



2016

Western Libraries Student Services Professional User Persona (Laura Stemling)

Rebecca M. Marrall

Western Washington University Libraries, rebecca.marrall@wwu.edu

Nora K. Burmeister

Western Washington University, nora.burmeister@wwu.edu

Jon Dillon

Western Washington University, jon.dillon@wwu.edu

Western Libraries Usability & Design Working Group

Follow this and additional works at: https://cedar.wwu.edu/library_udwgdocs

 Part of the [Library and Information Science Commons](#)

Recommended Citation

Marrall, Rebecca M.; Burmeister, Nora K.; Dillon, Jon; and Western Libraries Usability & Design Working Group, "Western Libraries Student Services Professional User Persona (Laura Stemling)" (2016). *Usability & Design Working Group Documents*. 7.
https://cedar.wwu.edu/library_udwgdocs/7

This Article is brought to you for free and open access by the Western Libraries Departmental, Committee, and Working Group Documents at Western CEDAR. It has been accepted for inclusion in Usability & Design Working Group Documents by an authorized administrator of Western CEDAR. For more information, please contact westerncedar@wwu.edu.

Laura Stemling, Student Services Personnel

Laura Stemling is the Program Coordinator of Veterans Affairs at Western Washington University, and a Western alumna (Psychology, 1998). Laura is an Air Force veteran, and is married to Jackson, also an Air Force vet who works at a local microbrewery. Thus, she has a personal investment as well as a professional commitment to her work. Their three children attend Parkview Elementary and Whatcom Middle Schools.

Laura knows from a wealth of personal *and* work-related experiences that academic studies can be challenging for any undergraduate but doubly challenging for veteran students, who are often also transitioning from a military existence into a civilian life while completing their studies. While Laura doesn't teach credit-bearing courses, she finds herself teaching students (often during in office consultations) how to find services across campus, how to use Canvas, and how to find resources for academic success.

Laura has a Dell desktop PC in her office, uses Internet Explorer, and is supported by ATUS. She also has an iPad for home, which operates on Safari. Laura uses the Microsoft Office suite frequently, and finds herself "Googling" common WWU offices and services on behalf of her students. She has showed many students where they can access the Libraries website but is unaware of any instructional offerings.



GOALS:

- Connect students with relevant academic services and the answers to FAQs for campus-related resources.
- Wants to find research and / or tech support for her students.
- Asks to host events in library spaces, since they are so central to campus.

SCENARIOS:

1. Laura has a student who confides that she's struggling with a writing assignment. Laura helps the student search for 'writing help' and finds the Research and Writing Studio. Great – but who should this student connect with?
2. Laura has a new veteran student who doesn't yet have a personal computer but wants to get a head start on completing his assignments. Laura helps her student search for computer labs on campus.