

Developing Value Propositions

STRATEGIC PLANNING

About Value Propositions

Value Propositions are a list of unique benefits that PSU provides that motivates students to enroll, complete, or stay active as alumni. These are the reasons that students choose PSU over our competitors.

- **They promise benefits that are relevant** to the student group, expressed in their language.
- **They are difficult to replicate** because they explain PSU's approach to providing the benefits students need more effectively than their competitors.
- **They are widely experienced by many students** who attend PSU because they are integrated into the core PSU experience.
- **They are provable** using data, testimonials, or external recognition.

Source: EAB, Differentiating the student value proposition



Developing Value Propositions

OBJECTIVE: Create value propositions for students, faculty, staff, and community, leveraging learning from data analysis and campus community engagement

KEY QUESTIONS:

- Who are our students, staff, and faculty?
- What are their specific needs, challenges, and motivations?
- What challenges are current PSU students experiencing? What does PSU need to do to better serve students?
- What do community partners value about PSU and our graduates?
- **How do we uniquely meet the needs of the markets/constituents we aim to serve?**
 - **How do we know this to be true?**

Developing Value Propositions

OBJECTIVE: Create value propositions for students, faculty, staff, and community, leveraging learning from data analysis and campus community engagement

PROCESS:

1. Analyze/ synthesize existing data to gain insight into the experiences and expectations of students, staff, and faculty.
2. Gather initial perspectives from current students, staff, and faculty on what makes PSU special.
3. Develop student personas to serve as foundation for student-centered conversations about the value PSU provides.
4. Facilitate community conversations on the benefits PSU provides our students.
5. Draft a set of value propositions that differentiate PSU from competitors
6. Test value propositions with the PSU community to support the building of a strategic vision/ milestones



The Heart of PSU Engagement (January 2024)

OBJECTIVE: Gather perspectives on what makes PSU special and what our core values should be

We asked:

- Why did you choose to come to PSU?
- What do you love about PSU?
- What do you think PSU's most important values should be?





The Heart of PSU Engagement (January 2024)

Outputs

- >830 students, staff, and faculty fully participated in survey/ in-person group conversations
- PSU's Regional Research Institute analyzed responses - [RRI Heart of PSU Survey Report](#)

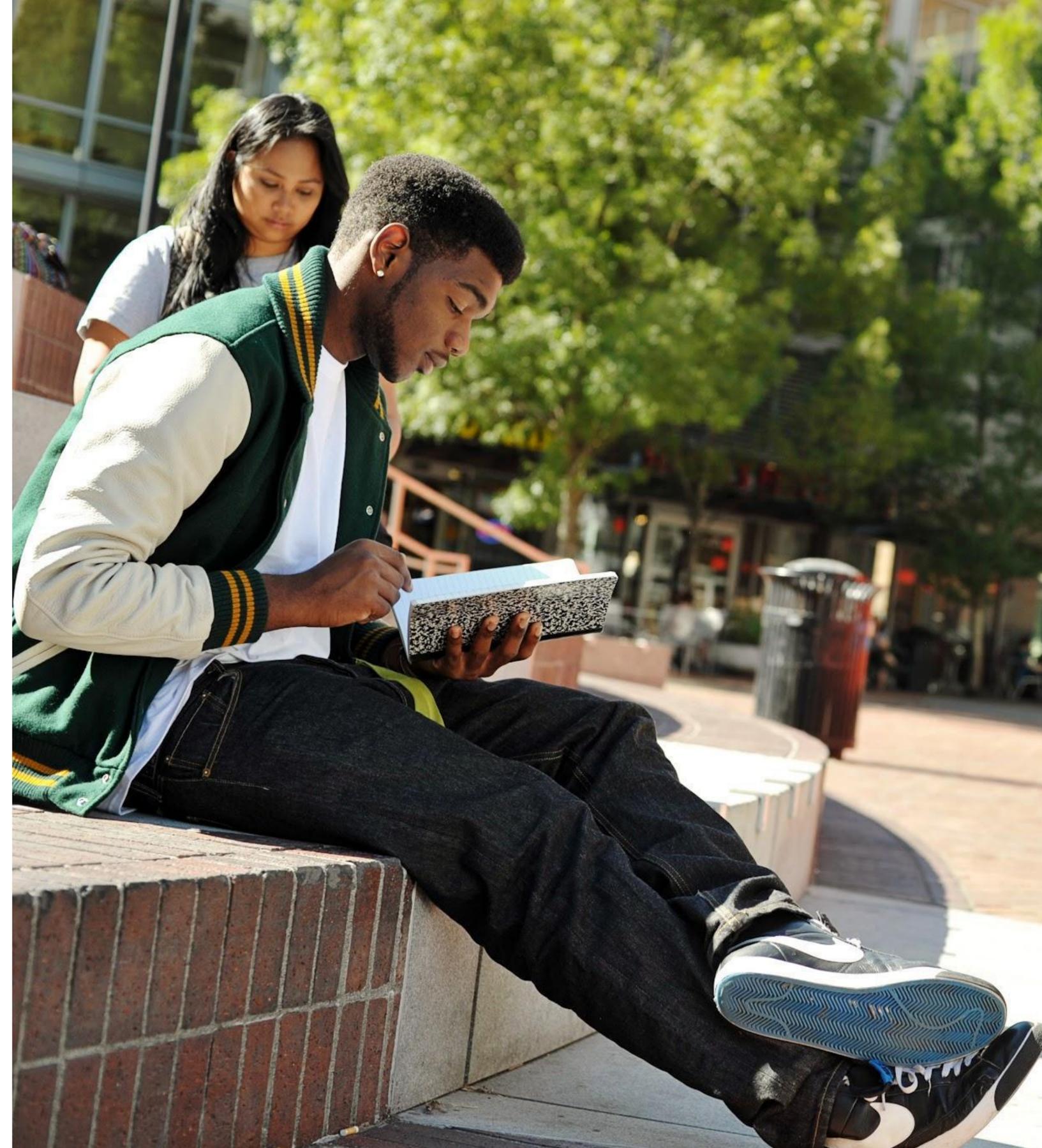




Value Proposition Work Group (January 2024)

OBJECTIVE: Analyze existing data to better understand the students PSU currently serves

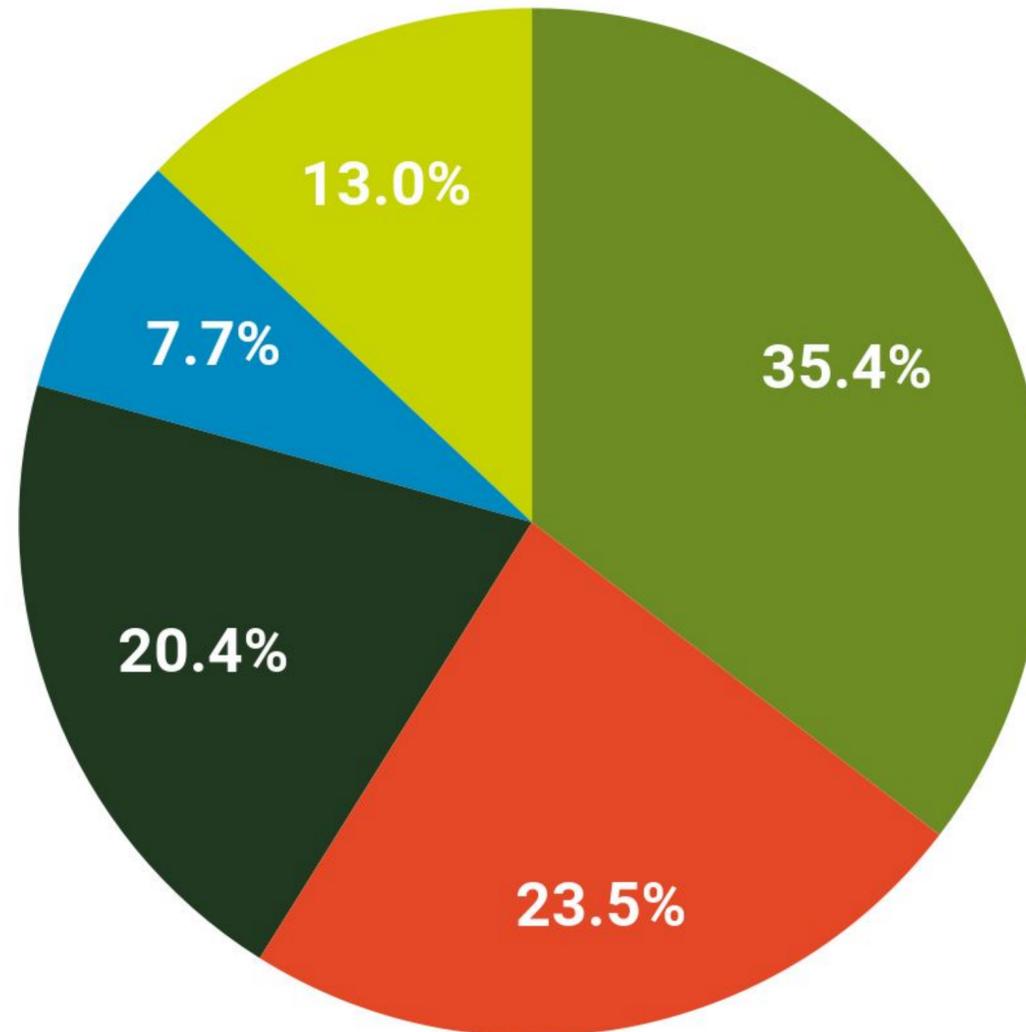
- Gathered and analyzed existing institutional data
 - Current student demographic data from the Office of Institutional Research and Planning
 - Extensive Student Experience surveys and analysis from the Office of Student Success
- Developed 6 student population segments



Understanding the Students PSU Currently Serves

Undergraduate Student Segments of Today

- University Newcomers
- Degree Completers
- Pathfinder Transfers
- State Line Scholars
- Other (non admit., etc)



Understanding the Students PSU Currently Serves: Undergraduate Students

35.4%

University Newcomer

These students are young, ethnically diverse, and, more likely to attend full time than other students. They hail, mostly from Oregon and the portland Metro.

- Age: 93.4% are 15-24
- First Generation: 43.9%
- Ethnicity: 27.9% Latinx, 20.0% Asian and Pacific Islander, 9.6% Black, 3.8% Native American
- Full Time: 86%

23.5%

Degree Completers

These are older students who have transferred primarily from community college. They are less diverse than the overall student body, and less likely to attend full time,

- Age: All >25
- First Gen: 44.9%
- Ethnicity: 17.5% Latinx, 10.0% Asian and Pacific Islander, 8.0% Black, 6.4% Native American
- Full Time: 62.9%

20.4%

Pathfinder Transfer Student

These are younger transfer students –all from community colleges—who mostly attend full time. They are primarily from Oregon.

- Age: 15-24
- First Gen: 40.1%
- Ethnicity: 21.9% Latinx, 17.4% Asian and Pacific Islander, 7.9% Black, 4.2% Native American
- Full time: 79.9%

7.7%

State Line Scholars

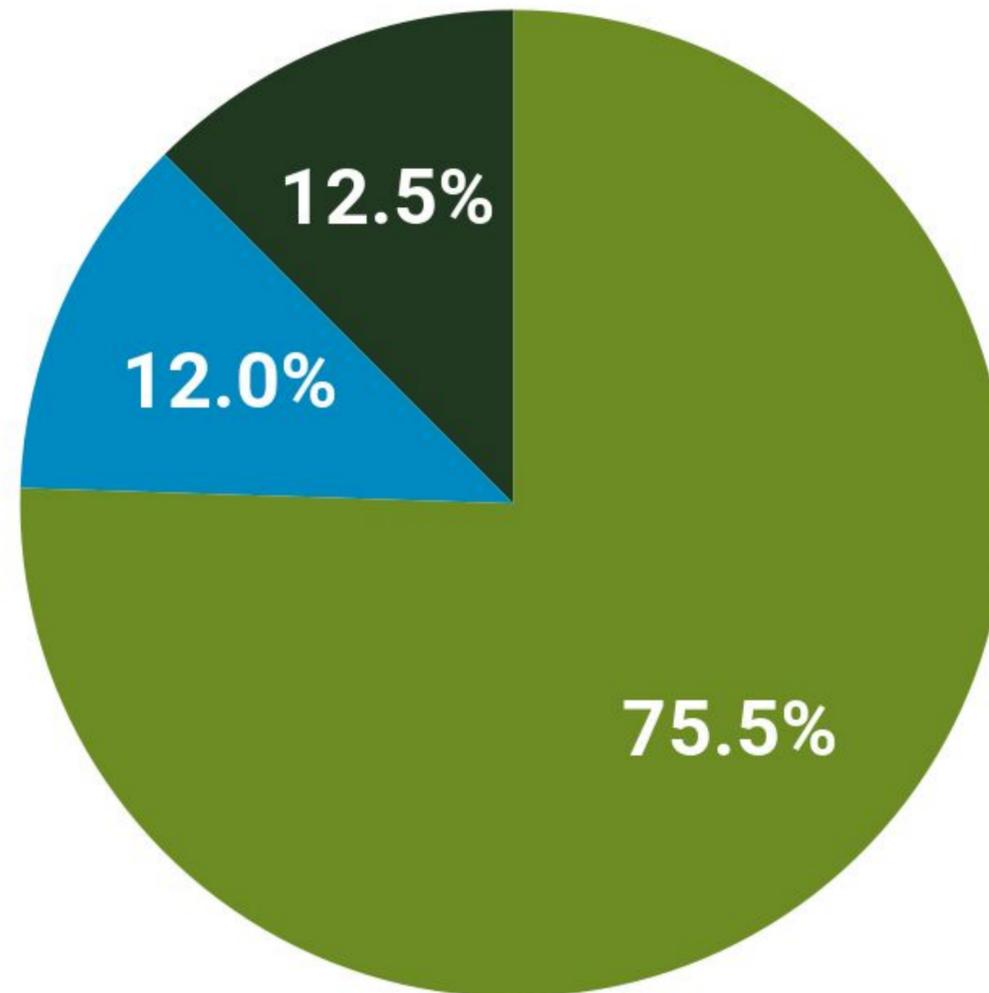
These are younger, out-of-state students. They are less diverse than the overall student body and more likely to be part of a learning community.

- Age: 15-24
- First Gen: 28.8%
- Ethnicity: 17% Latinx, 17.6% Asian and Pacific Islander, 11.3% Black, 4.9% Native American
- Full time: 75.3%

Understanding the Students PSU Currently Serves

Graduate Student Segments of Today

- Regional Masters
- International Masters
- Aspiring Academics/Innovators



Understanding the Students PSU Currently Serves: Graduate Students

75.5%

Regional Master Scholars

These are older students that are much less likely to be first generation. As a whole, they are much less diverse and less likely to attend full time.

- Age: 49.4% are 25 to 34
- First Generation: 14.2%
- Ethnicity: 14.8% Latinx, 10.8% Asian and Pacific Islander, 5.6% Black, 4.2% Native American
- Full Time: 86%

12.0%

International Master Scholars

These are international students, primarily attending full time, who are rarely first generation students.

- Age: 93% <34
- First Gen: 2.9%
- Geographic Origin: 100% International
- Full Time: 82.7%

12.5%

Aspiring Academics and Innovators

These Ph.D. students are a less diverse group, are less likely to be first gen, and less likely to be from Oregon.

- Age: 80% 25-44
- First Gen: 9.2%
- Ethnicity: 9.2% Latinx, 8.3% Asian and Pacific Islander, 5.2% Black, 3.5% Native American
- Full time: 59.4%



Campus Engagement Events (February 2024)

OBJECTIVE: Facilitate community brainstorming on the benefits PSU provides our students

- Participants divided into constituent groups (students, staff, faculty, community partners)
- Leveraged student segments to drive conversation
- Volunteers facilitated conversations and took notes on the following discussion questions:
 - What challenges are current PSU students experiencing?
 - What does PSU need to do to better serve students?
- Notes gathered and synthesized across all 3 events and with virtual participant data
 - [February Engagement Events Synthesis](#)





Campus Engagement Events (February 2024)

Outputs

- >375 students, staff, faculty, and community partners attended in-person engagement events. Participants connected their personal experiences and vision for PSU to the questions posed and focused their feedback on building the future.
- 27 students, staff, faculty, and community partners participated asynchronously through a virtual engagement website.
- [Strategic Planning Campus Engagement Webpage](#)





External Market Analysis

The Market Analysis work group identified and compiled existing data, reports, and relevant literature to answer key questions about external markets for PSU degree programs and graduates.

- External Market Analysis:
[Strategic Planning - External Market Summary - January 2024](#)
- **Insights on external markets describe key market forces affecting prospective students and graduates.**



Value Proposition Work Group (March 2024)

OBJECTIVE: Draft Value Propositions

Using draft guiding commitments as a foundation and leveraging learning about key constituents/markets:

- How do we uniquely meet the needs of the markets/constituents we aim to serve?
- How do we know this to be true?



Value Proposition Work Group (March 2024)

The Process for crafting value propositions

- February Campus Engagement Sessions
- The Heart of PSU Engagement
- Student Persona Data and Analysis
- Student Success Surveys and Reports
- External Market Report
- EAB Campus Observations Report
- Work-Life Committee Report
- EAB Market Report
- University Studies Self Study
- Steering Committee Feedback



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The PSU Promise to STUDENTS

Today, PSU...

Puts Diversity and Economic Mobility into Action

We embrace diversity of thought, culture, and orientation because it is foundational to education. We foster an **inclusive community** where every voice is valued, providing **culturally responsive support** and considering students' life commitments in our course and program designs. Our commitment extends beyond campus, **preparing students for global challenges** and **promoting social and economic mobility** with a **focus on sustainable solutions**.

Ensures Affordable Career-Forward Excellence

Our affordable excellence model combines **quality education** with **practical, hands-on learning experiences**, including research, internships, and community projects. This ensures students face **fewer financial barriers**, remain engaged, and **gain the skills necessary for successful careers**, leading to higher earnings and lower debt. Our graduates' high employment rates and employer satisfaction are a testament to the effectiveness of our approach and strategy.

Fosters Community-Integrated Learning

Our **urban campus** immerses students in Portland's diverse fabric, transforming the city into a dynamic, living classroom. This **immersive experience**, coupled with **close collaboration with expert faculty**, prepares students to **tackle real-world challenges**, lead with a deep understanding of and commitment to diverse communities, **enhance their career readiness**, and **build civic leadership skills**.

Empowers Through Support and Connection

We empower students to navigate their academic journey successfully while celebrating their diversity. We offer **adaptable and culturally responsive support services**, **streamlined transfer processes**, and **comprehensive advising**. We ensure every student is connected from start to finish, feels part of our vibrant community, celebrates diversity as our strength, and paves the way for academic and professional success.

Builds Creative Synergy

Reflecting Portland's diverse creative vibrancy, PSU immerses students in **inclusive arts and culture experiences** through exhibitions, screenings, and collaborations with artists and performers from various backgrounds. This enriches education and personal growth by **honing creative and managerial skills** while **fostering a more equitable creative workforce and economy**.

The PSU Promise to STAFF and FACULTY

Today, PSU...

**Supports Innovative
Teaching and Research
Opportunities**

At PSU, faculty members thrive in an environment that **values and supports the development of innovative teaching and groundbreaking research** at the Pacific Northwest's premiere minority-serving university. With our emphasis on **engaged research and interdisciplinary collaboration**, faculty have unique opportunities to **apply their research to real-world challenges, directly impacting the city of Portland and to effect meaningful change**. PSU supports faculty with resources and flexibility to explore new teaching methods, engage in meaningful and impactful research, and contribute significantly to their disciplines.

**Fosters Community
Impact and Engagement**

As part of the PSU community, faculty and staff members can **engage with and make a tangible difference in the Portland area**. Whether supporting student services, participating in community projects, engaging in institutional committees that inform policy, or contributing to the university's sustainability initiatives, our staff and faculty are integral to PSU's role as a community leader and innovator.



The PSU Promise to OUR COMMUNITY

Today, PSU...

Catalyzes Economic Development and Social Mobility

PSU is a key creator of diverse talent, driving economic development and enhancing social mobility across Portland and the Pacific Northwest. Our commitment to fostering a varied and inclusive talent pool propels the city's growth and aids local organizations in diversifying their workforce, enriching the community's economic and cultural fabric. By equipping students with the skills needed in the region's workforce, **we help local companies thrive and open doors for individuals to reskill and upskill, adapting to the evolving job market.** Our commitment to education and innovation **fosters a prosperous community where opportunity and growth go hand in hand.**

Partners for Prosperity

As Portland's premier educational and research institution, **PSU engages with local businesses and organizations to spur economic growth and advance workforce development.** Our curricula, crafted alongside the city's leading employers, generate skilled graduates ready to bolster the local economy. With focused initiatives, we champion upskilling and reskilling, empowering our community to meet future challenges and seize opportunities confidently.

Facilitates Urban Innovation

PSU is more than an educational institution; we partner in urban innovation and sustainability. Through collaborative research projects, service learning, convening, and community engagement initiatives, **PSU works hand-in-hand with the region's organizations, businesses, and government agencies to address critical urban challenges and enhance the well-being of the Portland community.**

Contributes to Portland's Vibrancy and Vitality

PSU contributes to Portland's cultural vibrancy and economic vitality by hosting arts and cultural events, driving industry-inspired research and innovation, and preparing a skilled workforce adept at addressing complex questions faced by regional employers. Our commitment to applied, use-inspired research ensures that we contribute to the city's growth and solve real-world industry challenges. Our commitment to public service and community engagement makes PSU a key partner in driving the city's progress and prosperity.



Next Steps

Build toward a Strategic Vision and Milestones

- These draft value propositions will be shared alongside draft Guiding Commitments and leveraged in engagement with the PSU community around crafting a 2030 strategic vision.

