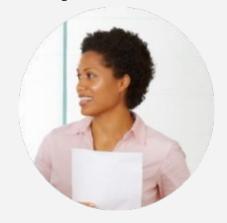# Post-secondary Buyer Personas Snapshot

Title	Provost / Dean/ President	Department Head / Director, Chair	Instructors / Faculty	IT Administrator
ROLE IN PURCHASING	**Approver, Decision-Maker** Strategic vision; ultimate approval for large purchases or long-term contracts.	**Influencer, Decision-Maker, User** Defines goals, broad requirements; primary approver, particularly at program or project level.	**Influencer, Champion, User** Defines requirements and specifications; influences decision-makers, limited spending authority	**Influencer, Decision-Maker** Technical implementation and specification; may have separate budget line or authority than Dept Head.
TOP PRIORITIES	Keep institution competitive by providing innovative educational programs that attract students, enhance student outcomes and job placement.	Ensure faculty and programs are successful, including leading new degree program and course development, tech integrations, industry alignment & partnership.	Student outcomes, course design, engagement, learning design, current studies, industry-relevance & demand for skills.	Ensure software, hardware is aligned to programs of study and responsible for digital security, tech updates and upgrades, access/ accessibility, installation/ set-up.
DESIRED OUTCOME	Unity is a key partner for our institution to meet our mission of innovating through educational programs that are relevant and attract students.	Unity helps us bring relevant RT3D skills to our students and qualify our faculty to teach, while differentiating our educational programs.	Unity helps us become qualified to teach industry relevant RT3D skills and engage our students with industry relevant tech in our educational programs.	Unity's relevance to the disruptive tech landscape and new enterprise solution with SSO, makes it fit for our technology stack.

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