South Central 2012 - Public Value Project Regional Initiatives

Region: South Central

Regional Team Known As: South Central Public Value Project Team 2012

Regional Team Members:
1. Chantae Alfred, Phelps County, Family Financial Education (HES)
2. Ed Brown, Miller County, Agronomy (Ag)
3. Michele Kroll, Camden County, 4-H Youth (4-H)
4. Sarah Massengale, Dent County, Community Development (CD)
5. Jackie Rasmussen, Camden County, Business Development (B&I)
6. Sarah Traub, Pulaski County, Human Development (HES)
7. Cammie Younger, Health & Nutrition (HES)
8. Nellie Lamers, State Public Value Team liaison
9. Rick Sparks, SC Regional Director
10. Council members to assist with implementation

What:
Develop 3-5 statements for each of the 5 program areas in a template format to be provided to each county for their use in marketing extension to their stakeholders. Define the stakeholders = (Clients, County council, County Commissioners, and other elected officials). Describe the template format = The template will be based on the current Public values statements which are on the web and others that may be developed by our work group. How will the template be used = It will be used by inserting specific county information and data to personalize it for each county’s use.

How:
Provide on-site training for faculty and staff on “what makes a good public value statement”. Those not able to attend will be provided with written information about writing public value statements. Engage faculty from each program area to develop public value statements. Create a template of public value statements for the 5 program areas. Offer the template to county offices for use in marketing extension to their stakeholders. Participate in the April 3, 2012 Statewide ISE to showcase the templates use and effectiveness. Provide this information to the SC Regional Council members at their April 16, 2012 meeting.

Who:
The regional team members are made up of one or more faculty members from each of the five program areas. What is your region’s strategy? = We are planning a face-to-face faculty meeting in February, 2012. The team members will serve as group leaders for their program area and will work with other faculty members to use existing statements and/or develop new ones that would be used for any county. Who will do it? = After the templates are developed, the Implementation will be conducted at the county level by faculty members.

When:
We are planning a face-to-face faculty meeting on February 21 where we will work on the statements and templates. We will plan to have them ready to use by March 31, 2012.
**Success Indicators:**

- 75% of counties will participate by using the template
- Survey faculty about use of the template
  - Number of times used
  - How used? Print - news release - pride point type poster – other e.g. radio or TV.
- Gather feedback from stakeholders (Clients, County council, County Commissioners, other elected officials), about value of information. This will be anecdotal, not a scientific survey.
- By December 31, 2012 we will make improvements to the template based on what we learn from faculty survey and stakeholder feedback

**Budget:**

Develop statements and templates of professional quality for distribution to the SC counties $400

*Provide at least $100 for each of the counties to support their use of the public value statements $1600

Total $2000

*This will be paid on a reimbursement basis after submission of invoices.