

Kutztown University Honors Program

Key Stakeholder Personas

Prepared by



Current KU Students (non-Honors Program, internal transfers) -

Internal transfers are uncommon in the Honors Program.

- Goals for joining the HP:
 - Academic experience - Enhance academic experience at KU with honors classes
 - Research opportunities – The Honors Program has established the capstone as a research opportunity, which offers the benefit of working closely with faculty
 - Enhance graduate school applications
- Concerns (academic and professional):
 - Benefits – Students may wonder what the Honors Program could do for them
 - Requirements – If students are not in their first three semesters at KU, it may be challenging to complete all program requirements on time
 - Time-consuming- Transfer students may be contemplating how much time they would have to dedicate to the program
 - Unrealistic expectations – Transfer students may think that there is a lot of extra work
- Habits:
 - Organized – Internal transfers know how to manage multiple commitments.
 - Involved – Internal transfer students tend to be involved in extracurricular activities on campus
 - Self-care – Internal transfers tend to indulge in some form of self-care, such as physical exercise (yoga, weight training, running, etc.) and mental health (meditating, mindfulness, therapy, journaling, etc.)
- Hobbies:
 - Reading
 - Community service
 - Campus clubs
- Why should they join Honors? (motivations):
 - Research opportunities
 - Networking
 - Honors community
- Challenges (What is stopping them from joining the HP?):
 - Low GPA - If students do not meet GPA requirements, they must wait until they do to join the program
 - Misconceptions – Students may have an erroneous view of what the program is

Potential Honors Student (HS) - Most honors students join the program right after high school.

- Goals for joining the HP:
 - Research opportunities: The opportunity to work closely with faculty members. Also, the freedom to work on a project of their choosing
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 - Enhance graduate school applications: The HP sets students apart from their peers in the graduate school application process
- Concerns (academic and professional):
 - Workload – Worried whether or not they will be able to manage honors courses, Living and Learning events, community service hours and the capstone project while maintaining their desired GPA
 - Outcomes - Is the extra responsibility and commitment worth their time?
- Habits:
 - Reading
 - Volunteering
 - Running
- Hobbies:
 - Community service
 - Exercising
- Why should they join Honors? (motivations):
 - Enhance graduate school applications
 - Find a community with like-minded people (academically inclined)
- Challenges (What is stopping them joining the HP?):
 - Believing the requirements might be difficult to manage
 - Fear of academic rigorousness