



Evelyn Tanikawa

MID-CAREER STUDENT | PURSUING MASTER'S DEGREE

Scenario:

Evelyn Tanikawa is a prospective second-career student, who is considering applying to a technical communication master's program. She needs a school that allows for remote classes. If possible, she would like to avoid the hassle of taking the GRE test. Affordability and value are also important factors.

Expectations

Efficient process:

- Answers to questions from would-be students should be fielded quickly.
- The application process should feel as seamless as possible.

Overall value:

- Grad school costs should ideally be affordable without taking out loans.
- There should be a clear path toward career progression after one has obtained the MA degree.

Info

This journey map is based on a mix of real data gleaned from TECM students, as well as some fictitious details added for backstory.

Evelyn Tanikawa is not a real person. Her photo was generated by an AI service called [Stability.ai](#).

1. Awareness

- Evelyn first begins to consider grad school when she becomes dissatisfied with the current state of healthcare, and how that workload is affecting her family.
- She decides to start asking friends and colleagues what graduate programs they have heard of, been enrolled in, or would recommend.
- She hears good things about the TECM master's degree program at UNT, and researches graduates of the program who have gone onto greater successes via LinkedIn.
- She reaches out to a few of them privately to ask how about the TECM program, and is impressed by their responses.

2. Comparing schools

- Evelyn also considers schools such as University of Texas, but their application fees tend to be higher and their tuition is more expensive overall.
- UT also requires applicants to interview in person at the Austin campus. This would be difficult because she lives out of state.
- She likes that UNT offers remote classes, and feels like this would afford the flexibility to plan around the busy schedule of her full-time employment.
- Overall, she feels like UNT offers exceptional value relative to the cost of the program.

3. Requesting info

- Evelyn emails the general contact address on the TECM landing page, and receives information soon thereafter.
- She is impressed with the timeliness of the response.
- As she looks over the curriculum that is being offered, both for core classes and electives, she feels like this is something she wants to pursue.
- She is uncertain as to whether she will need to have an internship to graduate, because she does not want to leave her current company.
- She schedules a call with Dr. Friess, who clears up a lot of her initial anxieties about enrolling in grad school while also holding down a regular job.

4. Applying

- Evelyn goes to the ApplyTexas site and requests transcripts from her bachelor's degree to be sent to the Toulouse Graduate School at the University of North Texas.
- Thankfully, the process is relatively seamless because she went to UNT for undergrad.
- She writes her personal statement and completes the TECM essay exam requirement.
- She also puts together a sampling of various writing she has done in a professional capacity during her career. She sends this along with her résumé to TECM admissions.

5. Meeting advisor

- A few weeks later, Evelyn is ecstatic when she learns that she has been accepted into the MA program for professional and technical writing.
- She schedules a meeting with her advisor, whom she is pleasantly surprised to learn is the same professor she had spoken to about the program initially.
- Together, they outline a tentative academic plan for the duration of her MA program, and agree on classes that Evelyn will take during her first semester.

6. Enrolling

- Using the myUNT site, Evelyn is able to register for her first few core classes. The registration site itself is not much to look at, but the process works well.
- She is excited to dive into her classes and virtually "meet" the other students.
- She is a bit nervous that perhaps she will be older than most, but is also confident that she will get a lot out of this endeavor.
- She posts about the experience on LinkedIn, encouraging others to check out the TECM program.