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

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Disciplines
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Nancy Franz
Iowa State University Extension
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 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