

LEARNER PERSONAS

A persona represents an archetypical user whose goals and characteristics represent the needs of a larger group. Its description includes behavior patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates. The number of unique personas should be supported by the stakeholder register, with user details that are defined from the training needs analysis.

PERSONA TEMPLATE

The format we've chosen looks like this template - with a fictitious person's name at the top alongside their age, a pattern name, and then more specific details about their background. Four personas have been chosen and will follow on subsequent pages.

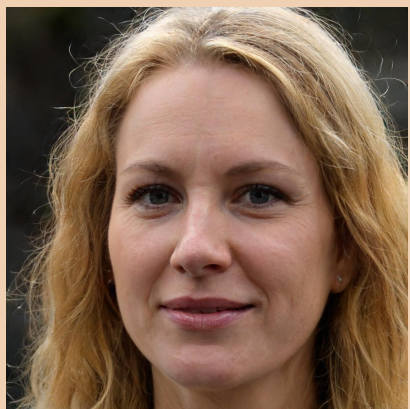
Fictitious Name, Age Number	
Archetype: Pattern or Model Name	
<<Image>>	Responsibilities ● Duty #1 of someone in this role. ● Duty #2 of someone in this role. ● Duty #3 of someone in this role. Learning Goals ● Goal #1 of someone like this person. ● Goal #2 of someone like this person. ● Goal #3 of someone like this person.
Title: Position Within the Organization	Technological Comfort: ★★☆☆☆
Education: Highest Achieved	A "favorite" quote would go here.
Motivation: Why do they care?	

**Note:* Images courtesy of <https://thispersondoesnotexist.com/>, names from: <https://www.behindthename.com/random/>

Julia Finch, Age 75	
Archetype: The Leader	
	Responsibilities • Preside at all meetings and over the board itself • Be the CEO of the chapter • Be an ex-officio member of all committees • Complete the chapter master report • Fill in for the treasurer as needed Learning Goals • Facilitate sharing of files with the board • Use group mailing lists to keep everyone connected, especially while remote
	Title: Regent (Chapter President) Technological Comfort: ★☆☆☆☆
Education: Bachelor's of Human Resources	"Coming together is a beginning. Keeping together is progress. Working together is success." — Henry Ford
Motivation: Time management & morale.	

Wanda Abram, Age 80	
Archetype: The Scrapbooker	
	Responsibilities • Cooperate with the state librarian in securing books for the DAR Library in D.C. • Lead efforts to promote literacy in the community, such as with book drives • Maintain and organize the chapter's collection of photographs, news clippings, and other files Learning Goals • Uploading and organizing files • Sending email with a chapter account
	Title: Librarian Technological Comfort: ★★☆☆☆
Education: Master's of Business	"Do not fear failure but rather fear not trying." — Roy T. Bennett
Motivation: Keep chapter docs organized.	

Evelyn Stanley, Age 45	
Archetype: The Glue	
	Responsibilities ● Promote DAR objectives through the maintenance of a chapter website ● Provide tech support to other members Learning Goals ● Understand how to add/remove accounts ● Discover how email aliases and routing works ● Get more information on updating mail groups ● Learn the process of updating the website
	Title: Volunteer Information Specialist (VIS) Technological Comfort: ★★★★★
Education: Bachelor's of Marketing	"Keep going forward because success will come" — Cassandra Sanford
Motivation: Help the chapter shine.	

Kristine Sampson, Age 50	
Archetype: The Achiever	
	Responsibilities ● Helped the regent during her transition to office ● Continues in an advisory capacity on topics like: ○ Chapter master report requirements ○ State standards and expectations ○ Member retention and chapter growth Learning Goals ● Ability to serve as backup on mailing list groups ● Providing support for marketing purposes, including website updates as-needed.
	Title: Past Regent and Volunteer Technological Comfort: ★★★★★
Education: Master's of Education	"A great presentation gives smart ideas an advantage." - Nancy Duarte
Motivation: Chapter relevance and growth.	