

Northwest Region Public Value Project Initiative

Team Known as: *Northwest Region Marketing Strategies and Public Value Messages*

Submitted: *12/12/11 to PB Team*

Team Members: council members will be engaged with the distribution

1. Tim Baker, Daviess County, Horticulture (AG)
2. Debbie Davis, Clinton County, 4-H (4-H)
3. Janet Hackert, Harrison County, Nutrition (HES)
4. Jim Humphrey, Andrew County, Livestock (AG)
5. Jim Crawford, Atchison County, Natural Resource Engineer (AG)
6. Wilson Majee, Mercer County, Community Development (CD/BD/RIT)
7. Vivian Mason, PV team Liason
8. Karma Metzgar, NW Regional Director
9. Council members to assist with implementation

What?

Sharing the concise, consistent and validated public value of NW MO Extension programming with new audiences and stakeholders utilizing multimedia marketing strategies. (*Short Title—Marketing Strategies and Public Value Messages*)

How	Who	When	Success Indicators	Budget
1. Using the CFE model, each regional program area will design mix and match statements for at least one named program. Example: http://extension.missouri.edu/staff/documents/publicvalue/FFE_PV_listing_form at_Final.pdf Program team should select one Public Value Statement for marketing kit. Each program area will also define their new audiences and stakeholders.	Northwest Regional Program Faculty	Feb 1, 2012	Five Completed Public Value Statements per category for total of 25	\$0
2. The Public Value Statements will be vetted through state specialists, program director and the PV statewide committee for authorization.		Feb 1- March 1, 2012		

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<p>3. NW Regional Extension Marketing Kits targeting new audiences and stakeholders promoting all program areas highlighting regional programming with photos and public value statements for each area. Targeted distribution ten locations in public waiting areas such as medical offices, county services, libraries, laundries. Marketing Kit for each county and regional office <i>could</i> include:</p> <ul style="list-style-type: none"> • Rack Cards (100) • Business Cards (100) • Small Posters (8.5 x 14 or 11 x 17") (10) • Open space on materials for label with local county contact information • Small rack card displays (10) 	Campus Publishing Resources	April, 2012	Completed kits delivered to offices	\$100 x 16 offices (including Regional office) Total \$1600
<p>4. Templates for variety of marketing pieces with prepared public value statements ready for local offices to produce as needed.</p>	Campus Resources	April 2012	Delivered to County Program Directors	\$0
<p>5. Training for NW Extension Staff to include review of creating the Public Value statements and integration into all marketing and reporting</p>	Campus Resources and Regional Director	April 3, 2012	Inclusion of Public Value Statements in marketing and reporting	\$200
<p>6. Training for NW Extension Staff in creating multimedia marketing promotional with public value statements for electronic, communications and social media markets.</p>	Campus Resources	August 1, 2012	Each program Category create and post a Promotional Video with Public Value Statements on a public social media site	\$200

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How	Who	When	Success Indicators	Budget
7. Two candidate forums and program showcase will include the Public Value message with each program area's presentations	NW Regional Faculty	Fall 2012	All program areas showcased in regional event with political candidate forum	
				Total \$2,000

Questions and Needs of Public Value Team

- ✓ Any training planned on using public value messages in marketing planned?
- ✓ Would like to see some additional templates to use with marketing (annual report template good but would like more).
- ✓ Suggestions of faculty for providing the training mentioned (5 & 6).

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