# Activity 11. Value proposition of your school (GrantXpert)

1. **Learning outcome(s):** (list up to 3)
   * 1. Identify your ideal prospect; Learn all the things-big and little- that make their school stand apart from the rest and be able to utilise them.
     2. Know what you offer uniquely well, or at least better then most and how you bring value to students.
     3. Understand a difficult term (value proposition) and link the exercise outcome on value proposition with the value proposition of well-known businesses they know.
2. **Relation of activity with the STEM, gender inclusiveness and Entrepreneurship:** (text, not bullets, explaining the relation of the activity to 3 above)

Value proposition is a basic term used in business modelling and it is a vital part of any entrepreneurship-related course.

1. **Indicate the area of focus:**

**☐ STEM**

**☐ Gender inclusiveness**

**☒ Entrepreneurship**

1. **Materials:** (including ppts, videos, hands-on material)

* Videos
* Internet access to conduct research
* PowerPoint, Prezi or other presentation materials.

1. **Preparation:**The facilitator needs to first explain in simple words what unique value proposition means. Visit relevant websites, e.g. ASHEVILLE SCHOOL, LENOIR-RHYNE UNIVERSITY, INTERNATIONAL SCHOOL OF THE SACRED HEART, BOSTON TRINITY ACADEMY. The students can also visit the websites from their local schools.

Relevant video: A parent discusses the Waring School’s value proposition:

[**https://www.youtube.com/watch?v=qs9d8A6QiXQ**](https://www.youtube.com/watch?v=qs9d8A6QiXQ)

1. **Duration:** 120 (minutes)
2. **Target group:** Teachers of lower secondary schools for students aged 12-15 years old

(student age)

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1. **Description of the activity:**

Theme: Preparation of school's unique value proposition

First define what unique value proposition means in simple words. A good definition widely used is: "Also known as a unique selling proposition (USP), your UVP is a clear statement that describes the benefit of your offer, how you solve your customer's needs and what distinguishes you from the competition. Your unique value propositionshould appear prominently on your landing page and in every marketing campaign".

A nice video to watch that relates to the Value Proposition Canvas is the following: <https://www.youtube.com/watch?v=ReM1uqmVfP0>

Another useful video explaining value proposition is: <https://www.youtube.com/watch?v=VZ5rgVgn5qk>

Working method: the participants should start with an examination (through internet search) of the value proposition of exisiting schools at international, European and local level. The students can collect and analyse comparative school data when defining their unique value proposition of their school (in order to include this STEM element in the exercise).

Then the participants will work in the development of their own school's value proposition and finally they will present their findings in the class.

The students should be divided into teams of 3-4 people.

For participants to understand the exercise, the facilitator can tailor the value proposition idea to pinpoint pains and desires that will resonate emotionally, such as application frustrations, tuition costs, travel distance, bad infrastructure, outdated technology, social challenges, large classrooms, uninteresting class modules, boring teachers, too much homework, etc. Highlighting the ways their school can alleviate those pains should make the costs of not enrolling feel urgent and tangible.

Identifying a school's value proposition requires three simple steps:

• Identify the ideal prospect(s)-user-customer

• Understand how the school brings them value

• Know what the school offers uniquely well, or at least better than most.

When the participants identify these core concepts they will be able to better understand the message the school's website should carry. This message should alleviate applicant pains. The participants should use the combination of text and multimedia to create a meaningful story and message that conveys the value of their school's education.

Schools who know their value proposition well can quickly point out what sets them apart, and ensure it resonates with the right student. For example, St. Mark's School in Southborough, MA focuses on it's small classroom size in numerous parts of the website — meaning it wants to recruit students who desire a small class feel.

THE EFFECTIVENESS OF THE SCHOOL'S VALUE PROPOSITION CAN BE TESTED BY ASKING THESE THREE QUESTIONS:

• Is it unique to my school?

• Can another school say the same thing?

• How is my school doing it better than anyone else?

Each team should prepare a presentation or a posterboard to present their main findings on the value proposition of their school, devoting 5' per team. Once all presentations are completed, all participants should talk briefly and reflect on what they have learnt from this exercise: in the way their team worked together, what they could have done differently, if they now have a clear understanding of what value proposition means, how they can use their presentations now for their school's website, how this idea is reflected in real businesses, thinking about well-known companies and their own unique value proposition. Also they should reflect on the gender-related issues and biases, explaining how they worked as a team and whether any gender stereotypes came into the surface while working as a team.

**9. Link to curriculum: Business, Political Economy, ice-breaking activity for any subject.**