

What is Your Value Proposition and How Do You Know You're Providing It?

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Articulating and Measuring A School's Value Proposition

- Mission/Core Values/History/Identity
- Admissions/Marketing
- Attracting and Retaining Teachers and Staff
- Fundraising/Institutional Advancement
- Alumni/Parental Support
- Schools/Colleges

Why Now?

- Growing interest in accountability among various internal and external constituents.
- Heightened focus on cost, quality, efficiency, productivity, outcomes assessment
- “New normal”/financial sustainability
- Mirrors developments in other sectors (higher education, public K-12 education, libraries, international NGO’s, arts and culture organizations)

How might you assess/measure your school's mission and impact?

- Accreditation processes and self-study
- Post-graduation experiences of your students
- Internal surveys/studies – program review, alumni surveys, etc.
- Reports to trustees
- Publications/website

Mission/Impact Assessment Tools and Frameworks

- Accountability Mapping – Who Cares About Your Mission/Impact/Performance and What Do They Care About?
- Logic Models – What is Your Theory of Action/Change/Impact? Are Your Resources, Activities, Outputs, Outcomes and Impact Linked?
- Balanced Scorecard/Dashboard – Are Your Strategies Aligned With Your Results?

Challenges for Leaders

- Lack of shared/perspective of mission/impact
- Imperfect/inadequate/inaccurate data/measures
- Mismatch of expectations/perspectives
- Unit of analysis – individual, program/initiative, department/unit, organization, sector/field/domain, society
- Resistance to change/fear of the unknown

Opportunities for Leaders

- Capitalize on current urgency/interest
- Data/analytic tools/frameworks available
- “Connect the dots” – link planning/budgeting – make the case for additional support
- Clarify mission/strategy – difficult choices
- Respond to concerns on the part of funders, boards, media
- Position the organization for the future

Horizon Issues/Questions

- Data/measures/tools/frameworks – more refined/effective approaches to assessing impact?
- Funding – more outcomes/impact oriented?
- Leaders – more accountable for outcomes/impact?
- What degree of change/transformation will be necessary?