

Measuring and Communicating Your School's Value Proposition

ISACS Annual Heads of School
Conference

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Mission/Impact – Most Clear

- Focus on community
- Character education
- Individual attention and rigorous academics
- Diversity and collaborative culture
- Focus on whole child
- Religious focus
- Commitment to individuality, growth
- Academic excellence

Mission/Impact – Least Clear

- Presently reviewing mission
- Long-term outcomes/ROI
- Real meaning of mission
- Defining academic excellence/college prep./diversity/service
- Measuring character development
- Linking mission to personal narrative of each student
- Defining what is unique/special

Who Cares about Mission/Impact?

- Board
- Head
- Faculty/staff
- Students/Alumni
- Current/prospective parents
- Donors
- Local community
- Competition

What Aspects of Mission/Impact Do They Care About?

- Respect for individuals and community
- Academic excellence
- Partnership with parents
- Diversity
- Supportive/nurturing environment
- Religious dimensions
- College prep.

Mechanisms for Communicating Mission/Impact

- Documents
- Website/social media
- Newsletters/e-mail blasts/blogs
- Speeches
- Word of mouth/one-to-one conversations
- Presentations by students/graduates
- Admissions materials

What Works Well?

- Mission/Vision Nights
- Student projects/activities depicting mission
- Public presentations by Head of School
- Link to decisions/changes
- Visits
- Car magnets/core values placards
- Chapel/assembly time/presentations

Most Vexing Challenges – Articulating and Measuring Mission/Impact

- Articulating mission/value to prospective parents
- Getting to the more visionary aspects of/philosophy behind mission
- Communicating our uniqueness
- Getting beyond numbers
- Measuring long-term effects
- Clarifying meaning of academic excellence