

Developing a Public Value Statement for Food, Agriculture, and Natural Resources Programs of Public Universities

OBJECTIVES

- Organizational involvement toward building shared ownership of a strong public values statement (PVS)
- Development of a clear understanding of the widely held public needs and values that may be addressed through the food, agriculture and natural resources (FANR) research, extension and teaching within public universities.
- Identification of unique strengths of public universities to address widely held public needs and values.
- Articulation of success stories to reinforce the purpose and value of public universities.
- Crafting of a strong PVS for FANR programs at public universities.

SCOPE OF ACTIVITIES AND TIMELINE

The PVS development process will be developed in partnership with a Public Value Team (PVT) of 12 to 18 members made up to reflect the key stakeholders of the organization. Below is a tentative approach that would be customized to ensure an effective process:

1. Planning Meeting (3 hour): Identification of PVT and Process (May 2016)

- a. Identification of key stakeholder groups.
- b. Selection of Public Values Team.
- c. Timeline and key events agreement.

2. Public Value Team Retreats and Data Collection

- a. First PVT Retreat (1 day – July 2016) Meeting to setup the process for data collection and build consensus on key questions. Targets identified for holding interviews along with assigning teams and key responsibilities.
- b. July 2016 - Sept 2016: Interviews will be held with a broad number of individuals representing stakeholder groups. Using a set of questions, PVT members will be charged with conducting an interview that will be short and focused and producing a summary report to the overall team.
- c. Second PVT Retreat (2-3 day – Oct. 2016) Data review and analysis. Formation of broad themes for a Value's Statement. Identification of writing team.
- d. Third PVT retreat (1 day – Nov. 2016) PVS prepared for sharing in draft form. Marketing Plan is developed.

3. Marketing and Celebration (January 2017)

- a. Appropriate and significant event(s) will be used to present the public value statement to stakeholders.

Services and Costs Defined

- Planning and design of the process (Gratis)
- Continuous consultation with PVT Co-Chairs and coordination with leadership of APLU Food, Agriculture and Natural Resources (\$5,000)
- Co-Planning and facilitation of (3) Public Value Team Retreats (\$24,000)
- Review and feedback of documents and reports (Gratis is customary)