

Human Centered Milestones: Tuition Heroes

MILESTONE 5: WHO ARE YOUR USERS

Glen (President of a University)

Glen is aware of the problem of rising tuition in America. She's seen it in every form of media. People are looking for answers.

She's seen state funding decrease and donations are decreasing too. Yet, she has to maintain the facilities at her university in order to attract students and retain them. Most schools have chosen to raise tuition and pass looming expenses along to students. But, she's different. She found creative ways to pay for expenses, and therefore only grew tuition by 2.5% or less per year.

Then she sees that Tuition Heroes is rewarding institutions for tuition control like she has implemented at her institution. She learns her institution has a free page on the Tuition Heroes website that provides evidence of how her institution achieved Tuition Hero status.

She can even activate a badge and display it on her website to show potential students that her institution is in control of their tuition, and that students should not expect tuition increases beyond normal inflation rates while they attend.

She also likes the fact that the embed code on the Tuition Heroes website allows others who support her institution to display the badge on their websites and have it link back to her institution's page on Tuition Heroes, thus lending viral promotion of her institution's tuition control.

She thinks think may be a way for her institution to stand out from the crowd and increase enrollments.

Sam (State Governor)

Sam provides funding to all public higher education institutes in his state. He learned about what Tuition Heroes does and decides to activate the badge for all the Tuition Heroes in his state and display them on the state government website.

Jim (Local Business Owner) | Tina (Alumni) | Mike & Karin (Parents)

All these supports decide to chip in and crowdfund a Tuition Hero badge for the institution they are associated with.