



ESTABLISHING VALUE

Use the feature-benefit model below to identify the value of your institution to students and parents.

Example:

Feature Statement	Benefit Statement	Value Statement
"Sample U's Compass Program is a mission-driven statement about our commitment to a student's experiential learning outside of the classroom to prepare them for the job market."	"Students have the opportunity to engage in civic engagement, career development, internships, and travel opportunities that will enhance their resumes, even before graduating."	"Students who participate in these writing opportunities earn higher wages, earn higher grades in graduate study, and climb the corporate ladder more quickly."

Feature Statement	Benefit Statement	Value Statement

Using the chart below as an example, consider your statements from the previous exercise. Write the ways in which the constituent and student receive value in the second chart.

	Financial Value	Experiential Value	Image Value
Constituent Win	Do any of your value statements: Save the parent money? Make the constituent money?	Save the constituent time/work? Improve the constituent's experience?	Improve the constituent's reputation?
Student Win	Save the student money? Make the student money?	Save the student time/work? Improve the student's experience?	Make the student money? Improve the student's reputation?

	Financial Value	Experiential Value	Image Value
Constituent Win	1. 2. 3. 4.	1. 2. 3. 4.	1. 2. 3. 4.
Student Win	1. 2. 3. 4.	1. 2. 3. 4.	1. 2. 3. 4.