Persona Profile: Rosa Ramirez (Personal Details)

Name	Rosa Ramirez	Personal Story
Age	36	"I've been a counselor for Jefferson High for almost ten years, and I was really getting frustrated with the drug and alcohol problems at the school. There were kids involved with drugs and they weren't doing well at all.
Gender	Female	
Education	Graduated from Cal State Long Beach in 1998 after completing her teaching and counseling credentials	
Occupation	Counselor at Jefferson High School for 10 years	
Area of residence	Los Angeles, California	
Income	$48,000 per year	"I made the same assumption everyone else made — 'Oh, those aren't the kind of kids who use drugs!'
Home life	Married for 13 years; her husband Roberto owns an apartment management business. Her son, Eduardo, age 8, is a very good student in the third grade.	"I didn't realize how serious the problem actually was. Finally, at the end of this last school year I started asking around to see if there was a program that would help me reach these kids.
Ethnic/cultural background	Latina; her parents immigrated from El Salvador with her two older sisters and brother when Rosa was 3 ½.	"Eventually I found out about our County's Healthy Schools Coalition. This group had just started, and was funded by a state grant for planning. I spoke with the coordinator and asked if there was a possibility of joining this group.
Hobbies and recreation	Cooking for family gatherings, organizing community events, traveling to New Mexico to see older sisters.	
What problems keep him or her up at night?	• Increasing crime in the neighborhood • Watching good students join gangs and use drugs • Inability to get other parents involved sufficiently	"I contacted the Center in my region and they suggested that I attend a workshop, which I did. At the workshop I learned about the **Drug Prevention Program Web site.** It's being designed to help counselors like me learn how to apply for grant money to start drug prevention programs in our own schools.
Personal attributes	• Persistent and assertive • Less-experienced computer user • Strong community focus and concern • Outspoken critic or advocate when necessary • Little familiarity with drug prevention programs • Embraces learning new concepts and skills	"To tell you the truth, at first I was a bit overwhelmed, because I am not all that computer literate, and I didn't know much about prevention.
Goals	• Learn more about prevention programs • Pursue grant funding for drug prevention projects • Become proficient in drug prevention planning • Start a program at Jefferson High • Get parents heavily involved	"But I'm confident the site will be designed in a way that will walk me through the entire process, step by step."

Persona Profile: Rosa Ramirez   (Rosa's needs pertaining to the Drug Prevention Program Web Site)

	Goals	Sample Life Scenarios	Needs	Ideal System Features
	Rosa wants to learn as much as possible about prevention programs. She wants to be able to continue expand her work in the community, and help others like herself set up similar programs.	Rosa searches the Internet for information, contacts counselors in other school districts, and talks to her district advisor. She learns of the Healthy Schools Coalition in her region, and attends its workshops.	• An overview of the resources available • An overview of the big-picture process showing all of the main stages • Best practices for program selection • Step-by-step help in general	• Guided Tours • Online or printable system overviews that highlight the stages or steps involved • Best practice guidance for program selection; best fit comparisons • Online or printable procedures, checklists and worksheets
Quote *"I am not all that computer literate, and I didn't know much about prevention. All I knew was that we needed to do something to prevent the drug use I was seeing with these kids."* **Thumbnail Sketch** • Mid-30s, married • Counselor at Jefferson High for 10 years • Completed teaching and counseling credentials in 1990 • Wants to spend more time on community-based prevention work as well as school counseling	Rosa plans to pursue grant funding for projects such as the Drug Free Community Support Program. She needs to develop a strong mental model of grant seeking in general and proposal writing in particular to be able to contribute and/or solicit the information she needs for the proposal.	Rosa joins the coalition in the Drug Free Community Support Program. She attends grant workshops to learn more about the application process.	• An overview of the stages of grant seeking • Step-by-step guidance in each phase of proposal writing • Resources to help with completing unfamiliar areas of the proposal	• An online or printable overview of the stages of grant seeking • Online or printable procedures, checklists and worksheets • Online or printable tutorials with specific vignettes for each step • Lists of resources
	Rosa wishes to become proficient in evaluation planning & implementation. She needs exposure to and practice with evaluation terminology, methods, tools, and systems for assessing and measuring outcomes in the prevention field.	Rosa tries to formulate questions about what she needs to learn, and seeks information from a variety of sources: workshops, guidebooks, advisors, etc. She focuses especially on reporting & accountability requirements for her program.	• Explanations of terms & concepts • An overview of all of the stages of the evaluation process • Step-by-step guidance in each evaluation phase • Resources to help meet requirements	• Glossary of terms • Definitions of terms as they appear • An online or printable overview of stages of the evaluation process • Online or printable tutorials with specific vignettes for each step • Lists of resources