East Central Regional Public Value Initiative

October 31, 2011

Via Adobe Connect we assembled our EC Regional Team of Linda Rellergert, Roxanne Miller, Matt Herring, Nina Balsam, Tish Johnson, Petra Rosario and I to initiate discussion of our East Central Public Value Initiative proposal.

Multiple ideas were discussed and proposed. Following are the notes from this discussion.

Team discussed that many of the Public Value Statements have been often very general and sometimes lack the depth and basis for capturing both the attention of either the public or the influential stakeholders.

Discussion that St. Louis County has recognized the need for better Public Value Statements and the tie to the actual economic value of extension programs. To that end, there has been an ongoing discussion with an economist on the UM-St Louis campus, Dr Joe Martinich, about having him do an economic valuation of MU Extension programs. There is a cost, of course, and to do an assessment would be about $200 per specialist.

Noted that people and stakeholders seem to respond to two basic concepts – “What does in cost or save?” and “What is the human interest story behind the program? – what are the stories?” We believe that we need both some formulas to help us quantify the public value of our programming and we also need to collect more “Stories” of how people and communities have benefitted from MU Extension programs.

It was noted that other non-profits effectively use videos to convey their messages (United Way). We have some very effective videos – could we expand on those to help market the public value of our programs?

**Phase 1:**
- Determine what PV material that we may have – videos, printed material – within the region as well as within the state.
- Assess if the PV is truly stated and shared in those existing resources and if not, try to refocus the meaning behind the resource to more accurately reflect the value of the program to the broader public.
- Focus on the regional programs that show strong public value and develop a plan to capture the PV of those program efforts.

**Phase 2:**
- Develop strategies to distribute and showcase the PV resources through Social Media sources such as Facebook, Twitter and Linked-in.

Training of Public Value within the East Central Region.

We are generally not “armed” with the information that we need to showcase the PV of our programs. What IS the economic value of our programs in the community, region and state? An economic valuation and assessment would be extremely valuable.

It is difficult to develop public value impact without any helpful research. We believe that if we had research to backup the claims. Need a process to come up with good, solid figures that will illustrate “If we didn’t provide this education, what would happen within our communities?” This is an example of the Ag Dept and “Show-Me Select” program that demonstrates tremendous economic impact to the participating producers, but also looks
Participants discussed that there are other examples of PV that we should review. Many non-profits have been very successful in capturing their own PV. They often employ economists to help them make these determinations. Perhaps OSEDA may be able to assist with gathering data to assist MU Extension.

Many of the MU Extension PV statements that we have seem to lack the appropriate framing. Similar to PV statements developed by The Ohio State University Extension who summarize what WE have done and are not framed within the larger context of the public value of the programs.

Suggestion that we review the current PV statements and then identify which programs we are doing now and work to develop a proposal that presents some concise statements to better showcase the program PV. Illustration of the Colorado Extension PV Statements How the “Need” is outlined on one side of a ‘Price tag’ and the “Savings to the State” is illustrated on the other. Roxanne will scan and share with the team.

Suggestion that we focus on what we know to help develop training for our region. Focus on:

- What PV is currently available?  - What other states are doing relative to PV;  - Catalog of the current EC Regional videos from the Coop Media Group - Input from UMSL Economist; - assessment of what other non-profits are doing. Armed with this information we would be better equipped to host a PV training here in the EC Region.

Suggestion was made that we further engage subject matter faculty and colleagues as they know their area of work and expertise better than anyone. Engage them in the process and thereby enhance their understanding and buy in of the work that they are involved in.

Further suggestions were made to more heavily involve the Program Directors as to their input on the PV Statements. Currently there are generally two basic vetted VP statements listed under each Program Area = http://extension.missouri.edu/staff/publicvalue/pv_messages.html Only HES has any further information focused on Family Financial Education. Roxanne could suggest places where we could add and refine some of the PV statements.

EC Team Members:
- Linda Rellergert
- Tish Johnson
- Nina Balsam
- Roxanne Miller
- Matte Herring
- Bud Reber

These notes will be shared with our PV State Mentor as well as with this team.

Bud Reber.
Budget:

The Team will be working with Dr Joe Martinich http://www.umsl.edu/~martinichj/ on the UM-St. Louis campus to:

1.) Develop a protocol for collecting data to support the documentation for assessing Public Value = $250
2.) Present to Regional Faculty at an upcoming faculty meeting on the topic of “Monetizing the Public Value of your Work” = $300
3.) Conduct more in-depth Public Value evaluation with a small team of regional faculty aiding them in their assessing the Public Value of their programming = $ 1,500
4.) Developing a Protocol for replicating the Public Value assessment across the region as well as across the state = $450

Our team anticipates that to complete all of these tasks it will likely take more than the $2500 that has been so graciously allotted for this study. If there are other funds available through the Public Value Team then we would appreciate consideration being given to this proposal for further funding.

We will go on to say that we also anticipate that we may be able to secure some additional funding through one of our local county extension councils. The council is very interested in conveying program impacts to both program participants as well as determining the value to the public at large.