Southeast Region 2012 - Public Value Project Regional Initiatives

Region: Southeast Region

Regional Team Known As: Southeast Region Public Value Project Team - 2012

Regional Team Members:
1. Donna Aufdenberg, Horticulture Specialist and CPD, Bollinger County
2. Phyllis Flanigan, Human Development Specialist and CPD, Butler County
3. Maude Harris, Nutrition Specialist, Scott County
4. Debra Henk, 4-H Youth Development Specialist and CPD, Iron County
5. Stephanie Milner, 4-H Youth Development Specialist and CPD, Ripley County
6. Tony DeLong, Statewide Public Value Team Liaison
7. Janet Lee Kline, Southeast Regional Director
8. Council members to be recruited to assist with the implementation of the project

What is your region’s strategy:
Provide training for all SE Region faculty members on public value statements; develop a minimum of 3 public value statements for each of the 5 Extension program areas to be distributed in each county which are used in marketing Extension locally. Use public value statements in county annual reports and in communication with decision-makers and stakeholders. County Program Directors will add the public value statements to the annual reports, website, and address to the council members. County Program Directors along with the Regional Team members will implement the public values statements in each county.

How will it be accomplished:
A day-long, face-to-face training session will be conducted for faculty using trainers from the statewide public values team. Those not able to attend will be provided with a ‘mentor’ who participated in the training to assist them with information and activities. Faculty from each Extension program area will develop public value statements which will be used by the counties in annual reports, county pride points, and to communicate with stakeholders throughout the year. Council members will be recruited to participate at the county level in tailoring the public value statements for local use with stakeholders. Each month a reminder about using the public value statements (and the public values website) will be provided to each faculty member from the regional director. SE Region will participate in the statewide showcase ISE and provide information about the activities that were accomplishments. Each county will apply the public values statement to at least one program and will submit it for approval. After approved each county will develop at least three new public value statements or they can update their previous value statements.

Who will do this:
Implementation will be conducted at the county level by faculty members, in collaboration with Council members.

When will it occur:
The day-long training session will be conducted by the end of May, 2012. The initial development work for public value statements will conclude by July, 2012. Monthly reminders will be sent to faculty about the public value website resources and the development of local public value statements. Annual reports for 2012 will include public value statements. Each county will update their website by July, 2012, and talk with their extension council about the public value statements. Each county can also add the statements to their monthly newsletters.
How will you know you have been successful:
A survey of all participants in December, 2012 will show that:

- 100% of Extension program areas will develop at least 3 public value statements.
- 100% of SE Region counties will use the public value statements
- 100% of faculty members will participate in the training either by attending, or by working with a mentor on the material presented.
- 75% of SE Region counties will use public value statements in the 2012 annual reports.

Information from this survey will be used in the statewide showcase ISE.

Budget:
Training expenses for SE Region session on public values $1200
*Support for each SE Region county in developing and using public value statements $800

Total $2000

*A minimum of $50 per county, paid on a reimbursement basis after expenses are submitted. If the expenses for the training session are less than the anticipated amount, the remainder will be divided equally among the counties for use.