

# Summer and Fall Strategic Plan Accomplishments

The 2016 ANR Strategic Plan focuses on four 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 work. The Strategic Plan aims to enhance our research and extension mission, support employees and volunteers, address financial resiliency and administrative excellence, and increase awareness of UC ANR's value. Recent accomplishments that contribute to improved ability to carry out the UC ANR mission are outlined for each of these areas:



## CONDUCTING RELEVANT PROGRAMMING

Improving the lives of 40 million Californians requires us to constantly consider what we offer, and how, so that our efforts positively impact 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.

## 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.

### CONDUCTING RELEVANT PROGRAMMING

- 83 posts have appeared on the Knowledge Stream blog since its launch in May 2019.
- A “thematic takeover” project promoted ANR wildfire resources and expertise on the UC ANR home page, social media platforms, and by email. Page views nearly doubled from 5,208 to 10,763 on the first day of the takeover. Fire content received 80,114 views (33,340 unique page views) during the takeover. The fire activity map was the most visited ANR site during the reporting period, with almost 4,000,000 page views.
- Top line content (Focus Areas, About, News & Events, and Español) on the redesigned UC ANR home page garnered nearly 186,000 page views and only 35% of visitors navigated away after viewing only one page, well below the science industry average of 62%.

### EMPLOYING TOP TALENT

- Since implementing the Staff Market Adjustment Plan in February 2016, the number of ANR policy-covered staff who are at or above the market salary goal has increased from 71% to 75%.
- As of October 2019, the gap between the CE Advisor and CE Specialist base salary tables has narrowed from 9.3% to 3.6%.
- The second year of a Staff Mentorship Program launched, with an expanded mentor pool and 15 mentor/mentee pairings.
- The percent of “Engaged” staff employees has increased from 68% in 2015 to 74% in 2019. Employee wellness has increased to 66% since 2015.
- All 25 Master Gardener Program Coordinators and Community Educator Specialists have completed the new UC ANR *Building Volunteer Engagement* e-course, which is available on-demand through eXtension.



## INCREASING RESOURCES FOR PROGRAMMING

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.

## 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.



The family of the late Ray Copeland (former superintendent of LREC) during the Sweetening the Future of Citrus Gala at the Lindcove REC. ANR thanks Mary Alice Copeland for her generous donation of \$100K to the campaign.



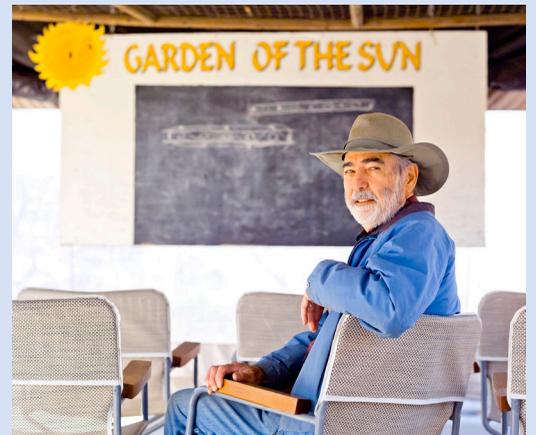
Senator Anna Caballero at the Thao Family Farm during a tour of UCCE Fresno.



UC Regents Vice Chair Cecilia Estolano with a Master Gardener volunteer at the Garden of the Sun demonstration garden during a tour of UCCE Fresno.

## INCREASING RESOURCES FOR PROGRAMMING

- A new report on the value of California's working landscapes, released at the State Economic Summit in November 2019, shows that working landscapes are the sixth largest sector of the state's economy.
- A total of \$130,311 was raised on Giving Tuesday from 538 individual gifts made in a 24 hour period. Over the past two years, the growth in Giving Tuesday has been 70.4% with an 89.6% increase in the number of gifts!
- The Sweetening the Future of Citrus campaign has secured \$161,620 to date.
- UC ANR successfully implemented UC Path Division-wide in September 2019, and ANR became a separate business unit, similar to a campus, within the UC system. There was a very low incident rate during and after implementation, compared with previous locations.
- An external advisory board was appointed to advise UC ANR on innovation and entrepreneurship activities and identify an innovation strategy around agriculture, food, and health.
- In response to Regents' requests, UC ANR hosted two tours: the first with UCCE Fresno and the second with UCCE Sonoma.



## ENHANCING RESEARCH AND EXTENSION FACILITIES

- Tech infrastructure improvements, including network upgrades, were completed for 32 UC ANR locations, including REC and UCCE locations.
- A Blue Ribbon Panel visited the Sierra Foothills REC, the Kearney REC, the Lindcove REC, the South Coast REC, and the Desert REC. The panel will advise on recommended capital investments.