

Strategic Plan Accomplishments

The 2016 ANR Strategic Plan focuses on 4 key areas that are designed to position the UC ANR organization to achieve its vision of improving the lives of every Californian through our research and extension. Successes of strategic plan work are intended to support the research and extension efforts. Recent accomplishments that contribute to improved ability to carry out the UC ANR mission are outlined for each of these areas:



ENSURING RELEVANT PROGRAMMING

Improving the life of 40 million Californians requires that we constantly consider what we offer how and, in order that our efforts are received by clientele. This means we must often consider the research focus and content of programming as well as the delivery method. Adapting our message and our offerings is a key part of the land grant history and continues to ensure our relevancy to clientele across the state.

INCREASING RESOURCES

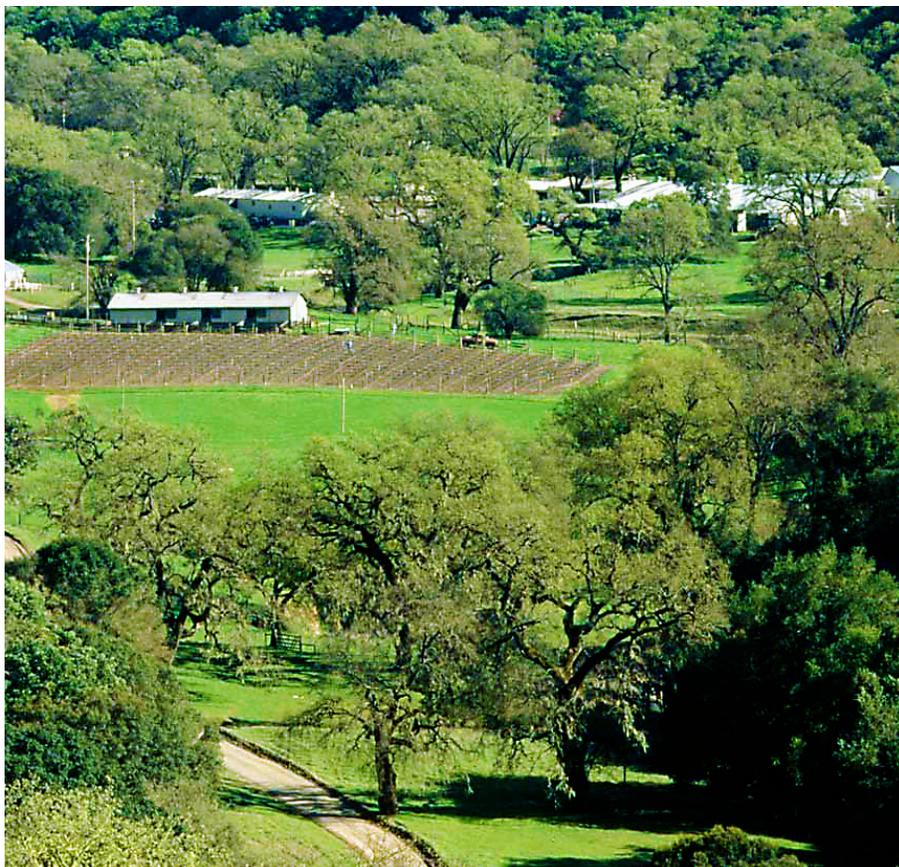
State and federal support for the missions of the Agriculture Experiment Station and Cooperative Extension continues to grow at a pace slower than increases in costs of conducting research and Extension, driving a need to identify and secure different sources of funding. The strategic plan operationalizes efforts to increase funding for research, programs and people through partnerships, donations, and grantsmanship by elevating the skills of people across ANR to seek out and attract new funding

PROGRESS TO ENSURE RELEVANT PROGRAMING AND RESEARCH

- Increased 4-H enrollment (18% over previous year)
 - Largest increase in urban areas (47%)
- Increased parity in 4-H enrollment
 - 92% increase in Black youth participation
 - 34% increase in Latino youth participation
 - 38% increase in Asian youth participation
- Increased number of 4-H volunteers (15%)
- Collected baseline user data for each statewide program
- 87% participation by academics to align effort with 24 condition changes

PROGRESS TO INCREASE RESOURCES

- Increased Giving Tuesday donations by 49% over 2016
- Online giving (not including Giving Tuesday) for FY17-18 has already increased by 13.6% over total general online gifts in FY16-17
- Now donate buttons on every County, REC and Statewide program page
- Campaign to support youth development and consumer horticulture under discussion
- Streamlined some business processes to increase resources available for programming and research
 - Decommissioned a publications storage warehouse
- Increased number of submissions of large grants (>\$100,000)
- Q1 and Q2 funding increased 11.7% compared to FY16-17



Hopland Research and Extension Center

ENHANCING RESEARCH AND EXTENSION FACILITIES

Cutting edge research and Extension requires facilities that are well-maintained and reflective of current technology. Years of deferred maintenance has caught up with ANR and must be addressed. Updating facilities will require redeployment of what are already scarce ANR resources and fundraising.



EMPLOYING TOP TALENT

In order to be the best, we need to employ the best. This encompasses recruitment of top talent through good recruitment practices and offering attractive, competitive positions and retention of existing personnel by providing a safe environment that encourages continuing career, leadership, and personal growth opportunities with competitive salaries and benefits.



PROGRESS TOWARDS ENHANCING RESEARCH AND EXTENSION FACILITIES

- Continued improvement in county and REC facility internet speeds
- Cost for distinct lines of service determined at each Research and Extension Center
- Prioritized list of facility improvements under review.

PROGRESS TOWARDS EMPLOYING TOP TALENT

- Completed 4-yr salary equity program for staff
- Completed 4-yr salary equity program for Advisors
- Launched a new academic peer cohort group
- Developed a volunteer management training curriculum
 - Established new partnerships for filling academic positions
 - 2 Advisor FTE became 4 Advisor positions; 3 Advisor positions filled; one under recruitment
 - 1 CE Specialist FTE became 2 CE Specialist positions; 1 Specialist position under recruitment, 1 new MOU under development
 - Partnered with commodity group for startup package
- UC Recruit (online applicant tracking system) implemented; same online system as all UC campuses
- Launching monthly 'third Thursday' WebANR Café series (May 2018) for staff and academics development.