

Public Value Survey- Executive Summary – Jan 2011 to July 2012

The Public Value (PV) self-directed work team conducted a survey in January 2011 and then repeated the measure in July of 2012 (18 months later) to determine if extension field faculty and staff, state specialists, regional directors and program directors, council members and others are aware of what public value language is, how to write it, and their confidence level in writing it. The team wanted to ascertain what forms of training for writing PV statements are desired. The survey asked whether and how these groups are using public value language in communication with stakeholders and what evidence they can provide that PV statements are effective.

Here are comparisons:

Measure	January 2011	July 2012	% Change	Pos/Neg Change
Number responding to survey	111	134	20.7	+
Field faculty	65%	64%		
Can recognize public value statements	18%	21%	16.7	+
How well do you understand public value statements? (select best response)				
a. I've not heard of them	5%	12%	140.0	-
b. A little	22%	14%	36.4	?
c. I can explain what public value statements are	8%	5%	37.5	-
d. I can recognize them when I hear/see them	18%	21%	16.7	+
e. I can write, but difficult	20%	14%	30.0	?
f. Getting easier to write	22%	23%	4.5	+
g. I can teach others how to write them	6%	10%	66.8	+
Enjoy writing public value statements	5%	9%	80.0	+
I have asked for help writing PV statements	25%	27%	8.0	?
When I asked for help I did not get it	5%	2%	60.0	+
Have not asked for help writing PV statements	75%	73%	2.7	?
Incorporated public value statements into my most recent annual report writing	36%	39%	8.0	+
Compared to five years ago I now include PV statements in annual reports	32%	35%	8.3	+
Annual reports show more impact and concentrate less on what staff and volunteers do.	36%	40%	11.1	+
Compared to five years ago the annual report is more likely to get read	23%	31%	34.8	+
Compared to five years ago the annual report has not changed much at all	22%	17%	22.7	+

*For more information on the positive/negative change reasoning contact a PV team member.

Of the 15 training opportunities offered from May 2008 to January 2011, 86 respondents indicated they have attended one or more sessions (246 total attendances). By July of 2012, the list of training opportunities grew to 21 with 320 total in attendance (some attended more than one training).

The surveys asked what additional training on public value would be helpful. Responses included: anything that would focus on a program category; incorporating PV statements with impact statements and how they can be used together; additional samples that could be revised to meet local county needs; how/where to get the data that verify what is believed to be the public value of a program; how to use PV statements as a marketing/promotion tool other than putting them in the annual report; and continuing basic and refresher sessions.

When asked how they would like additional training to be delivered, options mentioned included face-to-face; one-on-one; Adobe Connect; ITV and ISE sessions; directors', council, category and regional meetings with breakout groups; conferences (Galaxy); extension Web pages; publications and fact sheets; and discussion with other staff members.

The surveys also addressed how public value statements are used. Other than the annual report, respondents said they used PV statements in brochures, presentations, fliers, posters, interviews, newsletters, research and state annual reports, and fund-raising efforts.

Respondents listed the following as evidence that PV statements are effective: feedback from legislators, stakeholders and constituents, and comments they received from commissioners and representatives that the information helped them "sell" program funding. Respondents stated PV statements helped maintain local funding levels and improved the attitude of faculty and council members.