Central Missouri Region Public Value Cost Proposal

Team: Embracing Public Value – CM Style  Cynthia Crawford, Vivian Mason, Mark Stewart

Goals and implementation:

- Continue efforts to improve annual reports produced by the counties in the CM region – Regional administration and faculty have worked for three years to help faculty and councils improve the annual report products used across the region. It is felt feel the county council annual report is our premier printed piece that helps stakeholders understand extension’s role and impact in the county and they need to be of high quality and feature both public value and impact. The direct evaluation of county annual reports will continue. Evaluations will be compared to the last 3 years.  
  Completed by May 1, 2012.

- Develop a regional public value communication tool that can supplement county annual reports – A regional communication tool (a what have you done for me lately format) will be developed using PV statements from annual reports across the region. This piece will be designed and produced professionally then vetted with the CM regional council before printing. Initial printing – 1000 copies. Councils and faculty utilizing the tool with stakeholders.  
  Completed by April 1, 2012

- Continue work to institutionalize public value within extension – the short PV promotion piece being developed by the PV team will be used at regional conference.  
  Completed by February 1, 2012.  
  Additionally faculty will be encouraged to review additional PV educational products as they become available. The CM region has a standing target date of December 1 for faculty to get annual report submissions to the appropriate CPD’s. Our committee wishes to provide incentives for faculty to accomplish this. Faculty who meet the target date by submitting their annual report pieces to the appropriate CPD and RD by 5:00 p.m. on December 1, 2011 and the at least one of their reports meets all the following criteria will have their name place in a drawing for one of $500 program support awards. The awards can be used for program development, communication tools, materials and delivery that enhance the sharing of our public value with stakeholders. Considered successful if one-third of faculty meet the deadline and criteria.  
  Completed by February 1, 2012.

  - Criteria
    - Succinct and well written with minimal editing required (spelling, grammar, punctuation)
    - Must show impact
    - Must show public value with the statement meeting the PV criteria on the PV webpage

Budget:

- Expenses associated with review of CM annual reports  500.00
- Expenses for producing and printing regional communication tool  500.00
- Faculty/staff program development incentives  1000.00
  - Total  2000.00

http://extension.missouri.edu/staff/publicvalue