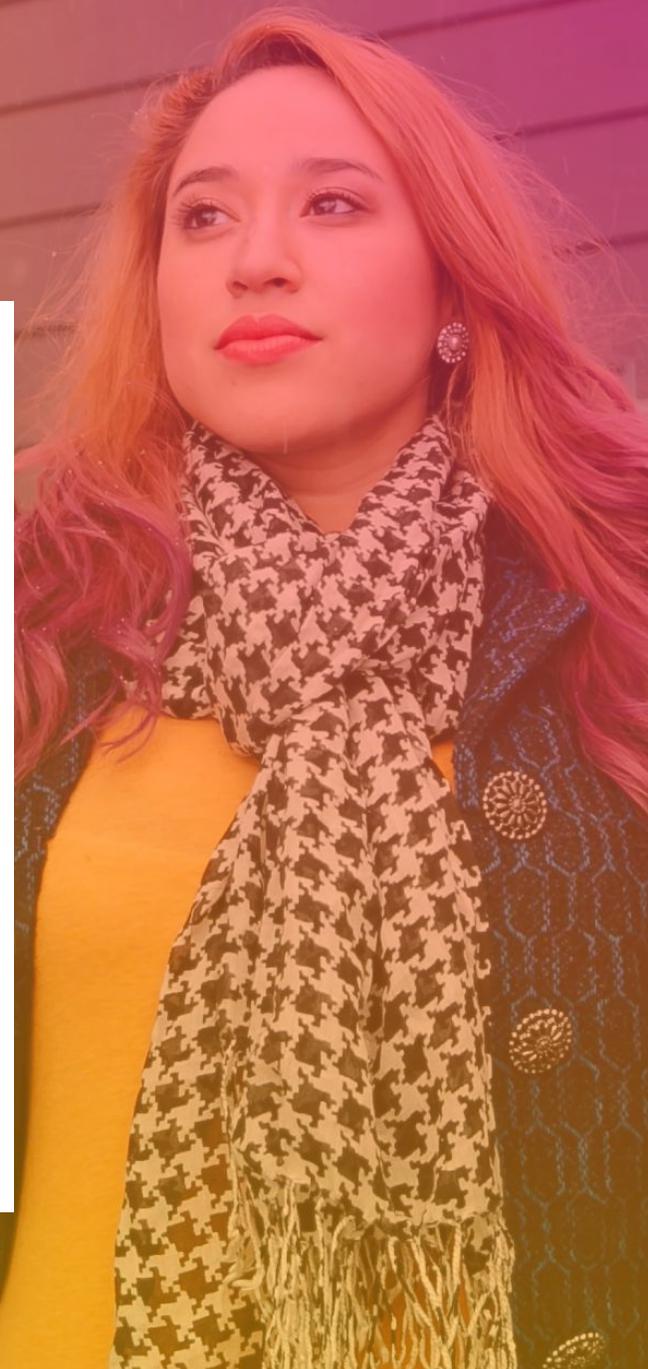
Constantly running around for others means little time for themselves, and PPs wish they could be less stressed. Opening classes with 5-10 minutes of meditation will help them transition into learning mode.

Coffee and tea cue “me time” and PPs deserve a pick-me-up to keep them motivated after a busy morning of focusing on others.

One of PPs’ biggest goals is saving up money for a home and/or retirement. Help them accomplish their goals by offering free advice from finance professors or by setting up Wellness fairs with financial planners from various institutions.

PPs are often taking care of children, which can get in the way of going to classes.

Much of their time is spent on family and household chores, so this would lift a huge burden off PPs’ shoulders.



MARKETING COMMUNICATIONS

WHAT WILL CAPTURE PROUD PUPILS' ATTENTION

WHAT

Detailed professor bios that include real-world experience and connections to their field of expertise

Aspirational “American Dream” messaging

Detailed curriculums outlining class topics, assignments and expectations of students

An emphasis on school spirit and being part of a community

WATCHOUT: PPs are “traditionalists” and a big segment you’re already winning with. Make sure not to alienate them with messaging that strays too far into the “unconventional” college experience, which is less appealing to them.

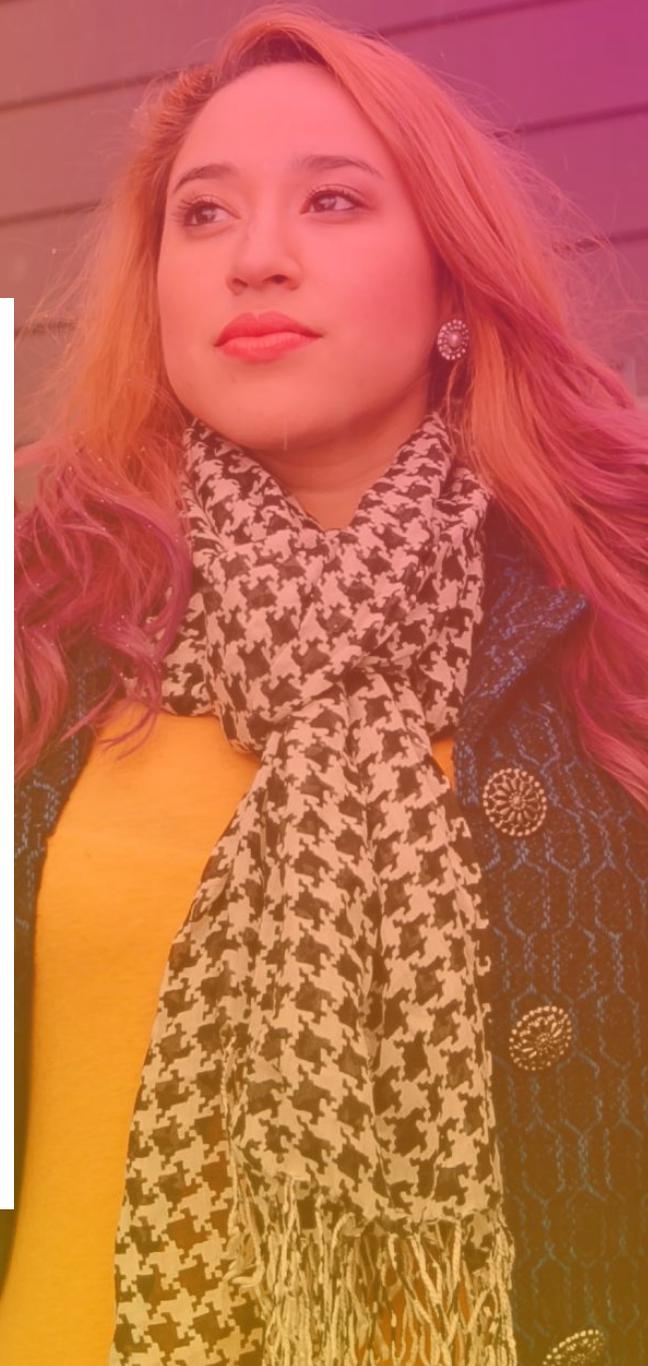
WHY

PPs care about the experience their professors have; highlighting professor qualifications will reassure them that they’re learning what they need to succeed.

One of the biggest goals for PPs is accomplishing the American Dream, so tapping into these aspirational will resonate with their yearning for these goals.

PPs want to feel prepared for the road ahead, so clearly laying out what they will need to do will help them see the education and experience they will receive in their program.

Community is something important to PPs, so showcasing the camaraderie and connectedness that comes with being a part of this college environment will be appealing to them.

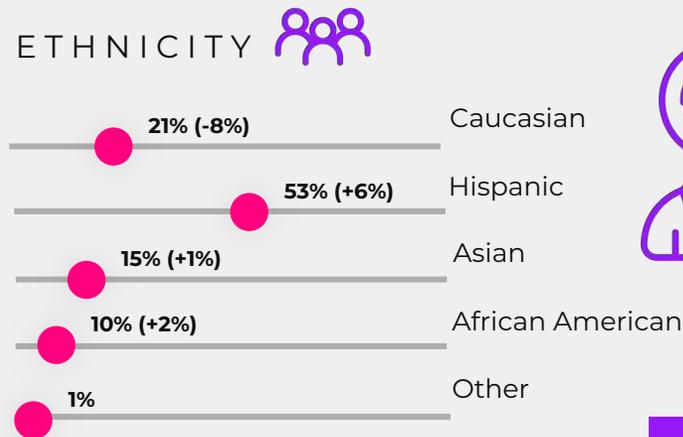
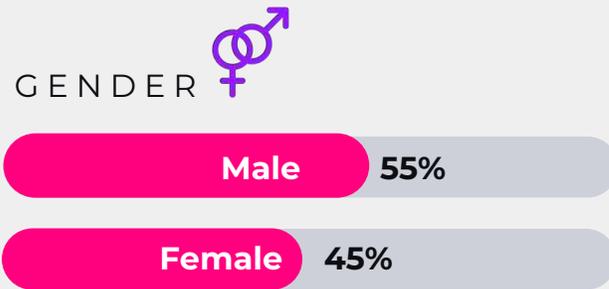
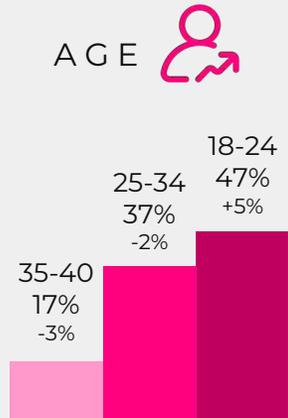
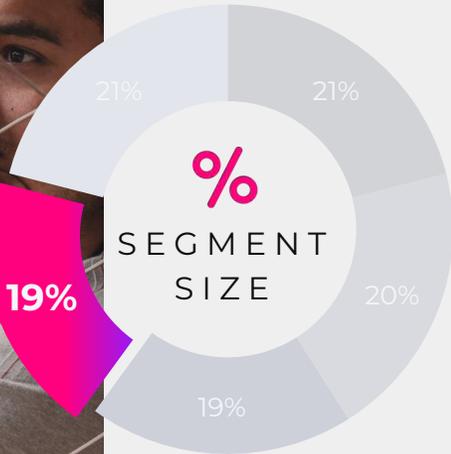


A man in a grey hoodie is looking through a chain-link fence. The image has a purple tint. The man's hand is resting on the fence near his face.

CHAPTER 3

SUPPORT SEEKING GRASPERS

SUPPORT SEEKING GRASPEERS



WHO I AM AT A GLANCE

I'm constantly looking for ways to improve myself emotionally, spiritually, professionally and beyond. It's important for me to get this approval from others.

I view success holistically and know that success in one area is meaningless without expertise in others.

PERSONALITY

- + Try to look on the bright side to fight the negativity inside
- + Use others for validation
- + Self-focused



Personal success for me would be for me to be happy, positive, and successful. If I was just successful and not happy, then I would still feel as if there was something missing.

– Alexis C

68%

I'm still trying to figure out my passions in life



MY VALUES

WHAT I CARE ABOUT

- + I care about making incremental progress. I have made mistakes in the past and am looking to move forward
- + I value happiness in and of itself, not just materials others associate with it
- + I care about what others think of me and want to prove that I have come far from where I was before

I think everyone is responsible for their own good fortune

79%
(+14%)



– Kimberly A

WHAT MOTIVATES ME

- + When I am surrounded by people who support and encourage me with a touch of “tough love”
- + My significant other and close friends, who are my chosen family, are the ones who I count on
- + Positive affirmations keep me motivated, which I often seek and share on social media



HOW IT AFFECTS MY BEHAVIOR

- + I am highly influenced by others, so I sometimes waiver and may make counterproductive decisions
- + I can be indecisive and lose focus without a clear path forward
- + I sometimes skip my responsibilities and then regret it later

I struggle to make ends meet

77%
(+12%)

BB

In the short-term, I would like to get a bachelor's degree and decide what I want to do with my life. For the long-term, I think that requires continuous self-improvement. That might include being aware of my own flaws and improving on them, as well as learning more and helping people.

– Esther V

MY GOALS

My goals are lofty and always progressing. Once I accomplish something, I want to continue to accomplish more and show others how far I've come.

WHAT I WANT

- + A fulfilling career
- + To continually evolve
- + Approval from others (subconsciously)

BB

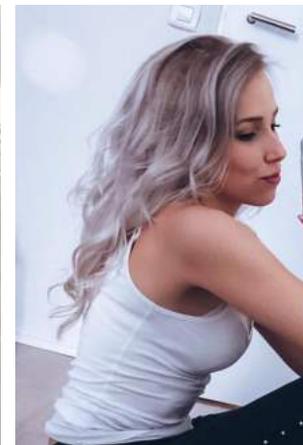
We as humans are capable of so much and I'm just now unlocking my potential, and I feel like no matter what, I will be OK in this world.
– Ryan R

BB

The first step I need to take to become successful is re-motivating myself...Even if some days I feel like a zombie due to lack of sleep I need to figure out my school situation and get through it as quickly as I can. The next step is deciding if I really want to be a nurse or teacher...I need to put my mind to whatever it is I decide to do and I need to do it with 110%. I will need to love what I am doing, because I don't want to be another one of those people who hate their jobs and always complain.

– Alexis C

Consumer-submitted images



MY TYPICAL DAY



I stay on track and accomplish a lot in the morning, but I lose momentum in the afternoon and then feel guilty thinking about what I didn't do.

Accomplished,
Positive

● + **Morning** *Most productive part of day*

- + Go to the gym
- + Do homework, read, etc.

AFTERNOON

Tired,
Unmotivated,
Conflicted,
Spontaneous

● + Go to work

- + Sometimes, stray from responsibilities

NIGHT

Regretful,
Anxious

- + Downtime (read, play video games, watch TV, etc.)
- + Reflect on things I didn't accomplish

TIME SPENT

Work
Eat
Sleep
Learn
Exercise
Hobby



I feel really good and accomplished even though it's really early in the morning, but the gym really helps me feel good about myself and, in a way, gives me energy.

– Kleidy M



I feel bad whenever I stray from my responsibilities. However, if one or two classes of mine are cancelled, I'll use it as an excuse to just ditch the whole day.

– Esther V



I rock myself to sleep and try not to think about the next day in a way. At the same time, I try to mentally think positively to get through the week.

– Kimberly A

MY BIGGEST STRUGGLES



I want to succeed, but I often doubt myself, which makes me avoid my responsibilities and then I feel even worse about myself for not following through.

WHAT GETS IN MY WAY

- + Not knowing what I want
- + Self-motivation
- + Self-confidence
- + Being easily influenced by others
- + Finances, especially related to previous mistakes



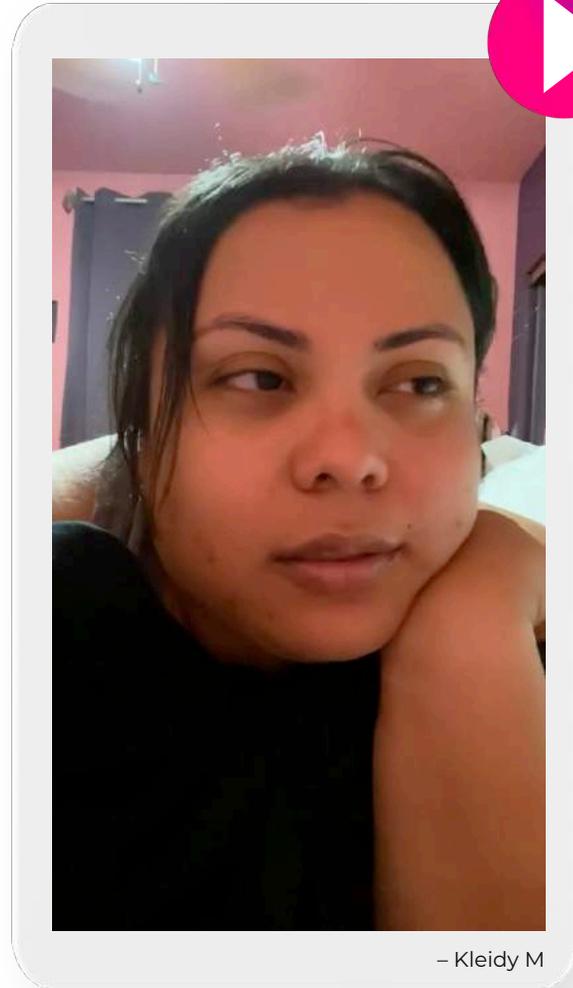
I try not taking things too seriously, because that would just overstress me and get me inside my own head, holding me back.

– Esther V



If you are always negative, hang around others who are negative, then you will have a negative life. I always try to stay positive.

– Johnny W



– Kleidy M



HOW I THINK ABOUT HIGHER EDUCATION

ATTITUDES

Getting a good job mostly depends on having the right education **87%** (+32%)

Most of my education comes from ways other than school **78%** (+23%)

Education is about learning real-world skills **69%** (+17%)

BEHAVIORS

I take classes to build on skills that would help with my current job **32%** (+3%)

I am not sure what educational path to choose **24%**

A HOLISTIC PERSPECTIVE

I want my college experience to better me as a person emotionally and intellectually. One of my biggest goals is increasing my mental health through self love, empathetic listening, understanding of the brain, and overall happiness.



The Study of Self...I would assume that this non-traditional class would have very wide applications. The potential benefits of engaging with a course like this could range from an increase in emotional intelligence to an increase in mental health.

– Marvin G

COMMUNITY COLLEGE ATTITUDES

While I feel like CCs are only good for people just graduating high school, I would also be happy to get all my education from one.

I think CC professors are just as good as at bigger schools, but I'm self conscious about what others would think of me for getting my degree from one.

I have concerns about CC **59%** (+19%)

I would keep it to myself that I go to CC **55%** (+16%)

IDEAL CLASSES

I want an experience that's tailored to both my professional and personal goals with constant support throughout.

I want my classes to...

GIVE REAL-WORLD EXPERIENCE

HAVE A NONTRADITIONAL SETTING

BE INTIMATE

BE INTERACTIVE

ALLOW ME TO VIRTUALLY CONNECT WITH OTHERS



Ideally somewhere in nature; the more quiet and remote the environment, the better. The classroom would not have any walls. I want students to feel boundless in every positive aspect possible. Seating would be intimate without being uncomfortable.

– Marvin G



The seating could be tables of 4 and then they could do activities to interact with other people in the class. Field trips because sometimes students don't want to be stuck in a classroom every time they meet for the class. Maybe the park or in the school gym, etc.

– Alexis C



Skype so you have a meeting if needed with professor, and Slack so you can chat with other class members.

– Monica K

With professors, personality matters. It's more about who they are vs. how much experience they have.

I want a professor who is...

PATIENT, BUT PUSHES ME WHEN NEEDED

PASSIONATE ABOUT WHAT THEY DO

ABLE TO GIVE ONE-ON-ONE ATTENTION

SUPPORTIVE & ENCOURAGING



I want them to be passionate about the topic and inform others on how great these remedies are.

– Alexis C



The professor would be pretty easy going, but strict when necessary. They would also go out of their way to try and help you pass the class, maybe even giving extra credit.

– Asia C

I like one-on-one attention with my professors

79%
(+13%)

I prefer consistent communication with my counselor

57%
(+14%)

PRODUCT INNOVATIONS

WHAT SUPPORT-SEEKING GRASPERS NEED TO SUCCEED

WHAT

Individual counselors

Mentorship/pal programs

Behavioral science class flexibility

Morning classes

Real-life experiences

Tough love teaching style

Inspiration alerts

Passion finder tool

Safe space classrooms

Life skills classes

WHY

SSGs need a lot of support, not just with their education, but also with their mental health. They need and WANT to be more emotionally intelligent. They want guidance on their personal lives, not just their professional lives. By having individual counselors who care about SSGs holistically will give them tools to stay on track and cope with life stressors.

SSGs are easily influenced by their peers, so partnering new students with more senior students who are doing well will help them feel supported and adopt behaviors that will also help them succeed.

SSGs are interested in human behavior to help them both understand others and themselves, so ensure there is flexibility to take these classes, even if they don't ladder up to the larger degree an SSG is taking.

SSGs are most motivated in the morning, so having early classes would be appealing and give them the feeling of starting their day off right (where later in the day they can get off track).

Whether it's practicums, internships, lab periods, or field trips, SSGs want to see how what they're learning will help them in their professional life and let them test their skills in a less threatening environment.

SSGs admit they need some tough love occasionally to kick them into shape, so giving counselors and professors permission to be tough, but out of love, will help SSGs in the long run.

Whether it's email, text, or notification, SSGs love seeking out inspirational messages, so sending them their way, especially on class days or around due dates for big projects, will help motivate them.

SSGs sometimes feel lost and need direction, so setting up a 'passion finder' tool could help them identify careers they would fit into well and enjoy.

SSGs may have negative associations with K12 school, so creating a less traditional environment (i.e., lots of plants, cozy seats) or changing up where classes meet (school gym, outside in a field, etc.) will help them feel more comfortable and safer.

Since SSGs see learning and success holistically, offer classes around money management, self care, cooking/nutrition, etc.) to help "round out" their ability to succeed in life, overall.

MARKETING COMMUNICATIONS

WHAT WILL CAPTURE SUPPORT SEEKING GRASPEERS' ATTENTION

WHAT

Holistic support

Future-proof programs

Professor/student relationships

Alumni case studies

Safe space showcase

WHY

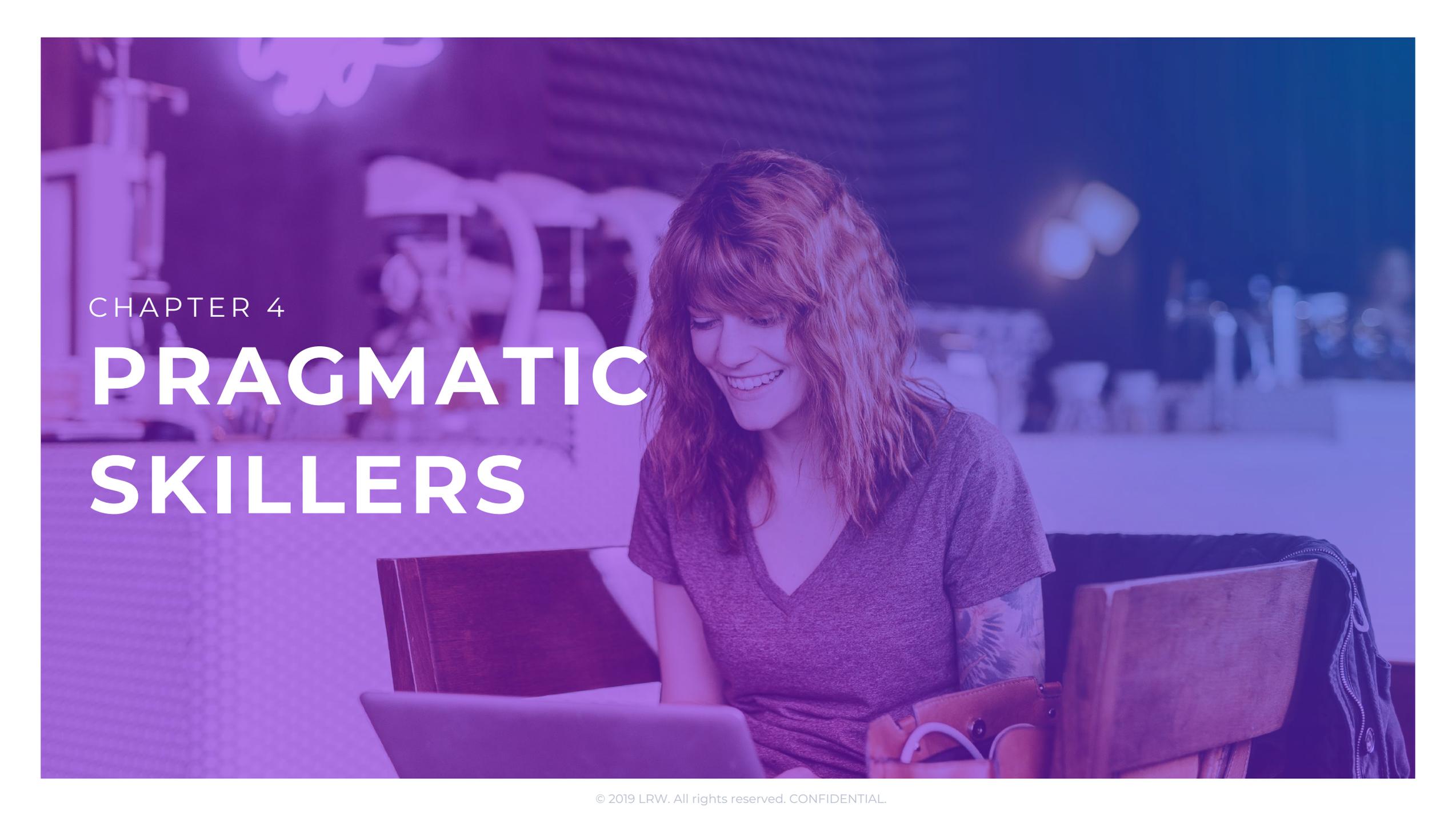
Communicate the ways LACC supports and encourages students both in and outside of the classroom, to show SSGs they aren't alone on their journey.

Help quell SSGs' fears of automation by offering "future-proof" programs with job placement prospects.

Highlight professors who are mentors/parent figures to appeal to SSGs who are looking for someone to care about them and their success.

Develop case studies of students' journeys to success, especially those who have gone through struggles in their lives and were able to overcome and are now successful, which SSGs can relate to and aspire to do.

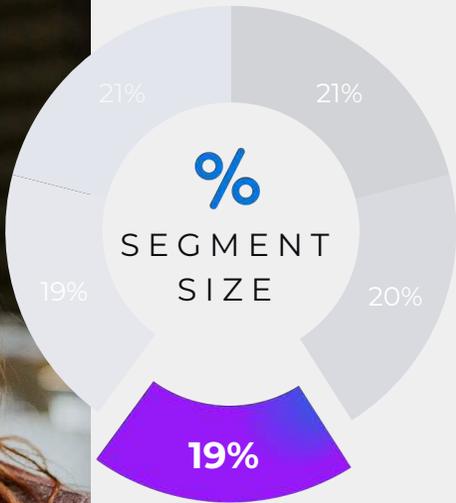
When showing off the LACC environment, highlight areas that feel less like school and more like "hangouts" or "safe spaces," such as outdoor areas or lounges, so SSGs feel less intimidated and more welcomed onto campus.



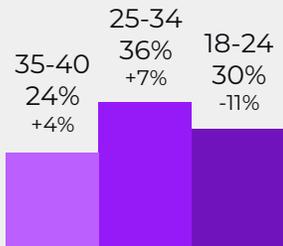
CHAPTER 4

PRAGMATIC SKILLERS

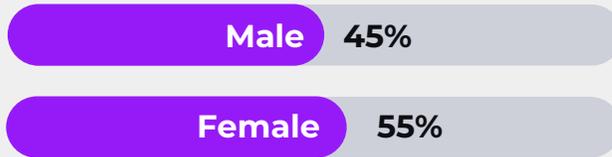
PRAGMATIC SKILLERS



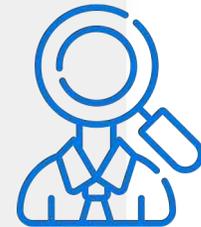
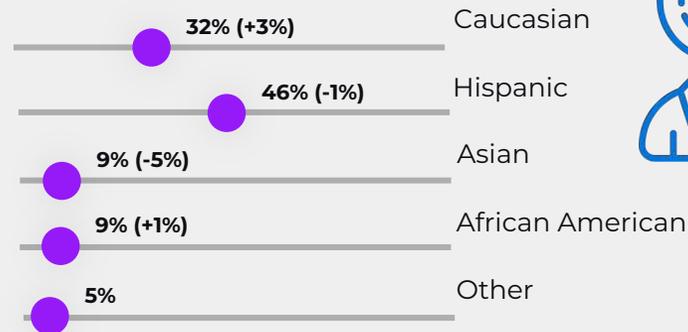
AGE



GENDER



ETHNICITY



PERSONALITY

- + Adaptable
- + Resourceful
- + Independent



I get along with most people and have a good time no matter where I am. I value my dynamic nature, because new experiences allow me to be adaptable and enjoy all life has to offer.

- Ciara Y

36%

Know what passions are, but don't know how to pursue them



MY VALUES

WHAT I CARE ABOUT

- + Experiencing life
- + Having a close, active social group
- + Authenticity/realness
- + Individuality/uniqueness

I'm not really concerned about how others think of me

59%
(+6%)

BB

Kanye West [inspires me] I have yet to meet him. He does what is right to him and he's a free thinker and doesn't allow anyone to really influence his ideas.

- Christian L

WHAT MOTIVATES ME

- + Celebrity success stories
- + Struggles of others who succeed on their own against the odds
- + Friends! I don't have much support from family

I have a strong support system in my life

63%
(-6)

BB

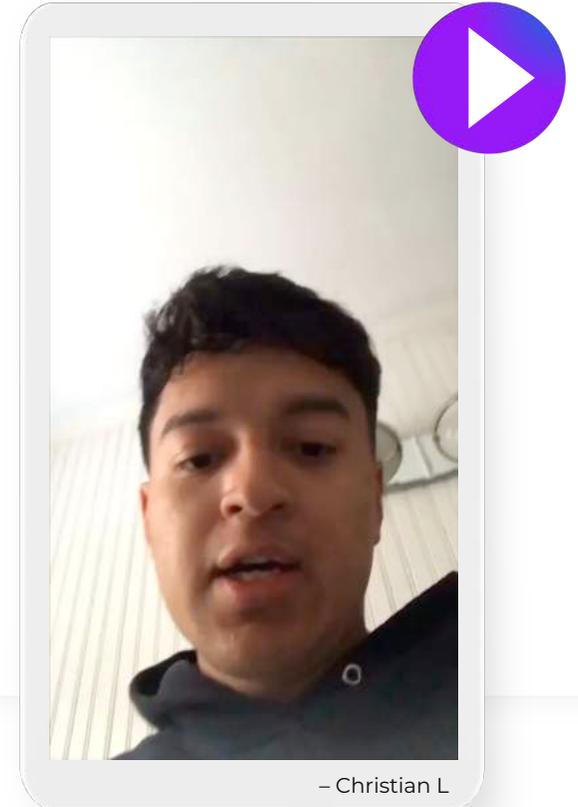
Ideally, I'd like to be surrounded with people who understand the workload that I may be going through and are also willing to destress with me in times that I can.

- Zach P



HOW IT AFFECTS MY BEHAVIOR

- + I'm not afraid to try new things
- + I don't have a typical routine, so I need to-do lists to keep me on track
- + I don't let others influence me or tell me I can't do something



- Christian L



MY GOALS

I have goals that can sometimes conflict – while I want to make it big by following my passions (like music or starting my own brand), I want to have a good work/life balance.

WHAT I WANT

- + To make it BIG by following my passions
- + A flexible schedule and good work/life balance
- + To stay true to myself/be unique
- + To have new and interesting life experiences

BB

The first person who inspires me is Shawn Mendes, and the second is Elon Musk. I've never actually met either of these people, but their character and resilience shine so bright that it still has a huge impact on my worldview. They're living proof that life is only as big as your dreams, and the actions you take to make them a reality. Shawn Mendes, a 21-year-old multi-platinum singer/songwriter, and Elon Musk, the founder of SpaceX, Tesla, and PayPal, both had grand ambitions and ended up doing big things with their lives. I want to be like that more than anything.

– August A



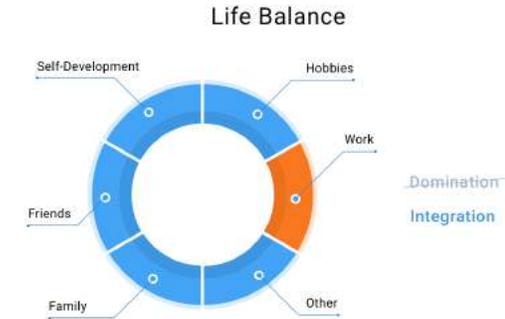
BE THE BEST YOU THAT YOU CAN BE

just be you.

- be confident.
- be successful.
- be beautiful.
- be intelligent.
- be hardworking.
- be carefree.
- be modest.
- be driven.
- be forgiving.
- be creative.
- be relaxed.
- be motivated.
- be educated.
- be thoughtful.
- be kind.
- be determined.
- be good.

just be you.

- be unstoppable.
- be knowledgeable.
- be sympathetic.
- be honest.
- be worthy.
- be straightforward.
- be courteous.
- be polite.
- be gentle.
- be strong.
- be open.
- be loving.
- be funny.
- be selfless.
- be encouraging.
- be generous.
- be humble.



**YOU LAUGH AT ME
BECAUSE I'M
DIFFERENT
I LAUGH AT YOU
BECAUSE YOU'RE
ALL THE SAME**



MY TYPICAL DAY



TIME SPENT

Learn
Work
Sleep
Socialize

I like to go at my own pace, taking my time in the morning, going through my checklist during the day, and being open to the unexpected/unplanned, especially around social events.

MORNING

Leisurely,
Happy,
Appreciative

- + Me time
- + Relaxation, with no chores or routine

AFTERNOON

Motivated,
Happy,
Accomplished

- + Work through to-do list (Big planners!)
- + Have unexpected experiences

NIGHT

Relaxed,
Happy

- + Socialize
- + Downtime (read, play video games, watch TV, etc.)



I'm usually very chill in the morning, unless I have to rush somewhere. Typically, my mornings are slow and peaceful.

– Amanda V



Having a to-do list is essential for making sure you get everything done. I'd be lost without one... I stray from my routine when I want to. It feels great. I love change. I move my room around every month!

– August A



I love the night; it's time to lie on the couch and watch some TV shows and read a book. It's time to relax!

– Claudia R

MY BIGGEST STRUGGLES



Fun drives many of my decisions, and while it sometimes can keep me engaged to help me succeed, it can also distract me from my goals.

WHAT GETS IN MY WAY

- + Getting bored or easily distracted
- + Prioritizing fun over accomplishments
- + Not having a typical schedule, which means more one-off tasks to juggle
- + Work/life balance feels more work than life

BB

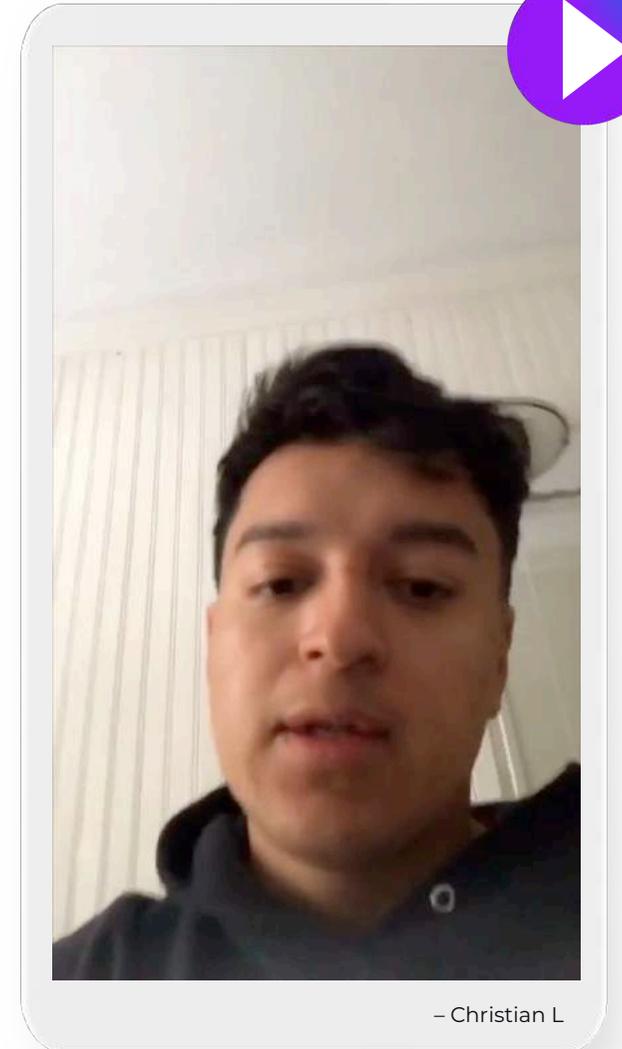
I know I can do anything I put my mind to, but I do get bored easily and being pushed to do something that in turn isn't fun or appealing might send me into a frenzy.

– Dawn D

BB

My success is defined by how well I maintain a work-life balance.

– Zach P



HOW I THINK ABOUT HIGHER EDUCATION

ATTITUDES

Most of my education comes from ways other than school **76%**
(+31%)

Getting a good job is mostly about knowing the right people **75%**
(+30%)

The most important things to learn are taught outside of school **77%**
(+13%)

BEHAVIORS

I like to learn on my own **71%**
(+23%)

Classmates don't matter as long as the professor is an expert **57%**
(+8%)

I am looking for something to get quick experience **66%**
(+20%)

COMMUNITY COLLEGE ATTITUDES

CCs are a great fit for me! I love exploring new topics and find the process of learning fun, and I feel CCs have quick and flexible programs that suit my needs.

I don't need a fancy degree – I just want the skills and experience needed to explore my passion areas.



– Amanda V



It's important to do things that are fun.

– August A



Consumer-submitted image

IDEAL CLASSES

I'm looking for a quick experience that gives me concrete skills to help me explore a passion or new venture I'm working on.

I want my classes to...

- BE MOSTLY VIRTUAL/ONLINE**
- FEEL HIGH TECH/MODERN**
- HAVE A FLEXIBLE PACE**
- EMBRACE OUT OF THE NORM IDEAS**
- SPEAK TO MY ENTREPRENEURIAL SPIRIT**
- PREPARE ME FOR THE REAL WORLD**



There are 10-20 people. The classroom would be a virtual webinar with webcams on each student and the ability to share screens.

– Vincent F



Clean, big windows, lots of natural light. Calming and soft colors on the walls, not too drab or stark white. Seating is comfortable. There will be tables with chairs for the lab portion. Working projector with clean screen for the teacher, and tablets or laptops for the students.

– Amanda V

Above all, the most important criteria for a professor to have is real-life experience on the topic.

I want a professor who is...

- EXPERIENCED/WELL-KNOWN IN THE FIELD**
- CREATIVE/DIVERSE IN TEACHING METHODS**
- OUTGOING AND DIRECT**



My favorite class I've taken is a class called Latin American Experience. It was a game role play class where students were assigned a historical person from Latin America and we had to act as if we were them in a meeting.

– Phoebe P



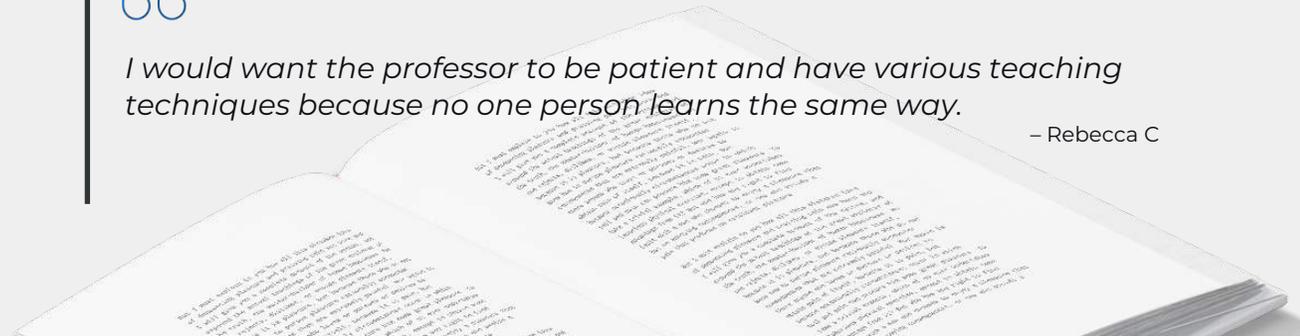
The professor would be a knowledgeable person with experience not only professionally but personally. He wouldn't just know things through theory but through practice.

– Vincent F



I would want the professor to be patient and have various teaching techniques because no one person learns the same way.

– Rebecca C



PRODUCT INNOVATIONS

WHAT PRAGMATIC SKILLERS NEED TO SUCCEED

WHAT

Cloud-based learning management systems and communication platforms

Learning style switch-ups

On/off programs

Create your own degree

Entrepreneurs for hire

Quickie certificates

Program socials

WHY

PS's mention tools like Canvas, Slack, and Webex that could provide them with the best virtual learning experience where things feel organized and people (both professors and students) can stay connected.

Making classes feel different every day (i.e., field trip, lab work, creative teaching techniques) will keep PS's engaged as they seek new and different experiences.

Help PS's keep their flexible schedules by having on/off classes and programs where they can skip weeks and catch up later or skip ahead if they have extra time, which appeals to PS's who like to go at their own pace.

Help PS's turn their hobbies/interests into careers by letting them design their own programs that connect unconventional ideas (e.g., music + science).

Connect PS's with entrepreneurs, especially in creative fields, who can offer their stories and coaching to help support their entrepreneurial spirits.

Appeal to PS's love for learning by developing short and sweet classes to help them learn a new skill. To them, the degree doesn't matter, it's all about the experience and expertise learned along the way.

PS's love socializing and look for any excuse to go out and meet new people. Help facilitate student partnerships by planning social events for programs.

MARKETING COMMUNICATIONS

WHAT WILL CAPTURE PRAGMATIC SKILLERS' ATTENTION

WHAT

Be yourself!

Work/life balance is possible

Learning is fun

Do what you love

Study abroad callout

WHY

PS's admire being different. Show that LACC isn't trying to put them in a box, but rather help them embrace being their unique selves.

A healthy work/life balance is crucial for PS's, so ensuring programs won't throw this balance completely out of whack will help convince them it can fit into their lives.

PS's love to learn, so much that they sign up for classes and programs just for fun, so showcasing that shared belief that learning is continuous and stimulating will help them feel understood and a good fit for LACC.

While they're still trying to figure it out, one of their biggest goals is being able to have a fulfilling career that they enjoy. Help show them they can do what they love by learning new skills offered via programs/classes.

PS's love new experiences, and travelling is a big part of that. Highlighting the study abroad program will help attract them to LACC.