

Putting Public Value Statements to Work for Me

WebANR
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What is Public Value?

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

Laura Kalambokidis
University of Minnesota
Extension

What is Private Value?

Personal value derived directly from an educational or research program.

Nancy Franz



Private vs. Public Value

- Camp Staff Research
 - Private – youth stay out of court
 - Public – reduced court and human services costs
- How Farmers Learn Research
 - Private – growers use improved methods/technologies/practices
 - Public – improved rural economy and environment

Private vs. Public Value

- Water quality education (Turf Love)
 - Private – save \$ by reducing use of pesticides/herbicides
 - Public – improve water quality
- Nutrition education
 - Private – improved individual health by increasing intake of fruits and vegetables
 - Public – decrease health care costs

What's the difference

- Public value = condition change
 - Economic
 - Social
 - Environmental
- Private value = learning or behavior change



National PV Movement

- Public administration – effective government
- Extension – Laura Kalambokidis
- Research – NSF Broader Impacts
- Business – triple bottom line
- Membership groups – inclusivity
- Non profits – accountability for funding



Why the National Public Value Movement?

- Decreased public support for higher education
- Government interest in broader impacts and public good from research
- Focus efforts vs. try to be everything to everyone and mission creep
- Intentional value added program and research planning, implementation, and reporting
- Evidence-based movement
- Return on investment/economic gain paradigm
- The political context- reducing government
- Public expects more benefit from tax funded institutions/efforts

What UC ANR Seeks to Gain from Using PV

- Gain or regain public trust and support
 - Continued or increased funding
- Decision-making rubric
 - Align funding with value
 - Decreased time responding to needs and requests
- Enhanced personal, team/group, and organizational focus and effectiveness
 - Increased recognition/support
 - Improved performance and quality of life
 - Enhanced partnerships
 - Increased participation



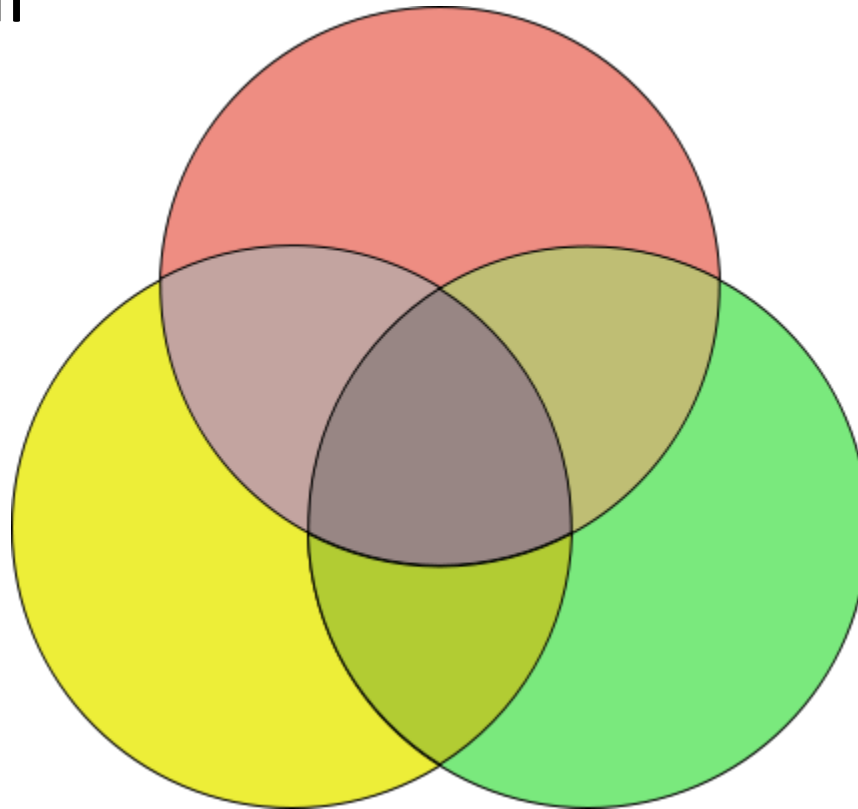
UC ANR Public Value Statements

1. Promoting economic prosperity in California
2. Developing a qualified workforce for California
3. Safeguarding abundant and healthy food for all Californians
4. Protecting California's natural resources
5. Building climate-resilient communities and ecosystems
6. Promoting healthy people and communities
7. Developing an inclusive and equitable society

Full text - <http://ucanr.edu/publicvaluestatements>

Levels of PVS Use

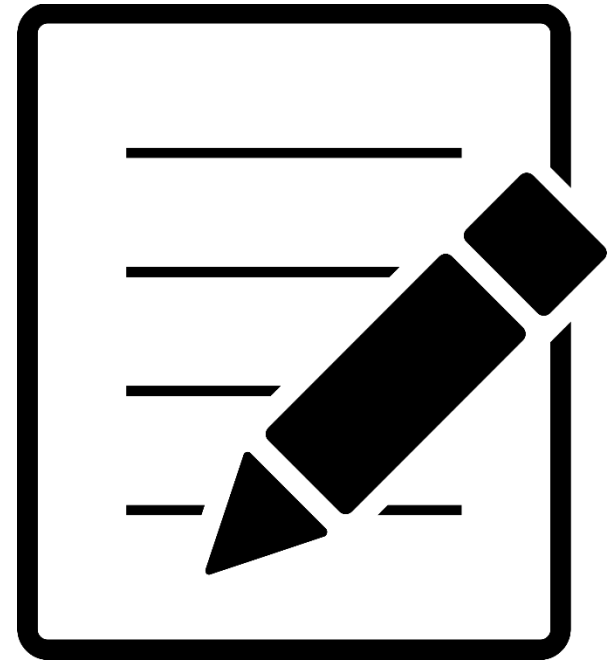
- Organizational
- Team/Group
- **Personal**



Most Common PVS Uses

Communication with stakeholders

- Media releases
- Reports
- Publications
- Web content
- Presentations and speeches
- Points of pride
- Marketing materials



Stakeholder Communication

- Align planning and reporting with PVS – NSF BI
- County, research, and program annual reports
- PV scorecards and data clearinghouses
- PV story templates
- Engaged scholarship opportunities and outcomes



Most Common PVS Uses

Stakeholder engagement

- Volunteer recruitment/fit
- Team member recruitment/fit
- Partnership development
- Donor alignment
- Membership recruitment/fit
- Advisory group/board social engineering
- Decision-maker education and behavior change



Stakeholder Engagement

- Focus stakeholder advocacy
- Research project advisory committee focus
- Volunteer research and evaluation capacity building agenda
- Professional association advocacy
- Citizen scientist alignment with reducing public costs or other public value



Most Common PVS Uses

Resource decisions based on priority public benefits

- Focus time and other resources on priorities
- Align budgets with priorities
- Apply for grant funding to meet priorities
- Personnel decisions based on addressing priorities
- Reward efforts to address priorities
- Stop resourcing low priority efforts
- Seek resources to specifically support priorities

Resource Decisions

- Focus research to ask the relevant questions
- Educational outcomes align with PVS
- Develop and use common measures across programs and disciplines
- Establish standards to realize public value
- Revenue generation success based on PVS



PVS Use Lessons

- Use PVS to disengage, reengage, or engage
- PVS can help alleviate being spread too thin
- We “contribute towards” public value but often will not or cannot prove cause-effect
- Strong private value is the foundation for realizing public value
- Integrate PVS into daily work
- Engage stakeholders in public value efforts
- Nest personal and team work within organizational PVS

How Do the PVS Help Me?

- Helps me focus my work
- Helps build support for my work
- Provides a way to highlight the public value of my work
- Shows how my work aligns/supports others in the organization



PVS Use Resources

JOE article <https://joe.org/joe/2013june/tt1.php>

JHSE article

https://docs.wixstatic.com/ugd/c8fe6e_7c4d46d779db4132943d4fae8f1d9021.pdf

PVS Use Conversation

- What insights or questions do you have about using UC ANR's public value statements?
- What benefits or concerns do you see about using UC ANR's public value statements?
- What are you thinking about how PVS:
 - Help you focus your work
 - Help you build support for your work
 - Provide a way to highlight the public value of your work
 - Show how your work aligns/supports others in the organization

Next Steps

August 16 webANR in depth on **condition changes**

- How these connect to PVS
- How to put condition changes to work for you
 - including how Project Board will be used by CE academics to indicate condition change FTE and tagging outcome/impact narratives to condition changes