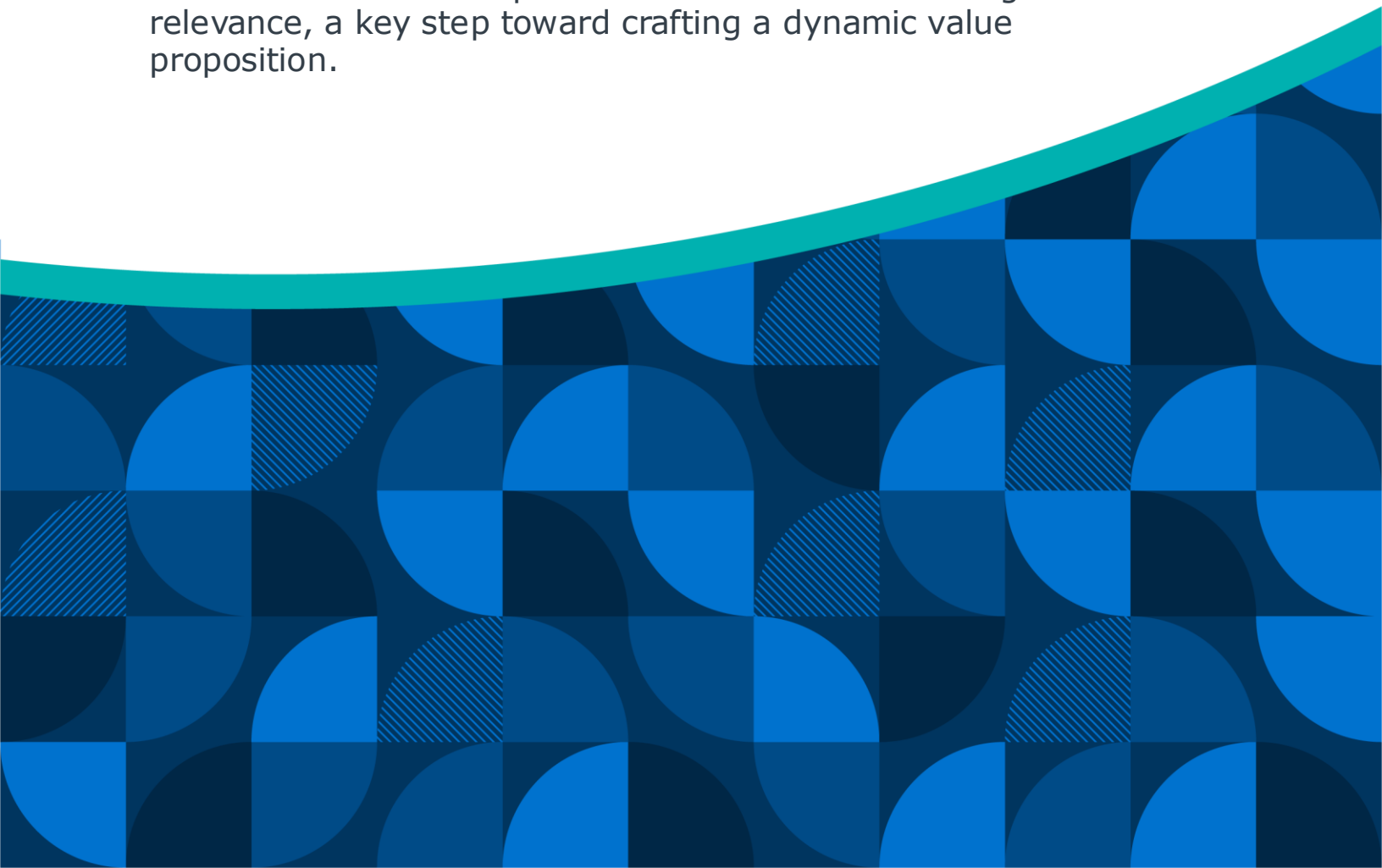




DYNAMIC VALUE PROPOSITION: RELEVANCY TOOLKIT

Assessing Relevancy of School Offerings

This toolkit aims to help schools assess school offerings for relevance, a key step toward crafting a dynamic value proposition.



Independent School Executive Forum

Project Director

Rachel Brown

Contributing Consultants

Breanna Hill

Sarah Podolsky

Executive Director

Olivia Rios

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Table of Contents

How to Use This Toolkit. Pg. 4

Use this guidance for an overview of how to use this toolkit and how it fits into the larger 3-step process to achieve a dynamic value proposition.

School Offerings Relevancy Assessment. Pg. 5

Use these resources to determine which of your school offerings are most relevant, by assessing alignment with your market-tested Customer Profile(s).

How to Use This Toolkit

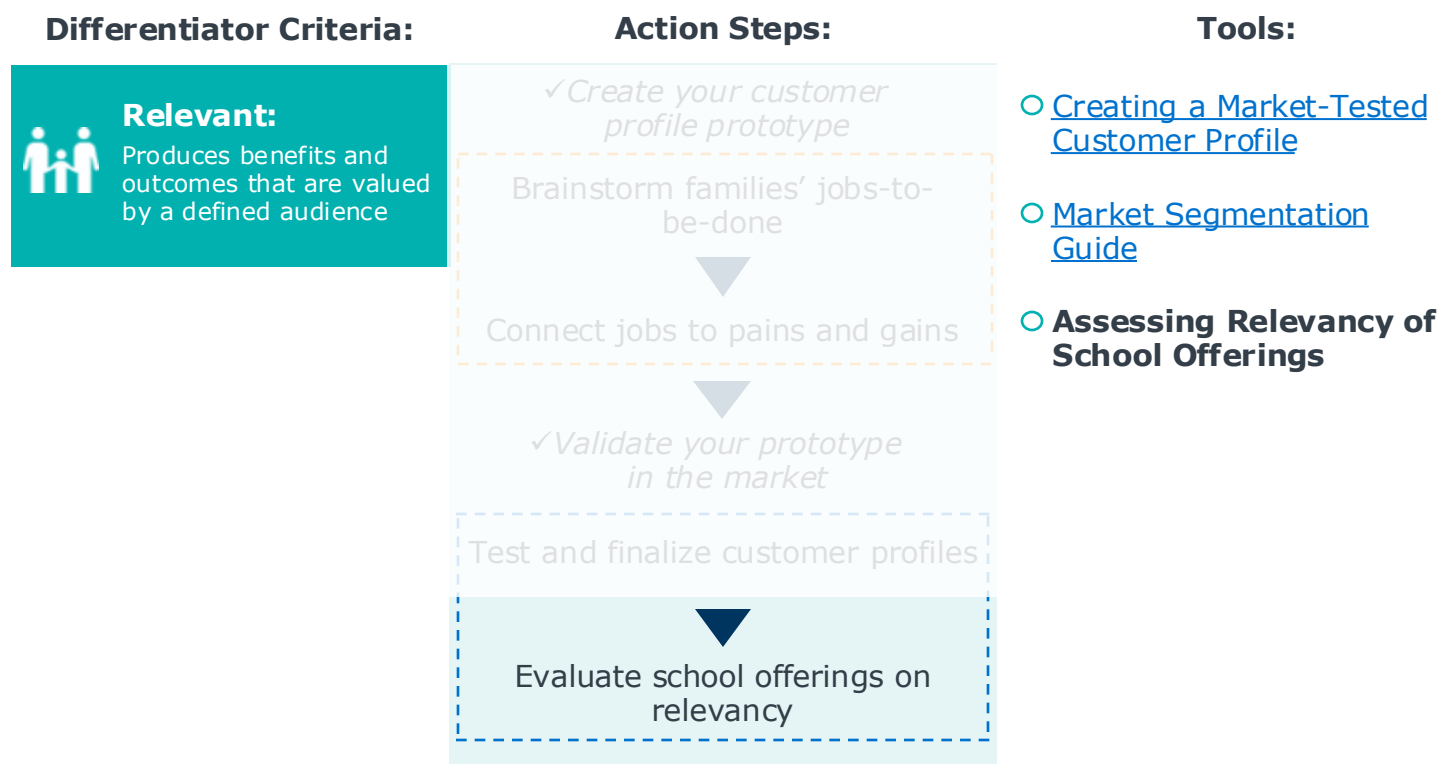
Great programs don't matter if they don't matter to your audience. Too often, schools invest in offerings without clearly understanding what families truly value. The first step to building relevance is developing a clear, data-informed customer profile that captures parent and student needs.

This toolkit is *one of three relevancy toolkits* that will assist schools in completing step 1 of EAB's 3-step dynamic value proposition. Refer to **p. 5** of [EAB's Value Proposition Management System Implementation Guide](#) for an overview of the 3-step process, and **p. 7** for an overview of step 1.

This toolkit is designed for use after developing a market-tested Customer Profile. It starts with an exercise to help schools identify which of their offerings address the specific pains and gains outlined in the customer profile. Next, a relevancy rubric allows leaders to score each offering based on key criteria. Finally, schools can preview the value differentiator matrix, which will be used in the next step (Distinct) to visually map offerings based on their relevancy scores.

See the graphic below for a step-by-step overview and track your progress using the action plan checklist on **pp. 8–9** of the Implementation Guide.

The Value Proposition Management System: Step 1





EAB's Dynamic Value Proposition

School Offerings Relevancy Assessment

Use these resources to determine which of your school offerings are most relevant, by assessing alignment with your market-tested Customer Profile(s).

Aligning Pains/Gains to School Offerings

Follow the instructions below to assess your school offerings for relevancy, or alignment, with your market-tested Customer Profile(s) from your [Creating a Market-Tested Customer Profile toolkit](#). This will help begin to narrow down your school's key value differentiators.

Instructions:

1. List up to 8 pains and 8 gains on **pp. 7-10** from your market-tested Customer Profile.
2. For each pain/gain, list up to three school offerings that address each pain/gain. Keep in mind, you will likely have some offerings that address multiple pains and/or gains. Use the guiding resources on **pp. 11-12** to begin to connect school offerings to pains and gains.
3. Complete the School Offering Relevancy Rubric on **p. 13** to compute the relevancy score of each offering. Again, use **pp. 11-12** and your market-tested Customer Profile to increase accuracy of scores.
4. List the relevancy score of each offering on **p. 14** to track the relevancy data points you will use on the Value Differentiator Matrix during step 2.

School Offerings Alignment to Pains Tracker

Use this to map school offerings to each pain from your Customer Profile.

Pain #1:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Pain #2:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Pain #3:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Pain #4:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

School Offerings Alignment to Pains Tracker (cont.)

Pain #5:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Pain #6:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Pain #7:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Pain #8:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

School Offerings Alignment to Gains Tracker

Use this to map school offerings to each gain from your Customer Profile.

Gain #1:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Gain #2:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Gain #3:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Gain #4:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

School Offerings Alignment to Gains Tracker (cont.)

Gain #5:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Gain #6:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Gain #7:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Gain #8:

School Offering #1: _____

School Offering #2: _____

School Offering #3: _____

Guiding Resources to Assess Relevancy

Use these resources to accurately assess the relevancy of each of your school's offerings.

Potential Sources to Collect Evidence of Relevancy



Data from enrollment office about school offerings that appeal to prospective/current families



Faculty/staff perspectives you've heard on the relevancy of school offerings to families



Utilization data your school has about each school offering



Information families mentioned about school offerings during market listening sessions



Information about school offerings noted in past school surveys (e.g., climate surveys, family satisfaction surveys, student experience surveys, etc.)



Offering checks at least one check box in the below School Offering Alignment Checklist



School Offering Alignment Checklist

Use the below questions to help determine the relevancy of each of your offerings. A relevant offering should check at least one of the following boxes.



Relieving Family Pains

Does the offering...

- ☐ Produce savings for families in terms of time, money, or effort?
- ☐ Make your families feel better through alleviating their negative emotions?
- ☐ Eliminate difficulties, challenges, and obstacles families encounter?
- ☐ Prevent negative social consequences your families encounter or fear, such as loss of power, trust, or status?
- ☐ Eliminate risks your families face?
- ☐ Help your families sleep better at night?
- ☐ Limit or prevent common mistakes families could make?
- ☐ Lower barriers keeping families from enrolling or (re-)enrolling?

Guiding Resources to Assess Relevancy (cont.)

School Offering Alignment Checklist (continued)



Creating Family Gains


Does the offering...

- ☐ Create savings that please families, in terms of time, money, or effort?
- ☐ Produce positive outcomes that your families expect, that exceed expectations, or that match their success and failure criteria?
- ☐ Delight your families and bring them positive emotions?
- ☐ Make the lives of your families easier?
- ☐ Create positive social benefits, such as through helping families look good or increase their power or status?
- ☐ Fulfill a desire that families dream about?
- ☐ Do something specific that families are looking for?

School Offering Relevancy Rubric

Answer the following questions to the **best of your knowledge**, leveraging the guiding resources on **pp. 11-12**. Repeat this assessment for up to 10 school offerings. Use the 3-point rating scale to answer the questions below. On the next page, track those scores.

Note: If the answer to any of the below questions is 0, not effective, or disagree, please enter 0 in the Point Count column. For each offering, add up the points to get the relevancy score.

 Relevancy	1 point	2 points	3 points	Point Count
1. About how many gains (from your Customer Profile) does this school offering address?	1	2-3	4+	_____
2. About how many pains (from your Customer Profile) does this school offering address?	1	2-3	4+	_____
3. How effective is this offering in alleviating the addressed pains and/or enhancing the addressed gains?	<i>Slightly effective</i>	<i>Fairly effective</i>	<i>Extremely effective</i>	_____
4. About what percentage of families take advantage of this offering?	<20%	20%-50%	50%+	_____
5. Does this offering lower barriers that keep families from enrolling or re-enrolling?	<i>Somewhat agree</i>	<i>Agree</i>	<i>Strongly agree</i>	_____
6. Does this offering serve as a major decision criteria for our families enrolling or re-enrolling?	<i>Somewhat agree</i>	<i>Agree</i>	<i>Strongly agree</i>	_____
Sum of Relevancy Score				_____

Relevancy Score Tracker

Write relevancy scores for each school offering in the table below. During step 2, you will compute the distinctiveness score for each of your offerings. The two scores will form the Value Differentiator Matrix previewed on **p. 16**.

Relevancy Scores

School Offering #1	
School Offering #2	
School Offering #3	
School Offering #4	
School Offering #5	
School Offering #6	
School Offering #7	
School Offering #8	
School Offering #9	
School Offering #10	

Reflection Questions and Next Steps

Answer the following reflection questions about the exercises completed on the previous pages. Then, determine potential next steps for your school.

Reflection Questions

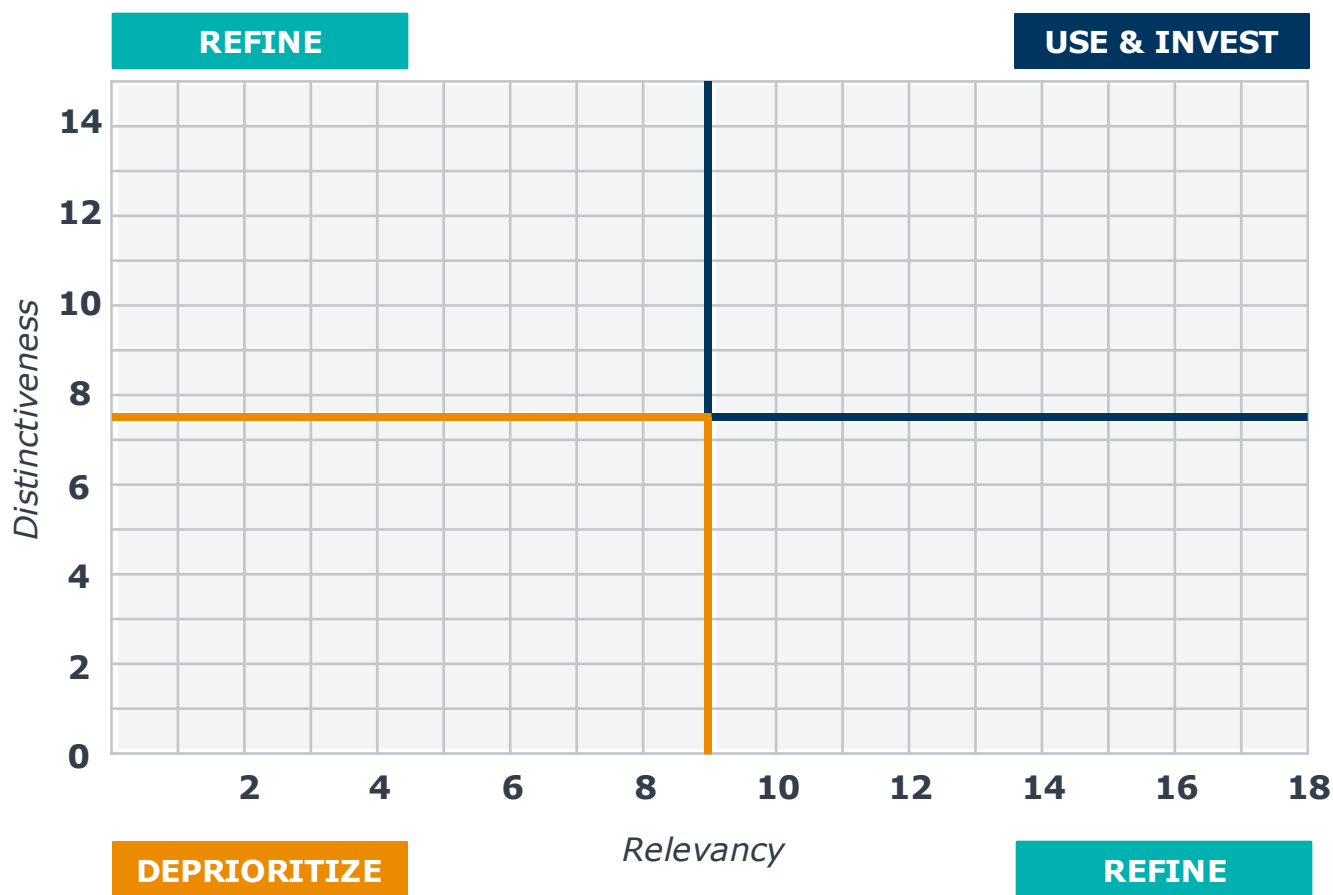
1. Which three offerings have the highest Relevancy Scores based on the rubric on **p. 13**?

2. Are there any offerings that did not have high Relevancy Scores but that you think could effectively address pains/gains if improved?

3. Are there any pains/gains for which your school does not have relevant offerings or has offerings that perform poorly?

Preview: Value Differentiator Matrix

In the next step, schools will calculate the distinctiveness score and combine it with the relevancy score to plot each school offering on a matrix like the one below. The matrix key will help school leaders understand which school offering they should elevate as a key differentiator. See the [Assessing Distinctiveness of School Offerings toolkit](#) for more details.



Matrix Key

USE & INVEST

- This offering should likely become a key value differentiator.
- Consider investing more resources into this offering to further emphasize its effectiveness.

REFINE

- This offering has promise but may benefit from greater refinement.
- Assess what changes need to be made to make this offering more relevant and/or distinct.

DEPRIORITIZE

- This offering should likely NOT become a key value differentiator.
- Consider deprioritizing or even disinvesting in this offering to focus resources into more relevant offerings.



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