Extension connects the University with Minnesota
PUBLIC VALUE FOR WHO?

**Target Audience**
How is the program meeting the needs of underserved audiences or addressing the changing needs of more traditional audiences?

**Why Extension?**
What comparative advantage was there in Extension providing this program as compared with other entities?

**Behavior Outcomes**
How has the program achieved its intended behavioral outcomes?

**Broader Impacts**
How is the program creating changes in families, organizations, systems, or communities that would not have occurred without Extension’s intervention?
TARGET AUDIENCE

• How is the program meeting the needs of underserved audiences or addressing the changing needs of more traditional audiences?

**Equity informed** - How does the program authentically listen and engage underserved audiences to define their own solutions?
WHY EXTENSION?

• What comparative advantage was there in Extension providing this program as compared with other entities in the public, private, or non-profit sectors?

Equity informed - In what ways did Extension’s approach challenge inequities, & how did this compare with the approaches of other entities that may unintentionally contribute to inequity?
BEHAVIOR OUTCOMES

• How has the program achieved its intended behavioral outcomes?

Equity informed - Who decided on the intended behavioral changes of the program? How were historical and current inequities included when planning the program and evaluating its
BROADER IMPACTS

• How is the program creating changes in families, organizations, systems or communities that would not have occurred without Extension’s intervention?

Equity informed - How is the program creating changes in families, organizations, systems, or communities that address historical and current patterns of inequity?
EXTENSION ENGAGED

- Promotion process
- New programs
- Evaluation process
Native American Exhibit: We Move and We Stay

Race exhibit