



## Creating a Personal Public Value Statement

Review the MSU Extension public value statements ([extension.msu.edu/about/public\\_value\\_statements](http://extension.msu.edu/about/public_value_statements)).

- Find the statement that is most relevant to your role.
- Add your personal public value statement. Make it a statement that:
  - Is short – less than 30 seconds.
  - Is crisp and compelling.
  - Excites you.
  - Makes you smile.
  - Makes your pulse race a bit!
  - You can't wait to talk about!

When time allows, add personal stories about participants whose lives were made better through your work. Don't forget to tell how changes in their behavior have benefitted their communities. A good story makes the listener want to hear more.

- Tell your personal story quickly and with enthusiasm.
- Explain that something has happened – a change was made.

### Reasons I love my job

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### Audiences I directly impact

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### Ways my community benefits

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**To contact an expert in your area, visit [msue.anr.msu.edu/experts](http://msue.anr.msu.edu/experts) or call 888-MSUE4MI (888-678-3464)**

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## My Personal Public Value Statement

### Tell your story often and to everyone

- Give your testimony at county board meetings, school board meetings and other public events.
- Look for opportunities to have private conversations during public events with county commissioners, state and federal legislators, staff members for commissioners and legislators, teachers, principals, board members, administrators, community leaders, other organizations and agency leaders.
- Tell your story in written form as well, through county partner reports, news releases and other written pieces.
- Though you should tell your story anytime, it may be especially crucial during budget deliberations.
- You may encounter one of your legislators at an MSU Extension or community function. Introduce yourself and tell what you do for MSU Extension. This could be your “elevator” speech. Remember that this public servant has an interest in your service to his or her constituents. If you see your elected official at a public event, it may be appropriate to briefly mention your concerns about a particular issue. However, it is important to be *very* brief. Follow up with a letter or phone call.