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Determining and Sharing the Public Value of 4-H and Families Extension Work

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Determining and Sharing the Public Value of 4-H and Families Extension Work

Disciplines

Educational Assessment, Evaluation, and Research | Educational Leadership | Education Economics | Student Counseling and Personnel Services

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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
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What is Private Value?

Personal value derived directly from an Extension educational opportunity.

Nancy Franz
ISUEO

Iowa 4-H Public Values

4-H in Iowa...

- Increases economic stability of Iowa's communities
- Increases civic engagement that strengthens communities
- Increases environmental sustainability
- Increases community wellness
- Decreases health care costs
- Increases the United States' global competitiveness
- Increases effectiveness and efficiencies of public infrastructures

Increases the economic stability of Iowa's communities

- Educated/prepared workforce
- Train/shape entrepreneurial leaders
- Creative problem solvers
- Strive for public good (think beyond themselves)
- Help others make or save money
- 4-H alumni pay more taxes
- 4-Hers create new businesses
- 4-Hers stay in (or return to) their communities
- 4-Hers provide more community service, community leadership

Increases civic engagement that strengthens communities

- Service learning (RISE)
- Volunteer service - \$
- Leadership development – civic leaders
- Community development
- Solving community problems
- Building unique community relationships (YAP +)
- Produce high level leaders
- Servant leaders (growing our next generation of effective civic leaders, serving on boards, etc.)

Increases environmental sustainability

- Addressing environmental issues
- Learn how to be good stewards of natural environment
- Sustainable management of resources
- Educate others about sustainability / best practices
- Creative problem solving/entrepreneurship
- Alternative energy advocates

Increases community wellness

- Self-esteem/confidence/mastery (self-efficacy)
- Family and youth success
- Meeting youth needs
- Reduce juvenile crime
- Stewardship

Decreases health care costs

- Reduced risk behaviors – alcohol, tobacco and other drugs
- Healthy eating and exercise habits
- 4-Hers produce healthier and safer foods
- Provide volunteer services to health care systems
- Increase positivity wellness
- Engage in preventative practices/leadership
- Model healthy behaviors for peers
- Educate others on healthy habits
- Helps improve community health

Increases the United States' global competitiveness

- STEM prep
- Life skills
- Equity (female: jobs)
- Better jobs
- Academic success
- Development of 21st Century skills/soft skills
- Entrepreneurial skills
- Interpersonal communication/networks/connections

Increases effectiveness and efficiencies of public infrastructures

- Reducing duplications
- Saving \$ through partnerships
- Catalyzing relationships/collaboration/co-capacity building
- New partnerships/fill the gaps
- Providing services at lower costs through volunteers
- Training volunteers that transfer skills to other organizations
- Catalyzing resource development

Iowa Families Public Value

- Community Revitalization
- Decreased Health Care Costs
- Increased Global Competitiveness
- Reducing Tax Spending
- Sustaining the Natural Environment

Community Revitalization

- Midlife and beyond
- Nutrition and health
- Strengthening families
- Powerful tools for caregivers
- Financial coaching
- First step fast track
- VITA-volunteer development
- Parenting
- Money management

Decreased Health Care Costs

- PROSPER/Strengthening Families
- Powerful tools for caregivers
- EFNEP
- Worksite wellness
- Food and Fitness Initiative
- School nutrition
- Healthy meals in a hurry
- Childcare provider training

Increased Global Competitiveness

- Childcare training
- Nutrition programs
- Worksite wellness
- Aging programs
- Stress management
- Parenting
- Literacy program
- Place of your own
- Facilitation of dialogue and quick response

Reducing Tax Spending

- EFNEP/FNP
- Strengthening Families
- ServeSafe
- Family Storyteller
- Childcare training
- High School Financial Program
- Your money your future
- Money Talk
- VITA
- Food Assistance outreach

Sustaining the Natural Environment

- Community gardens/growing in the garden
- Master gardeners
- Food preservation
- Eco conferences, blog, twitter
- Kids in the kitchen
- FNP
- Early childcare environmental rating scale
- Nature explorers

Next steps

- Post research showing public value of Extension programs to 4-H/Families web site
- Determine metrics to measure to show public value
- Determine methods to collect data
- Collect and analyze data
- Create and share public value story templates