

Winter and Spring 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 and retain the best. This encompasses recruitment of top talent and volunteers from a diverse candidate pool, offering attractive, competitive positions and opportunity. We retain existing personnel by providing a safe environment that encourages continuing career, leadership, volunteer, and personal growth opportunities with competitive salaries and benefits.

CONDUCTING RELEVANT PROGRAMMING

- Overall, statewide programs and institutes saw a:
 - 4.4% increase in the number of person-days on SWP/I websites.
 - 460% increase in the number of shares on Facebook.
 - 40% increase in YouTube views.
 - 86% increase in number of completed online courses.
- 26,300 volunteers currently participate in UC ANR statewide programs, reaching millions of youth and adults in California.
- The California Organic Research Institute, the first of its kind within UC, was established with a \$500,000 endowment from Clif Bar & Company and \$500,000 in matching funds from UC President Napolitano. The search for the institute director is under way.

EMPLOYING TOP TALENT

- Over 40 supervisors (20%) have completed the People Management Certificate program, exceeding the goal to train 30 supervisors per year for 2019.
- In response to the 2019 Staff Engagement Survey, a Task Force was convened by the UC ANR Staff Assembly to address career development and career advancement opportunities.
- 73% of UC ANR academics and staff (708 out of 965 invitees) responded to the inaugural ANR@Work Survey during March and April 2020. The survey covers employee satisfaction and work environment. Results will be available starting in May.
- UC ANR volunteers rated their overall volunteer satisfaction as a 5.5 out of a maximum of 7 points.
- 100% of UC Master Gardener Program staff have completed an e-training to build volunteer engagement skills.



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.



From left, Kathy Eftekhari, Marcel Horowitz, Congressman and 4-H alumnus TJ Cox, Glenda Humiston, Dina Moore, and Anne Megaro during the CARET Meeting Hill Visits.



From left, Dan Sanchez, Mike Mellano, Wendy Powers, and Marcel Horowitz visited the offices of Senator Dianne Feinstein, Senator Kamala Harris, Congressman Scott Oeters, and Congressman Mike Levin.



INCREASING RESOURCES FOR PROGRAMMING

- From April 2018 through October 2019, 75% of UC Master Gardener Coordinators and 80% of UC ANR County Directors were trained to engage with elected officials to share program impacts.
- During the 2020 meeting of the Council for Agricultural Research, Extension and Teaching (CARET), the UC ANR delegation collectively met with 36 congressional offices, including personal meetings with Congressmen TJ Cox, Jim Costa, Jimmy Panetta, and Mike Thompson.
- Yearend giving from yearend appeals and Giving Tuesday was over \$1M this year and included 551 brand new donors- a 53.9% increase over 2018.
- UC ANR's new Innovation & Entrepreneurship initiative, the VINE, partnered with the UC Davis Innovation Institute for Food and Health to deepen UC-wide innovation that crosses the disciplines of agriculture, food, and health.
- The VINE partnered with community exchange platform CropMobster to quickly help local food systems and economies connect and engage during the COVID pandemic crisis.

ENHANCING RESEARCH AND EXTENSION FACILITIES

- 22 new Capital Projects were approved for FY 2020. The total value of construction exceeds \$25M.
 - New Facilities include Education Buildings at Desert REC and South Coast REC.
 - Deferred maintenance includes repairs and renovations of buildings at Intermountain, South Coast and Sierra Foothill RECs.
- The Citrus Under Protective Screening project, located at LREC and funded by the Citrus Research Board and UC ANR, began construction in November 2019.
- A strategic framework process has begun to serve as a roadmap for expanding the collective reach and sustainability of the RECs and to articulate and justify future investments in infrastructure.