

Human Centered Milestones: Tuition Heroes

MILESTONE 4: MAKING SENSE

- Targeting the presidents of institutions may be aiming too high. They may not bother with smaller decisions like this and either forward or delete our communications.
- Targeting leaders of the marketing department who control the institution's website may be necessary also. We assumed reaching presidents who are more involved with tuition decisions might like the idea and would make sure badge activation was implemented.
- Institutions should be responsible for activating their own badge, but we might have to rely on other supporters (ie: alumni, students, local businesses, governments, the community) to activate it for them.
- We may need to implement a stronger incentive for an institution to activate their badge. We are considering generating crowdfunded Tuition Heroes Scholarships for institutions that activate the Tuition Hero badge. This should be a strong incentive for them, and another revenue stream for us, as we would capture an administrative fee.