Human Centered Milestones: Tuition Heroes

MILESTONE 3: USER DISCOVERY

We spoke to Glen Cope, Provost at the University of Missouri-St. Louis about Tuition Heroes. She was very excited about the idea and glad to participate.

We then spoke to Ron Gossen, Chief Marketing Officer at the University of Missouri-St. Louis. He had less supportive feedback. Although he liked the idea and was willing to have a badge displayed on the Tuition Hero website, he wasn't willing to display it on the institution's website. Apparently, there are other organizations that award higher education institutions for other achievements and have similar badges or logos. He felt that if he posted a badge for each award the institution won, it would muddy up the website.

We sent emails to over 500 presidents of Tuition Hero institutions, asking them to activate their Tuition Hero badges. A percentage of institutions have activated their badges as a result. We will follow-up with the ones that didn't.

We sent tweets to most of the Tuition Heroes. We have no idea who managed the various Twitter accounts. We did get some positive responses and retweets. But, none resulted in badge activations.

We spoke to Bill Burger, Vice President of Marketing and Communications at Middlebury College, after the president of the institution forwarded our email to him. Middlebury College is a very expensive college in Vermont. He felt they didn't need to promote their tuition growth control, because their potential students have no concern about cost.

We sent out a survey to over 500 leaders of Tuition Hero institutions offering a free badge to the first 50 respondents. Responses are being received.

- Diane Sater-Wee, CEO of the American Institute of Alternative Medicine, felt she didn't need to promote her institution's tuition control and spend $100 on a badge. However, she was willing to complete the survey and get one for free.
- Seth Macon Carter, President of Colby Community College, found value in the program and wanted to activate his institution's badge, but not if there was an expense associated with it.