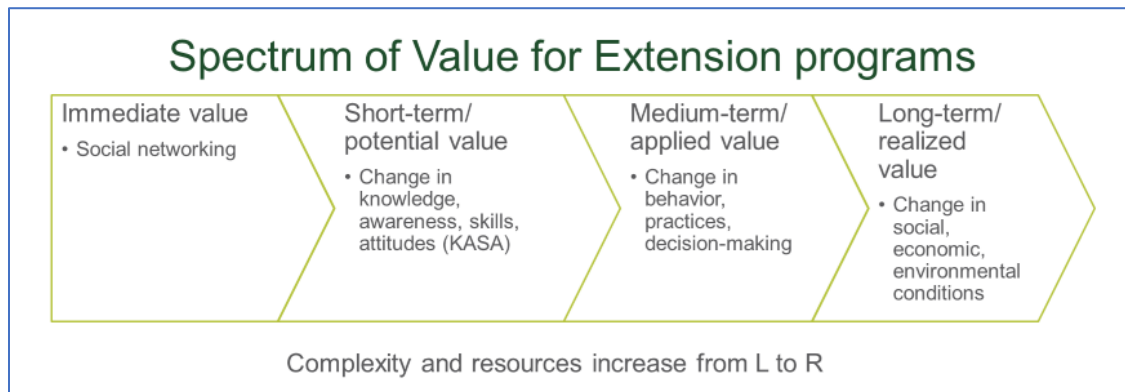




Spectrum of Value

Many problems, goals, and target audiences may exist for a given issue, so it is helpful to define a scope of work that is both impactful and realistic for your Extension work. One way to start defining a scope is to consider whether you have the core competencies and resources to provide immediate, short-term, medium-term, or long-term value. Another way of thinking about this is whether you have the resources to deliver immediate, potential, applied, or realized value for your target audience (Wenger, Trayner, & de Laat, 2011). These concepts are represented in the Spectrum of Value below.



As you move along the spectrum from immediate to long-term/realized value, the complexity of your program increases along with the resources you need to deliver that type of value. Let’s now look at how being able to place your goal or outcome on this spectrum of value can clarify Extension’s scope of work on the issue of **sustainable energy**.

Type of Value	Problem	Goal	Target Audience
Long-term/ Realized	Climate change due to anthropogenic greenhouse gas emissions	Reduce GHG emissions	Electric utilities dependent on fossil fuels
Medium-term/ Applied	Coloradans are wasting energy and money through energy inefficient behaviors	Adoption of best practices for sustainable energy	Households with high energy costs
Short-term/ Potential	Farmers do not understand best practices for sustainable energy	Increase knowledge around best practices for sustainable energy	Farms with powered irrigation
Immediate	Coloradans are not connected to resources that could help them save energy and money	Connect people to sustainable energy resources	Households with high energy costs

As you can imagine, the specific problems, goals, and target audiences identified can vary widely even within each type of value. This highlights the importance of identifying problems, goals, and target audiences in collaboration ***with a diverse network***. Having a diverse and effective network can also increase the value you collectively provide and clarify each member's contributing role. (The Colorado Energy Office may have authority or funding to address condition change, but those efforts may be complemented by Extension's role in facilitating behavior change or knowledge increase, for instance.) What's important is that you are clear about whether you are intending to increase connections, change knowledge/awareness/skills/attitudes (KASA), change behavior, or change a condition in your work.