

Value Proposition for School Choice



How likely are your constituents to choose to send their children to your school? This is a question that has real relevance to Adventist education in the context of our times.

The Southern Association of Independent Schools (SAIS) has conducted research to investigate the variables that impact school choice by families. They surveyed a wide range of parents on school choice options.

SAIS survey results suggest that parents determine which school their child will attend based on a perception of value. The decision is based on four variables:

- The “ability to pay” (AP)
- The “perceived value of the school” (PV), including strong academic programs; specialized academic programs; character development; faith-based education; fine arts; and co-curricular programs such as athletics or clubs
- The “perceived value of the alternative school” (AV), such as local public school, home school, or charter school
- “Competing Values” (CV), such as family vacations or providing support for a family member

When some level of ability to pay exists along with a positive PV, enrollment will be likely to occur. The equation for this Enrollment Coefficient (EnC) is: $AP * (PV - (AV+CV))$.

For more information on how to use the above information to create a Value Narrative, see <https://saais.org/resource/the-value-proposition-for-independent-schools/>.

For a webinar on the topic, see <https://www.youtube.com/watch?v=5dfMeKFwFuI>