“Public Value” is defined as the value of a program to those who do not participate in the program.

In extension, we generally communicate the value of our programs to the participants who attend.

When communicating with stakeholders, we must show why our programs are worthy of public funding. We must show how non-participants benefit from our programs in terms of environmental quality, lower cost to government, increased public safety or other impacts because participants put into practice what they learn. The result in this context is “public value.”

Extension programs create public value by meeting one or more of the following criteria:

- Narrowing an information gap
- Addressing crucial concerns about fairness
- Benefitting those who do not participate in the program
- Reducing costs for others
- Improving market outcomes

When Extension personnel provide public value statements about programming:

- Citizens are better informed about the benefits and outcomes to society of practices learned and adopted by program participants. These public value statements increase stakeholders’ knowledge about the return on investment in MU Extension programs, which they fund to meet today’s needs.

- Public value statements illustrate how MU Extension programming empowers citizens in all walks of life to make better decisions that improve the economic, social and environmental fabric of society.

- Public officials understand how the state benefits from reduced cost associated with many state and local government services, thus allowing much needed revenues to expand, enhance and revive our economy.
Estimated Budget $20,000

$16,000 -- Seed money for each of the eight extension regions to enhance knowledge and develop innovative ways to expand public value language within the region’s programming efforts and reports. This will be an incentive to focus on the intermediate and long-term outcomes within the logic model.

Each Regional Director will identify a public value work team (3-5 individuals—mix of regional faculty and council members) in the region to submit a proposal on how the seed money would be used. The statewide public value team will review and serve as coaches/mentors in the implementation process.

- Each region’s proposal shall include:
  - A “review” session with faculty and staff on “what makes a good public value statement”
  - On-site training for faculty and staff who have not taken part in previous public value training sessions
  - Plan for engaging each program area in the project
  - Implementation of project with stakeholders
  - Evaluation/assessment of effectiveness
  - Participation in statewide showcase of how the public value statements were used and the evaluation of their effectiveness (statewide distance ISE).

$ 4,000 -- For team meetings, travel, material, ISEs and resource collection for descriptions below:

- Extension employees will report action (intermediate) and conditions (long-term) outcome results in WebApps and tie them to public value. Employees will write a public value statement for each of three programs, which they have reported in WebApps. If the employee is not WebApps user, the statements are to be provided to their supervisor or Regional Director.

- Newly written public value statements will be shared with Program Directors and Regional Directors for review.

- The Public Value Self-Directed Work Team will identify a way to catalog the public value statements to be accessed by anyone in the MU Extension family and to become part of the WebApps drop-down resources for current and future use in reporting and communication of program impacts.

- The public value committee will work with Program Directors and state specialists to gain increased use of and adoption of public value statements in WebApps and program logic models. Validation tools (research, evaluations, partners) will be identified to support the PV statements.
The survey distributed by the PV team in January 2011 will be repeated in June 2012 to assess progress made in adopting PV language and examples of effectiveness.

**Anticipated outcomes:**
- Increase in quality and outcomes reported in WebApps
- Incorporation of public value statements in WebApps, annual reports, regional and county pride points, and marketing materials by 75 percent of all faculty and staff
- Development of training modules for understanding, use and creation of public value statements
- Increased knowledge by county councils re: “What is a public value statement?”
- Use of public value statements by county council members in communication with stakeholders
- Increased sharing of MU Extension public value statements by stakeholders.

**Support Team**
- Cynthia Crawford  Family Financial Education Specialist
- Karma Metzgar  Northwest Region Director
- Candy Gabel  Assistant HES Extension Program Director
- Mark Stewart  Interim Regional Director Central Region
- Nellie Lamers  Director Tri-lakes TCRC
- Tony DeLong  County Council Coordinator
- Sandy Stegall  Director of Constituent Relations
- Ina Linville  Program Director- 4-H Youth Development

**Resources**
- Dr. Laura Kalambokidis
- Public Value Website
- Wendy Wustenberg
- Public value usage survey 2011

April 15, 2011

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