

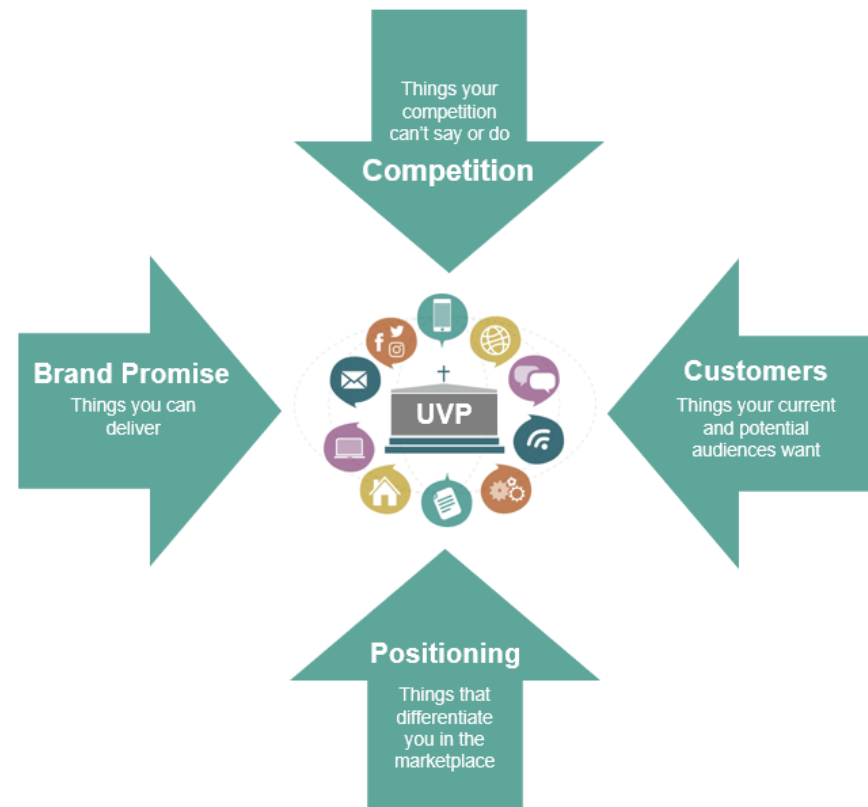


## CREATING AND LIVING YOUR UVP: WHY CHOOSE OUR SCHOOL?

We're pleased to share this tool for use in exploring and formulating a Unique Value Proposition (UVP) for your school. You must be prepared to answer for families: ***"Above all other choices, why should I spend my hard-earned money to enroll my child in your school?"***

Your UVP is inextricably linked to your branding yet focuses on what is distinctive about your school: how you uniquely address families' needs and what sets you apart from competitors. Whether you're undertaking this work to address needs identified during an assessment of your school, as part of strategic planning or to address specific enrollment challenges, keep in mind:

- This process is typically led by the Board of Specified Jurisdiction or by the Principal and Director of Advancement. But it requires input from faculty, staff, parents and students to ensure that it aligns with needs and interests.
- While your UVP reflects competition, customers, positioning and brand promise, it is not just a slogan or tagline. It is an internal statement that is then communicated through actions and promotional language that together indicate how families and students benefit from your offerings.
- If you're revisiting your UVP to consider students' future needs, be prepared to identify any gaps between your school's current and future state. Are you missing any curriculum or program offerings that must be addressed?



# WHY CHOOSE OUR SCHOOL?

	<b>PROGRAMS</b> Our Distinctive Offerings	<b>INNOVATIONS</b> How We Anticipate and Meet New Needs	<b>QUALITY</b> Our Measurable Impact and Proof Points	<b>CUSTOMER SERVICE</b> How We Support Prospects and Families	<b>COST</b> Tuition and Families' Perception of Value
<b>FEATURES</b> What are our school's compelling attributes?					
<b>BENEFITS</b> What's in it for audiences and communities?					
<b>COMPETITIVE ADVANTAGES</b> Why select our school over others?					
<b>UVP</b> What is unique, different and true about our school?	(Keep your Unique Value Proposition simple, attainable, sustainable.)				