



Public Trust comes from Public Value

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Public Value

The value of a program to those who do not **directly** benefit from that program.

Public Value Approach

- Identify and secure support for activities with strong public value.
- Open the discussion about how to fund activities that do not have strong public value.
- Provide some insight to the task of prioritizing extension's work.

Creating Public Value: Criteria

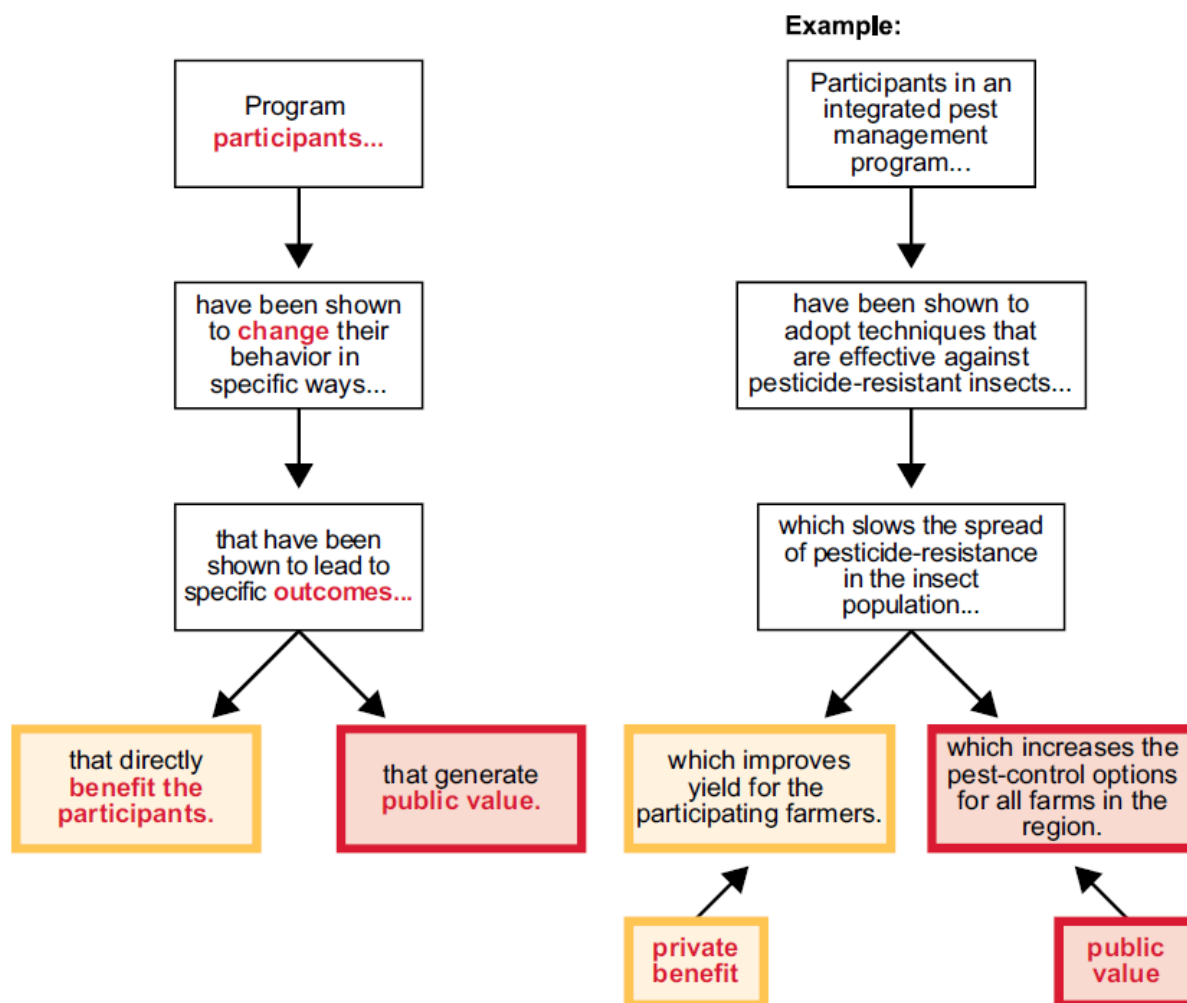
When an extension program satisfies the criteria for public sector action, it can create public value. How does an extension program create public value?

- Does it narrow an **information gap**?
- Does it address a crucial concern about **fairness**?
- Does one person's participation **benefit** people who do not participate?
- Does one person's participation **reduce** costs for others?
- Does the program **improve upon the market outcome**?

Notes:

Demonstrating Public Value

To demonstrate our programs' public value, we need to identify the changes participants make, the **outcomes** that result from those changes, and the **public value** that arises from those outcomes. The diagram below illustrates the essence of the public value message: **If people participate in our program, the community will reap benefits.**



Source: Building Extension's Public Value Advancement Learning Module Workbook

Creating a Public Value Message

When you support _____ program,

participants will _____,

(Changes)

which leads to _____,

(Outcomes)

which will benefit other community members by

_____.

(Public Value)

Plan your accountability:

In the next month, I will share the public value of _____
(program)

with _____.
(stakeholder name)

For more information or a full presentation about Public Value, contact your Extension Advancement Specialist.