

JILLIAN, STUDENT



WHAT MOTIVATES ME?

- Graduating as soon as possible
- Obtaining a job as a community college librarian

WHAT DO I NEED TO SUCCEED?

- The College to be open 24/7 -- accessible for all types of learners and their situations.
- Computer access for all students
- Amenities: a place for cooking, food storage, a refrigerator and microwave
- Job search support
- A connection to fellow alumni in my field

I DON'T LIKE

- That the water fountains are turned off after 6pm (says "go home")
- Non-interactive teaching, especially lectures

I AM THE SCHOOL OF EDUCATION

I AM

- An Iowan
- Living with a partner
- Overwhelmed with multiple roles

I LIKE

- My community
- Volunteering
- Study groups
- Facebook

THIS IS JILLIAN'S STORY,

WHAT IS YOURS?

ADD YOUR STORY RIGHT HERE.

I WANT TO FEEL

- That the administration is looking out for students
- Connected to my department
- That part-time students and undergraduate students are included in decision making

WHAT DO I WANT FROM THE NEW SCHOOL OF EDUCATION?

- More courses at the 600 level
- More cross-disciplinary courses
- Ways for all students to know what is happening in all corners of the School of Education

PARTICIPATE IN 
THE CONVERSATION HERE: 
<http://bit.ly/isusoe>

THE PROCESS:

- This poster is a prototype of a "composite character profile." It's the product of a design thinking session held on February 14, 2011 to support the design of a new school of education at Iowa State University.
- This character profile was developed via synthesis method whereby the teams at the design event created (semi)-fictional characters who embody the human characteristics of future users of the Iowa State University School of Education.
- The team's design drafts were transformed into the prototype you see here. These posters serve as the human element within our organization.

Draft created
by teams on
2-14-11



Prototype you
are viewing now

BESSIE, TENURED FACULTY



I AM

- A non-Iowa Native
- Tenured
- Overworked
- A mother

I LIKE

- Running
- Diet Coke
- Growing tomatoes in the summer

WHAT MOTIVATES ME?

- A proactive and transparent college leadership team
- Visionary leadership
- Pedagogical support
- Being genuinely asked how I'm doing

WHAT DO I NEED TO SUCCEED?

- Intellectual stimulation
- Good communication
- Support from chairs and deans
- The university to put its money where its mouth is

I DON'T LIKE

- The toll that long hours take on family
- Classrooms that don't meet my teaching needs

I AM THE SCHOOL OF EDUCATION

I WANT TO FEEL

- That my passion is understood
- Cared for and supported
- A sense of belonging
- Connected to the organization

WHAT DO I WANT FROM THE NEW SCHOOL OF EDUCATION?

- Classrooms spaces to fit the topics being taught
- Improved communication
- Less of the same old thing

PARTICIPATE IN
THE CONVERSATION HERE: 
<http://bit.ly/isusoe>

THIS IS BESSIE'S STORY,
WHAT IS YOURS?
ADD YOUR STORY RIGHT HERE.

THE PROCESS:

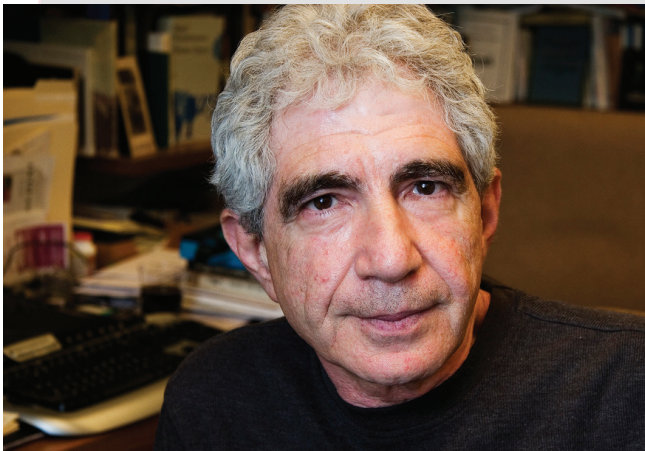
- This poster is a prototype of a "composite character profile." It's the product of a design thinking session held on February 14, 2011 to support the design of a new school of education at Iowa State University.
- This character profile was developed via synthesis method whereby the teams at the design event created (semi)-fictional characters who embody the human characteristics of future users of the Iowa State University School of Education.
- The team's design drafts were transformed into the prototype you see here. These posters serve as the human element within our organization.

Draft created
by teams on
2-14-11



Prototype you
are viewing now

IAN, STAFF-ACADEMIC ADVISOR



WHAT MOTIVATES ME?

- My loyalty to Iowa State University
- A desire to help others

WHAT DO I NEED TO SUCCEED?

- Flexibility with the time in which I do my work
- A full understanding of everyone's duty/role in the College
- Transparency

I DON'T LIKE

- How quality suffers due to work volume
- How my office space hampers productive work relationships

I WANT TO FEEL

- That I've helped other people succeed
- That people matter in the College
- Connected to the College
- Recognized and respected

WHAT DO I WANT FROM THE NEW SCHOOL OF EDUCATION?

- Organic collaboration
- More support for professional development
- A unifying vision or purpose

I AM THE SCHOOL OF EDUCATION

I AM

- An Iowan
- Divorced
- A father of two college-aged children

I LIKE

- Coffee with sugar
- Jazz

**THIS IS IAN'S STORY,
WHAT IS YOURS?
ADD YOUR STORY RIGHT HERE**

**PARTICIPATE IN
THE CONVERSATION HERE:** 
<http://bit.ly/isusoe>

THE PROCESS:

- This poster is a prototype of a "composite character profile." It's the product of a design thinking session held on February 14, 2011 to support the design of a new school of education at Iowa State University.
- This character profile was developed via synthesis method whereby the teams at the design event created (semi)-fictional characters who embody the human characteristics of future users of the Iowa State University School of Education.
- The team's design drafts were transformed into the prototype you see here. These posters serve as the human element within our organization.

Draft created
by teams on
2-14-11



Prototype you
are viewing now

RIKKI, PART-TIME STUDENT



I AM

- A non-Iowa native
- A world traveler -- I've lived in different countries
- A full-time employee at Grandview University

I LIKE

- Chocolate
- Nature treks
- Smartphones
- Cooking
- Drinking water over coffee

WHAT MOTIVATES ME?

- Finishing my Ph.D.

WHAT DO I NEED TO SUCCEED?

- Strong advising
- A cohesive doctoral program
- Faculty that value multiple ways of knowing

I DON'T LIKE

- A lack of community
- Resistance to change
- Unclear guidelines for assistantships
- WebCT


I WANT TO FEEL

- As though there is equity in all operations in the College
- Balance between family, work and school
- Recognition of the value of each individual on the part of the College's administration

WHAT DO I WANT FROM THE NEW SCHOOL OF EDUCATION?

- Instruction that reflects the current times, in content and delivery
- Collaboration between the disciplines
- A graduate student organization for the School of Education

I AM THE SCHOOL OF EDUCATION

**PARTICIPATE IN
THE CONVERSATION HERE:** 
<http://bit.ly/isusoe>

**THIS IS RIKKI'S STORY,
WHAT IS YOURS?
ADD YOUR STORY RIGHT HERE.**

THE PROCESS:

- This poster is a prototype of a "composite character profile." It's the product of a design thinking session held on February 14, 2011 to support the design of a new school of education at Iowa State University.
- This character profile was developed via synthesis method whereby the teams at the design event created (semi)-fictional characters who embody the human characteristics of future users of the Iowa State University School of Education.
- The team's design drafts were transformed into the prototype you see here. These posters serve as the human element within our organization.

Draft created
by teams on
2-14-11



Prototype you
are viewing now

ALTHEA, UNTENURED FACULTY



I AM

- From a supportive family
- Politically conscious
- From a literate family that values reading and education
- A Type I diabetic

I LIKE

- Reading
- Writing
- Recycling
- Healthy eating

WHAT MOTIVATES ME?

- Having mentors I trust
- Support from administration that is beyond just words
- Social justice and equity
- Informal recognition by my colleagues in the College

WHAT DO I NEED TO SUCCEED?

- Balance between research, teaching and writing.
- Strong school and community outreach ethic on the part of the College
- Opportunities to share what I create internally
- Students who feel successful
- “Real” faculty retreats

I DON'T LIKE

- How work easily becomes a barrier to family harmony
- A lack of say

I AM THE SCHOOL OF EDUCATION

I WANT TO FEEL

- Excited about coming to work
- A happy balance between home and work
- Connected to the College
- Respected, wanted

WHAT DO I WANT FROM THE NEW SCHOOL OF EDUCATION?

- To see people of different backgrounds and experiences every day
- Strong partnerships with the public schools
- Transparency

**PARTICIPATE IN
THE CONVERSATION HERE:** 
<http://bit.ly/isusoe>

**THIS IS ALTHEA'S STORY,
WHAT IS YOURS?
ADD YOUR STORY RIGHT HERE.**

THE PROCESS:

- This poster is a prototype of a “composite character profile.” It's the product of a design thinking session held on February 14, 2011 to support the design of a new school of education at Iowa State University.
- This character profile was developed via synthesis method whereby the teams at the design event created (semi)-fictional characters who embody the human characteristics of future users of the Iowa State University School of Education.
- The team's design drafts were transformed into the prototype you see here. These posters serve as the human element within our organization.

Draft created
by teams on
2-14-11



Prototype you
are viewing now

JENNIE, IOWA STATE ALUM & HIGH SCHOOL PRINCIPAL



WHAT MOTIVATES ME?

- First, my family. Second, giving back to Iowa State.
- A connection with our broader community (Ames, Story County, Polk County)
- Visionary leadership from the College of Human Sciences
- An innate need to serve Iowa

WHAT DO I NEED TO SUCCEED?

- Balance
- Opportunities to be creative
- Integration of technology and learning
- Greater access to non-traditional forms of instruction
- Working with professionals who model sound instructional practices
- Knowing what it takes to give my best effort

I DON'T LIKE

- Inequities - gender, socioeconomic
- Top down organizational policies
- Routine or non-creative work

I WANT TO FEEL

- Loyal to ISU
- Intrinsically motivated
- Productive

WHAT DO I WANT FROM THE NEW SCHOOL OF EDUCATION?

- Incentives to initiate new projects
- Opportunities for personal growth
- Access to research that helps public schools
- An opportunity to hire ISU graduates



I AM

- An Iowa native
- An employer of ISU graduates.
- Part-time adult learner at Iowa State

I LIKE

- Attending Iowa State University women's basketball games
- A great salad
- Quiet mornings

I AM THE SCHOOL OF EDUCATION

PARTICIPATE IN 
THE CONVERSATION HERE: 
<http://bit.ly/isusoe>

THIS IS JENNIE'S STORY,

WHAT IS YOURS?

ADD YOUR STORY RIGHT HERE.

THE PROCESS:

- This poster is a prototype of a "composite character profile." It's the product of a design thinking session held on February 14, 2011 to support the design of a new school of education at Iowa State University.
- This character profile was developed via synthesis method whereby the teams at the design event created (semi)-fictional characters who embody the human characteristics of future users of the Iowa State University School of Education.
- The team's design drafts were transformed into the prototype you see here. These posters serve as the human element within our organization.

Draft created
by teams on
2-14-11



Prototype you
are viewing now