

How Do I Make a Difference?

Communicating Your Public Value

Pat Melgares and Elaine Edwards

K-State Research and Extension

Department of Communications and Agricultural Education

*Knowledge
for Life*

Excellence in Extension

<http://www.ExcellenceinExtension.org>

Why write for impact?

- It makes a difference....
 - ✓ News releases – print, radio, TV
 - ✓ Organizational marketing
 - ✓ Kansas Legislative Report
 - ✓ Partners/funders/stakeholders
 - ✓ Newsletters, postcards, fact sheets, displays, etc...
 - ✓ Progress reports
 - ✓ Promoting your programs

Bottom Line

- Impact helps to tell the K-State Research and Extension story
- Funding and other support often depends on how well we are able to tell others how our work benefits our communities (public value)

Impact is not...

- An activity report
- A list of numbers served or involved
- A description of services or processes

“Cooperative Extension has advanced from merely reporting inputs and outputs to documenting outcomes and impacts of its programs.” -- From ExcellenceInExtension.org

Impact...

- Explains accomplishments
- Explains payoff to society
- Can be understood by non-scientists (avoids jargon or less-understood terms)

Good impact statements...

- Illustrate change or potential change in such areas as
 - ✓ Economic value/efficiency
 - ✓ Environmental quality
 - ✓ Social well-being
 - ✓ Health and well-being

Suggested Format

- Impact nugget
- Issue – Who cares and why?
- What’s been done?
- Impact – “So What?”

*Knowledge
for Life*

Excellence in Extension

<http://www.ExcellenceinExtension.org>

Focus on the important stuff

- Did this increase knowledge? For who?
- How is the knowledge being used in my community?
- What were the specific behavior or situation changes?

Simple is Good

- Provide only enough detail to give context (keep 'em short)
- Highlight the public benefit, public value

Good Idea!

- Incorporate a Success Story
 - ✓ A single, quantifiable example of behavior or other change based on something you did
 - ✓ These can be powerful testimonials
 - ✓ Puts a human face on the subject
 - ✓ Complements your facts and figures

Public Value Statement

***When you support (program name),
participants will (learn/do what?), which leads
to (outcomes). That will then benefit others by
(public value).***

Public Value Statement

*When you support **K-State Research and Extension**, participants will (learn/do what?), which leads to (outcomes). That will then benefit others by (public value).*

Public Value Statement

When you support K-State Research and Extension, our faculty and staff are better able to provide research-based information, which leads to outcomes. That will then benefit others by public value.

Public Value Statement

When you support K-State Research and Extension, our faculty and staff are better able to provide research-based information, which leads to answers to questions that affect people's lives. That will then benefit others by (public value).

Public Value Statement

***That will then benefit **our entire state** by
helping Kansans be more profitable, live more
healthfully, and enjoy a higher quality of life.***

Public Value Statement

K-State Research and Extension provides research-based information that helps people with questions affecting their lives. Our work can help Kansans enjoy a higher quality of life, be more profitable in their jobs, and live more healthfully.

Public Value Statement

***When you support (program name),
participants will (learn/do what?), which leads
to (outcomes). That will then benefit others by
(public value).***

Public Value Statement

When you support the Kansas 4-H program, participants will (learn/do what?), which leads to (outcomes). That will then benefit others by (public value).

Public Value Statement

*When you support the Kansas 4-H program,
Kansas youth will be given the opportunity to
participate in more than 'X' projects, *which*
leads to (outcomes). That will then benefit
*others by (public value).**

Public Value Statement

***When you support the Kansas 4-H program,
Kansas youth will be given the opportunity to
participate in more than 'X' projects, *which*
leads to a greater sense of responsibility, self-
respect and citizenship. *That will then benefit*
others by (public value).***

Public Value Statement

***That will then benefit others **because these**
youth grow to become leaders of positive
change in their community.***

Public Value Statement

In Kansas, 4-Hers are involved in more than 'X' projects that teach responsibility, self-respect and citizenship. These youth are helping to improve their communities today and in the future. 4-H has a positive impact in every Kansas county.

Public Value Statement

***When you support (program name),
participants will (learn/do what?), which leads
to (outcomes). That will then benefit others by
(public value).***

Public Value Statement

When you support the Kansas Crop Improvement Association, participants will (learn/do what?), which leads to (outcomes). That will then benefit others by (public value).

Public Value Statement

When you support the Kansas Crop Improvement Association, farmers will receive seed and plant products that have met quality standards, which leads to (outcomes). That will then benefit others by (public value).

Public Value Statement

When you support the Kansas Crop Improvement Association, farmers **will receive seed and plant products that have met quality standards, which leads to a better seedstock supply**. That will then benefit others by (public value).

Public Value Statement

***That will then benefit other Kansans because
our state's farmers can provide safer food
products and more money in local economies.***

Public Value Statement

**The Kansas Crop Improvement Association
contributes to safer food and stronger local
economies by providing quality seed and plant
products to Kansas farmers.**

Public Value Statement

***When you support (program name),
participants will (learn/do what?), which leads
to (outcomes). That will then benefit other
community members by (public value).***

Evaluate

<http://apps.oeie.ksu.edu/extension/>

Questions

Pat Melgares, melgares@ksu.edu

Elaine Edwards, elainee@ksu.edu

785-532-5851