



**Sam:
Smart
And
Motivated**

Goals

- Enjoy his job
- Help students
- Appear competent and skilled
- Feel like he's growing professionally

Frustrations

- Arbitrary rules
- Systems that aren't intuitive
- Convoluted processes & workflows

Generation: Millennial

Tenure: 5+ years

Role: Full Time Instructional Librarian

Environment: CMC Library

Time Size: >20 minutes per day

Team Dynamics: friendly, casual

Team Makeup: Multi-generational

Biography

Sam loves working in the Library because he loves the diversity of students and to be in an environment of learning. He's a self-motivated learner and has several skills and hobbies that he's passionate about outside the library. He is excited about improving his Spanish skills however he only has about 20 minutes per day to devote. An avid gamer, he despises any learning that feels too basic, boring, or unengaging. He enjoys gamification of learning.

Experience/Expertise



Motivation



Preferred Learning Channels



Personal Learning Brands & Influences

- Google Search
- Network Newsfeed
- YouTube Videos
- Video Games
- Reddit



Abbe: Actively Building Better Experiences

Goals

- finish college degree
- build experiences for resume
- develop professionally
- pay off student loans

Frustrations

- financially insecure
- not enough time
- being interested in everything

Generation: Gen Z

Tenure: <1 year

Role: Part-Time Library Aide

Environment: CMC Library

Time Size: >20 minutes per day

Team Dynamics: friendly, casual

Team Makeup: Multi-generational

Biography

Abbe is super motivated, friendly, and smart. She really wants to get a good job in the sciences working outdoors. She doesn't see herself pursuing a professional library position in the future, however she enjoys working in the library because of the friendly atmosphere and she enjoys helping people. She is motivated to gain skills and improve her chances of being hired professionally when she graduates next year.

Experience/Expertise

Functional



Technological



Management



Leadership



Business



Motivation

Development



Power



Incentives



Social



Preferred Learning Channels

Video



Virtual Class



Coaching



Article



Classroom



eLearning



Personal Learning Brands & Influences

Google Search
TikTok
YouTube Videos
Text a Friend