West Central 2012 Public Value Project Regional Initiatives

Region: West Central

Regional Team Known As: Using Social Media Advertising to Connect with Specific Audiences
(What do you want to be known as—unique to your initiative?)

Regional Team Members (mix of 3-5 faculty and council members)

<table>
<thead>
<tr>
<th>Name</th>
<th>Faculty or Council</th>
<th>County</th>
<th>Subject Matter</th>
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<tbody>
<tr>
<td>Susan Mills-Gray</td>
<td>Faculty</td>
<td>Cass</td>
<td>HES</td>
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<tr>
<td>Crystal Weber</td>
<td>Faculty</td>
<td>Clay</td>
<td>Community Development</td>
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<tr>
<td>Nancy Mense</td>
<td>Faculty</td>
<td>Clay</td>
<td>Youth Development</td>
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<tr>
<td>Whitney Wiegel</td>
<td>Faculty</td>
<td>Lafayette</td>
<td>AG</td>
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<tr>
<td>Wayne Prewitt</td>
<td>Faculty</td>
<td>West Central Region</td>
<td>Interim Regional Director</td>
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</tbody>
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- For council member, provide contact information—phone, e-mail, address

PV Team Liaison (circle)
- Northwest—Vivian Mason
- Northeast—Ina Linville
- East Central—Mark Stewart
- Southwest—Candy Gabel
- West Central—Karma Metzgar
- South Central—Nellie Lamers
- Central Missouri—Cynthia Crawford
- Southeast—Tony DeLong

Proposal:
It has been said that Extension is the best kept secret and one reason we are a secret is that we are not very good about getting our message out to the masses. We have focused so hard for so long on quality programs that make a difference in the lives of people we have lagged behind in adopting new ways to get our message out to the public. One area where we lag is social media and making contact with the younger generation who use social media outlets every day. The proposal for the West Central Region hopes to address this issue. We are proposing that we use currently available or develop public value statements, 2 for each category and post these on websites like Facebook or Google and Yahoo using an advertising service. The advertising service allows us to define our intended audience and when someone meeting the criteria comes on-line one of our value statements pops up, if they click on the statement they are taken to a hot-link where they are told who to contact for additional information. The ad service charges when someone clicks on the hot-link. We estimate the charge per contact is somewhere around 30 - 50 cents.

Once we select the public value statements we will make sure they are vetted with the Program Directors. We will contact the ad service and clearly define our intended audience for example if might want to define by location, age group and so forth. We plan to start the ads around March 1 and run thru June 30 or until the money is used. We feel this will allow us to test if this kind of promotion about Extension determining if it is effective and we will be able to track the number of hits as well as the number of calls and actual contracts generated by this kind of promotion. We are requesting the full $2000 and plan to use the full amount to finance the maximum number of ads possible. We are excited to experiment with promotion through social media contacts and appreciate your consideration of our proposal.

Questions or needs your region has of the statewide Public Value team. None at this time.

Filename: WC Public Value Project Regional Initiatives regional proposal (3).docx