

Making the Case for Green Cleaning and Proactive Indoor Air Quality Management: Value Proposition Worksheet

The condition of the indoor environment in schools has a direct impact on health and performance outcomes for students and staff. Although most schools are working hard to provide a safe and healthy learning environment for all, there are times when a focused pitch is needed to help make the case for a specific action or program to an intended audience (e.g., superintendent, school board, teachers, facility director). Your value proposition statement is your “elevator pitch” for quickly describing the benefits of your program. The purpose of your statement is to demonstrate to your intended audience that your proposed activities are critical and worth funding/supporting.

This worksheet provides two tables to help you identify the key components of your value proposition. Once you have obtained your audience’s attention, you can use the other components of your value proposition to secure their support.

Example:

The bold goal my program is focused on is creating healthy learning environments for our students, protecting the health of custodial staff, and increasing the lifespan of the facilities through implementing green cleaning best practices as part of a comprehensive indoor air quality management program.

In addition, using green cleaning products is fiscally responsible. By changing to green cleaning products, this program generated \$175,000 in custodial cost savings for Columbia Public Schools within the first 2 years. And, by implementing a standardized cleaning process to ensure schools were clean and healthy, this program generated \$500,000 in cost savings, which was reinvested into the Custodial Department, within 1 year (2014-2015).

Get started by filling in Table 1 and Table 2 to determine the benefits of your proposed activities or program. Once those tables are complete, fill in the spaces below to complete your value proposition statement. Remember, every initiative or program is unique; you may have to tailor the template to fit your needs.

Your Value Proposition:

The bold goals my program is focused on include [impacts/long-term outcomes] _____, _____, and _____.

For/By [inputs/investment] _____, my program will [achieve outcome/short-term and intermediate goal] _____ for [target population] _____ and will generate [benefits/cost savings] _____ over/within [time period] _____.

Filling in Your Value Position Statement:

1. Table 1—Fill in Table 1 to determine your target population, inputs, activities, outputs, outcomes and impact.

You may have several outcomes, so pick the one or two most likely to entice your identified audience. If you have multiple intended audiences, you may have to tailor your value proposition statement for each.

2. Table 2—Fill in Table 2 to determine the potential benefits, cost savings or potential revenue lost as they relate to your specific outcomes.

Table 1: Value Proposition Components

This table is intended to help you identify the necessary components of your value proposition. Program evaluation is essential to securing funding and buy-in for the future. As you move through the worksheet, think through the different metrics your program will employ to measure and track progress toward each component. Please fill in the “My Program” row. Depending on your goals, you could focus on any number of activities and outcomes. Examples are inserted for your reference.

Logic Model as a Tool for Developing Your Value Proposition

My Target Population: _____

What is the target population your program is committed to serving? How many individuals are in your target population?

Example:

My program will serve 72,000 students in Davis School District.

Inputs	Activities ¹	Outputs	Outcomes	Impact
Investment/Cost/Assets <i>What resources (investment/cost/assets) do I need to put into my program or activities?</i>	Tasks <i>What activities will my program offer to achieve my desired outcomes?</i>	Objectives <i>What outputs can I measure to track my activities?</i>	Short-term and Intermediate Goals <i>What is my program committed to achieving for my target population? You could focus on outcomes from each category or focus on one category.</i>	Long-term Mission <i>What benefits will result for my population of focus?</i>
My program...				
Example... Staff time: 1 FTE of \$60,000 Funding: \$15,000 grant Equipment and supplies: \$5,000 Total: \$80,000 ----- # of hours of staff time to train or develop materials # of available/relevant partners, who could offer training or technical assistance	<u>Assess</u> : Conduct school walkthrough assessments twice per year using the School IAQ Assessment Mobile App . <u>Act</u> : Train 20 teachers and 10 custodial staff to implement green cleaning best practices or to take other actions to improve IAQ. <u>Organize</u> : Develop and institute a new policy for green cleaning and/or proactive IAQ management based on the IAQ Tools for Schools guidance to sustain changes.	# of walkthroughs conducted in # of buildings. # of teachers successfully trained. # of custodial staff successfully trained. # of new policies approved. (EVALUATING YOUR PROGRAM: Where can you find the data you need to evaluate your program? With whom can you partner to get the data?)	Health: • % reduced school nurse visits. • # of IAQ-related health complaints reduced. • # of impacted students. • # of teacher sick days (and substitute teacher days) reduced. • # of custodial health complaint reduced. Academic and Staff Performance: • # of school days missed. • % improvement in teacher retention. • Instruction time increased. Facility/Environmental: • # of IAQ-related complaints reduced. • # of school closings and the need to relocate students reduced.	Health: • Healthier environment for students and staff. • Reduced asthma exacerbations from asthma triggers in schools. • \$ saved from reduced school nurse visits. • Reduced liability and lawsuits. Academic and Staff Performance: • Gained revenue based on increased attendance. • Improved state test scores. • Increased scholarships. • Improved teacher and staff performance. Facility/Environmental: • # of IAQ-related repairs and cost of those repairs reduced. • \$ saved in operating costs.

¹ Refer to the [Framework for Effective School IAQ Management](#) for activity ideas related to the Key Drivers of Success and Technical Solutions.

Table 2: Benefits and Value/Potential Loss/Cost Savings

Use this table to estimate your benefits and cost savings for your specific outcome(s).

Benefits and Cost Savings	Example Benefits and Cost Savings	My Program
<p><i>Estimate the cost savings for your specific outcome(s).</i></p>	<p>Attendance Cost Savings: (# of children with asthma in NEISD schools: 8,361) X multiplied by (Avg. # of school days missed by students with asthma: 8) X multiplied by (Attendance daily rate by state: \$32) = equals (Potential revenue lost: \$2,140,416)</p> <p>Reducing avg. # of school days missed by those with asthma by 50% = \$1,070,208/year</p> <p>Improving attendance of all students with asthma by only 1 day = \$267,552/year</p> <p>Custodial Cost Savings: In 2 years, Columbia Public Schools, MO, saved \$175,000 alone by switching to green products:</p> <ul style="list-style-type: none"> • EcoLogo-certified paper towels and tissue: 22% • Green Seal-certified hand soap: 33% • Environmentally sensitive cleaning chemicals: 20% • Microfiber wipers and tools: 40% • Green Seal-certified floor finish and application: 28% • Trash can program: 30%, plus reduction of 40,000 bags into landfill • In-house equipment repair and preventative maintenance: 35% 	
<p><i>Estimate the benefits for your specific outcome(s).</i></p>	<p>Increased Academic Instruction Time: Baseline: 176 PRN visits x 26 min. = 76 hours 4 months later: 28 PRN visits x 26 min. = 12 hours</p>	