



We are so proud of our son for wanting to continue his education. He is our only child, and his safety is a top priority for us. It's going to be hard enough with him leaving home, we want to make sure he goes to the right college that will give him the best learning experience.

## Bob & Nancy

### AFFILIATION TO CWRU

Parents of Prospective Student

### AGE

46 & 44

### CHILD

Ben, age 18, interested in Civil Engineering

### FREQUENCY OF USE:

Monthly

### NEEDS:

- Financial Aid / Assistance
- Affordable Campus Housing
- Multiple dining options
- Peace of Mind

### KEYWORDS:

Concerned, Protective, Cautious

### ABOUT BOB & NANCY

Bob is a sales rep for a pharmaceutical company, and Nancy works part-time at a hair salon in North Canton, Ohio. Ben is their only child, and is very close to his parents who are very supportive of him and play an active role in his education and extracurricular activities. Nancy worked part-time so that she could be there when Ben came home from school.

They make a comfortable living but, with the dramatic rise in college tuition, will have to take out a loan to help Ben pay for his education. They want him to attend a school in their home state of Ohio, but it's also important that the school he chooses is the right fit, and offers an education that will ensure Ben will have a successful career in the field.

As parents they are very hands-on when it comes to Ben's life, but they know that one day he will start a family of his own, so they will do whatever they can to help him get the next phase of his life started, and on the right track. They are thankful for the ability to stay connected with Ben through social media, and though they are not very technologically savvy, both have an iPhone and an iPad and use them for email, searching the internet, and keeping up with friends and family on Facebook.

### STRUGGLES

- Finding information on financial aid available for their son
- Evaluating academic programs and experiences
- Learning more about safety and public transportation where their son would be attending college
- Having online access to their son's important education information while he's away at school