The Language of Value
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presented by

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About Stamats

Stamats is recognized and respected as the nation’s higher education integrated-marketing thought leader. Our comprehensive array of innovative products and services has set the standard for pairing insightful, research-based strategic counsel with compelling creative solutions.

Our approach is simple: Recognize the unique needs and expectations of each client and draw on more than 50 years of higher education experience for every project we undertake.

At all times, we promise the highest level of professional service and attention to detail in the industry because, in the end, we know our success is measured entirely by the success of our clients.

Research, Planning, and Consulting

- Strategic planning
- Brand clarification and development
- Image and perception studies
- Recruiting and marketing assessments, plans, and counsel
- Tuition pricing elasticity and brand value studies

Strategic Creative

- Institutional, admission, and advancement websites
- Mobile and social media solutions
- Recruiting and advancement campaigns and publications
- Full-media advertising campaigns
Vision-Centric Strategic Planning for Colleges and Universities – A Thoughtful Guide to Strategy Formation and Execution

- Available from strategypublishing.com
Discussion

- Communicating value
- Who decides value
- The language of value
- The voice of value
- Demonstrating value
- The idea of compelling

- Rather than presentation, my goal is conversation
Value ↔ ROI
Communicating Value

**Question:** Why is the value of conversation so messy?

- The whole conversation about value is extremely subjective
- What is valuable to one person is not to another
- In addition, value is often very difficult to quantify
- Finally, every college uses value in its communication strategy; yet, based on NSSE and other outcome data, every college does not offer the same value
Who Decides Value

- **Question:** Who decides value?

- In all cases, the customer decides value
- The tale of the golf club

- **Question:** Why is this fact so unnerving for many colleges and universities?
The Language of Value

- Value
- Cost
- Affordable

**Question:** Of the three, which do you think has the most traction with most audiences all the time?
  - Why?
The Voice of Value

- In all cases, customers who say something is of value have much more credibility than the organization.

- **Question**: What does this mean for you as you think about your role as marketers?

- Your job as marketers will be less about creating content than curating content created by others (students, donors, community residents).
Chose Their Colleges

Read why these students or recent grads selected their respective colleges or universities.

Six students and recent grads share their advice for choosing the right school.
Demonstrating Value

- Tie value to a strong brand
- Tie value to demonstrated academic quality

- Tie value to outcomes that matter to your audiences:
  - Job placement
  - Graduate school placement
  - Average starting salary (for some schools)
  - Collect both quantitative and anecdotal data
    - Stamats Outcomes Inventory
How Much Would You Pay for This SUV?
How Much Would You Pay for This SUV?
Improve the Marketability of Your Academic Programs

- Focus
- Find your “blue ocean”
- Differentiate at all costs
- Conduct an academic program marketability audit
- Establish five tall poles
- Use a business approach to new majors
- Manage your academic touchpoints
- Deal with the time variable

- Make undecided a major
- Increase transferability
- Segment, segment, segment
- Show academic quality
- Price right
- Find opportunities to collaborate
- Position your honors experience
- Increase your value proposition
- Get ink
Manage Your Academic Touchpoints

- Research tells us that 18 or so variables, beyond having a major of interest, combine to form the academic experience:

1. Quality of faculty
2. Availability of faculty
3. Classroom experience
4. Advising
5. Availability of classes
6. Class size
7. Honors
8. Registration
9. Opportunity for student research
10. Lab experience
11. Academic assistance/remedial
12. Technology
13. Internships and co-ops
14. Travel abroad
15. Core academic facilities
16. Library resources (not necessarily books)
17. Graduate placement
18. Job placement
F-B-O

Everyone Does This

You Need to Do This
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neversettlemba.com
96 Percent of Our Graduates Are Accepted into Medical School Within One Year of Graduation
The Idea of Compelling

- Quit using words like distinctive and unique—they have no value and offer a false sense of security
- Rather, your goal is compelling:
  - What makes you irreplaceable?
Most compelling differentiation strategies depend on one or more of the four Ps or four Cs:

- **Product** (customer)
- **Price** (almost always a losing strategy) (cost)
- **Place** (convenience)
- **Promotion** (may give you a temporary edge) (communication)

Try to differentiate on those variables that:

- Are valued by students
- Have a high barrier to entry
Seek Points of Compelling Differentiation

Expecteds
- high in relevance,
  low in differentiation

Drivers
- high in relevance,
  high in differentiation

Neutrals
- low in relevance,
  low in differentiation

Fool’s gold
- low in relevance,
  high in differentiation

Source: McKinseyQuarterly.com
If You Think Your Business is Higher Education and Diplomas, Then You Have 3,600 Competitors.

Your Goal is to Redefine Your Business So There is Little Competition and You Become a Compelling Choice for Your Customer.
Final Questions and Comments
Row: Trust, Teams, and the Essentials of Leadership
A Primer for College Presidents and Their Senior Teams

- Available from strategypublishing.com
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