1. What is your greatest challenge with virtual engagement?
   • Under View Options, click “Annotate”
   • Select “Text” and add your challenge to the monitor.

2. Check Your Zoom Name
   • On your square-right corner-click blue box ...
   • Select “Rename”
   • Enter full first and last name (if not already listed)
2020

UC ANR Strategic Plan Refresh

Input Session #4: Expanding Virtual Reach

Tuesday, Aug 25, 2020
Today’s Desired Outcomes

Area of Focus: Expanding Virtual Reach

1. Shared understanding of UC ANR’s current challenges and proposed actions to address these challenges

2. Gain input on ways to strengthen/improve UC ANR to inform UC ANR’s 2020-2025 strategic plan goals
## Agenda

<table>
<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 – 1:10</td>
<td>Agenda &amp; Intro 10 min</td>
</tr>
<tr>
<td>1:10 – 1:45</td>
<td>Expanding Virtual Reach 35 min</td>
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<tr>
<td></td>
<td>▪ Challenges</td>
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<td></td>
<td>▪ 2016-2020 Accomplishments</td>
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<tr>
<td></td>
<td>▪ 2020-2025 Proposed Actions</td>
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<td></td>
<td>▪ Clarifying Q&amp;A (10 min)</td>
</tr>
<tr>
<td>1:45 – 1:50</td>
<td>Break 5 min</td>
</tr>
<tr>
<td>1:50 – 2:35</td>
<td>Breakout Discussion 45 min</td>
</tr>
<tr>
<td></td>
<td>▪ Anything missing? What other ideas do you have?</td>
</tr>
<tr>
<td></td>
<td>▪ How can we collectively contribute to shared success?</td>
</tr>
<tr>
<td>2:35 – 2:55</td>
<td>Summary Comments / Q&amp;A 20 min</td>
</tr>
<tr>
<td>2:55 – 3:00</td>
<td>Close 5 min</td>
</tr>
</tbody>
</table>
Increasing Employee Engagement

Areas of Opportunity from ANR@Work Survey

- I have a voice to provide my ideas and suggestions on how to improve UC ANR
- I feel senior leaders have adequately communicated long-range goals and strategic direction
- I feel valued as a member of the UC ANR community

<table>
<thead>
<tr>
<th>2020-2025 Strategic Plan Employee Input Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 8/4 (10-12) - Increasing Program Resources (Goals 9, 10, 11, 12)</td>
</tr>
<tr>
<td>• 8/11 (1-3) - Strengthening Partnerships (Goals 1, 3, 4)</td>
</tr>
<tr>
<td>• 8/18 (10-12) - Fostering a Positive Work Environment (Goals 6, 7, 8)</td>
</tr>
<tr>
<td>• 8/25 (1-3) - Expanding Virtual Reach (Goals 2 and 5)</td>
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</tbody>
</table>
UC ANR Strategic Plan
Overview

Kathy Eftekhari, Chief of Staff
UC ANR will be recognized by EVERY Californian for having made a positive difference in their lives.

Vivid Description:
Our commitment to building an inclusive and equitable society will contribute to a stronger California; our people will mirror the diverse populations we serve. We will be proud, inspired, and motivated, knowing that our work has tangible local and global impact. We will develop a youth and adult population of science-minded critical thinkers with 21st century skills who are leaders in their communities. We will be a key player in California’s workforce development and economic prosperity. We will fearlessly catalyze both rural and urban partners to make California the world’s leader in agricultural production, food safety, security and distribution, and in natural resource management. Through engagement with our communities, we will strengthen California’s preparedness and resilience to disease, climate change, fires, and drought. Others around the world will emulate the UC ANR model and implement its practical and affordable solutions.
## UC ANR *Draft* Division Goal Snapshot – 2020-2025

<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Goal #</th>
<th>Owner</th>
<th>Goal Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research and Extension</strong></td>
<td>1</td>
<td>Powers</td>
<td>Strengthen Research and Extension Partnerships</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Bell</td>
<td>Increase UC ANR’s Virtual Reach</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Humiston</td>
<td>Build Sustainable Economies for Working Landscapes</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Youtsey</td>
<td>Scale-up the Innovation and Entrepreneurship Program</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Forbes/Bell</td>
<td>Modernize Digital Information Delivery System</td>
</tr>
<tr>
<td><strong>People</strong></td>
<td>6</td>
<td>Fox</td>
<td>Improve Diversity, Equity, and Inclusion</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Brown</td>
<td>Recruit, Develop and Retain People</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Gable/Miner</td>
<td>Support Volunteerism</td>
</tr>
<tr>
<td><strong>Financial Stability</strong></td>
<td>9</td>
<td>Tran</td>
<td>Generate Revenue and Optimize Resource Deployment</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Krkich</td>
<td>Expand and Diversify Fund Development</td>
</tr>
<tr>
<td><strong>Operational Excellence</strong></td>
<td>11</td>
<td>Tran</td>
<td>Improve Efficiency and Strengthen Infrastructure</td>
</tr>
<tr>
<td><strong>Policy &amp; Advocacy</strong></td>
<td>12</td>
<td>Forbes/Megaro</td>
<td>Strengthen Communication and Advocacy</td>
</tr>
</tbody>
</table>
Focus: Expanding Virtual Reach (Goals 2 and 5)

Presenters:
- Mark Bell, Vice Provost
- Jim Downing, Director, Publishing
- Linda Forbes, Director, Strategic Communications
- Sree Mada, Chief Information Officer, IT
- Jon Wilson, Applications Architect, IT
- Ricardo Vela, Program Manager, News and Information Outreach in Spanish (NOS)
2016 – 2020 Accomplishments

1. Learning & Development site
   - Dozens of materials to support virtual delivery added

2. 20% growth in social media followers

3. >40% growth in video views
   - e.g., UC IPM+ UC MG 801k->1.14 m views

4. Growth in online courses
   - UC IPM, UC 4-H, CalFreshHL

5. Increase resources available for diverse audiences
   - Non-English materials, alternatives to paper and in-person

Telling Our Story: Impacts vs. Actions

4M views

“Topic Takeover”
Fire activity map and website

Knowledge Stream Blog
129 posts since May 2019 launch

142,277 CA youth participating in UC ANR 4-H programs

12 → 16 e-courses

23% participant completions
Challenge - Goal 2 - Increase UC ANR’s Virtual Reach

We have a wealth of information, but ..... 

Our practical, credible “How-to” information is often

- Scattered and not readily discoverable
  - scattered location (>500 websites, > 100 newsletters > 100 blogs)

- Not in the “preferred” language, format or available through the preferred channel
People often search, “absorb” and access information differently.

- The diversity of our audiences across the state (e.g., ethnicity, language, geography, age, etc.) means…
  - We will need content in different formats.
  - Available through channels people use; e.g., Latino communities, YouTube, WhatsApp, social media…
Nearly six-in-ten Hispanics are Millennials or younger

<table>
<thead>
<tr>
<th>Race</th>
<th>Younger than 18</th>
<th>Millennials (18-33)</th>
<th>Gen X (34-49)</th>
<th>Boomer (50-68)</th>
<th>Silent/Greatest (69 and older)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>32%</td>
<td>26</td>
<td>22</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>Black</td>
<td>26%</td>
<td>25</td>
<td>21</td>
<td>21</td>
<td>7</td>
</tr>
<tr>
<td>Asian</td>
<td>20%</td>
<td>25</td>
<td>25</td>
<td>21</td>
<td>8</td>
</tr>
<tr>
<td>White</td>
<td>19%</td>
<td>20</td>
<td>20</td>
<td>27</td>
<td>13</td>
</tr>
</tbody>
</table>

Note: Whites, blacks and Asians include only those who are single race and not Hispanic. Hispanics are of any race. Figures may not add to 100% due to rounding. Source: Pew Research Center analysis of 2014 American Community Survey (IPUMS). “The Nation’s Latino Population Is Defined by Its Youth”

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources
Social Media and Latinos

Fully 84% of Latino internet users ages 18 to 29 say they use social networking sites such as Facebook and Twitter, the highest rate among Latinos.

Source: Pew Research Center
67% of Latino internet users ages 45 to 65+ say they use Facebook and YouTube as their only source for news.

Source: Pew Research Center

How do we make your material more discoverable?
COVID-19 Lessons

As we think about Reach…

Virtual is not only possible but in a number of cases preferred.

• We’ve seen expanded opportunities: more speakers, more participants.

But how can we do virtual better?
Proposed Action

• What do we want to strengthen?
• What do we want to try?
Goal: Develop and deliver information audiences want and need in the forms they want

1. **Build skills** to develop and deliver engaging virtual content
   - Training & resources (L&D) e.g., videos, webinars, online courses, podcasts, social media, tools….

2. **Increase virtual content engagement**
   - Not just more content, but more engaging content that the audience wants

3. **Increase content and delivery options for diverse audiences**

Ties-in closely w/ Goal 5: Integrated Web Platform

Strengthen educational principle skills (e.g., Learning objectives; Adult learning principles, etc.) will help with written, live or virtual.
Focus: Expanding Virtual Reach

Goal 5 – Integrated Web Platform
Challenge - Goal 5 - Integrated Web Platform (IWP)

• Current SiteBuilder web ecosystem is outdated and not user- or search-friendly.

• It is difficult for our audiences to find what they’re looking for.

• The inconsistency of both user experience and visual design across our sites adds to audience confusion about the brand, impact, value, and credibility of UC ANR.

• The system also creates inefficiencies and challenges related to manual/decentralized business processes and comingling of internal and external content (human resources, development, internal communications).
Modernize the UC ANR web ecosystem by 2023 and ongoing to make educational and promotional and other content easily discoverable and to support increased stakeholder engagement.
Proposed Actions - Goal 5 - IWP

Phase 1:
- Develop and launch all-new main UC ANR website built on the latest technology with social media and CRM integration.
- Educational content will be organized in an audience-focused manner, based on a system-wide taxonomy to support search and filtering by subject, geography, etc.
- Centralized workflows will be developed to support efficient review and publication of content and to support maintenance and updating.
- Content in existing websites will be reviewed and migrated to the new site. UC ANR branding guidelines will be used to support the content delivery on the website and applied across all UC ANR.

Phase 2:
Build a UC ANR employee focused portal/integration point; additional integrations to be determined.
Comparison of UC ANR’s web technology

<table>
<thead>
<tr>
<th></th>
<th>Current State</th>
<th>vs</th>
<th>Future State (IWP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Management System</td>
<td>Site Builder</td>
<td></td>
<td>Drupal</td>
</tr>
<tr>
<td>Server Programming Language</td>
<td>Adobe ColdFusion</td>
<td></td>
<td>PHP</td>
</tr>
<tr>
<td>Infrastructure Managed by</td>
<td>UC ANR IT</td>
<td></td>
<td>Pantheon</td>
</tr>
<tr>
<td>Server Location</td>
<td>UC Davis Data Center</td>
<td></td>
<td>Google Cloud</td>
</tr>
</tbody>
</table>
UC ANR’s Current State

DUCT TAPE!

ANR Site Builder
UC ANR’s Future State

Drupal is the race car

Pantheon is the pit crew

We get to drive!

Google Cloud is the race track
A Brief Look at the IWP

IWP Proof of concept

Why this is important
• All content in one place
• Organization

Why people should care?
• Your content will be more discoverable

Integrated Web Platform
Summary
• https://ucanr.edu/sites/StrategicInitiatives/files/330824.pdf
Summary: Strengthening Virtual Reach – Goals 2 & 5

- Develop our skills to create and deliver engaging content
  - Includes identifying our audiences, the materials they want and the forms and channels they want (as per IWP)
- Ensure the needs of diverse audiences are included
- Build the platform
  - Identify the audiences, their needs and interests
  - Match with the existing information
  - Fill needs or develop materials in alternate audience preferred forms
  - Develop the platform to give a preferred user experience
  - Evaluate progress, engagement and audience response/learning
Any clarifying questions?

- Please “raise your hand”; Katherine will call on you.

Note: You will have the opportunity to provide input during today’s breakout sessions.
BREAK!
Breakout Discussion
1. You will be assigned to a breakout group
2. Choose a recorder
3. Recorder - open “Chat” and click on survey link
   https://www.surveymonkey.com/r/UCANRVirtualReach
   - This PPT sent in advance; also in chat; use as reference during discussion
4. Recorder - share screen and capture group’s input in the survey (submit only one survey per group)
   - What did you like about the proposed actions to expand virtual reach and do you have any concerns?
   - How else might ANR or any of us further strengthen our virtual reach?
   - Other things to consider….

10 rows for each question
Additional Zoom Information

- You will have 40 min in your break-out room
  - You will automatically re-join the main room when the time is up
  - 10 and 5 minute warnings will be given
  - If you have a question, click the “Ask for Help” button and one of us will join your group
- Click “Done” before exiting the survey!!!
Summary
Comments/Questions

Goal Owners & Participants
➢ Each reporter please ensure you have clicked “Done” to save your survey
  ▪ Survey link will remain open until COB this Friday if you have additional comments
  ▪ Aggregated survey comments will be shared via ANR Update.
  ▪ Goal owners will consider all survey comments as they revise/develop the 2020-2025 goals.

➢ Comments/Questions
  • If you have an idea, question or reflection from your breakout discussion that you would like to share, please raise your hand and Katherine will call on you.
Describe ANR’s Future

- Write one word in the Chat that is describes the benefit of a strong virtual presence.

- We’ll create a Word Cloud after each of the Input Sessions and post them in a future ANR Update and on next week’s invitation.
If you have questions or feedback on what was presented today, please email the IWP team at iwp@ucanr.edu.

The proof-of-concept website will remain open until launch in July, 2021. Access that here: https://iwp.ucanr.edu

We would like to invite greater input on the new Integrated Web Platform:

- Any gaps in the vision?
- Any part(s) of the vision in need of more focus?
- Suggestions for website consolidation or content refinement
- Additional stakeholders or subject matter experts who might be able to push this effort forward?

We have put a survey link in the chat and here: https://ucanr.edu/portal/iwp_survey.cfm. If interested, please complete the survey after today's session.
Thank you for your participation and input!

- Input from all the sessions will inform the 2020 - 2025 UC ANR Strategic Plan.
- Recordings of the 4 input sessions and input survey links will be sent via an ANR Update for those who were unable to attend in-person.
- Aggregated survey comments from all of the Input Sessions + the word clouds will also be shared via an ANR Update.

☑️ If you have any questions regarding the UC ANR Strategic Plan, please contact:
  - Kathy, kathy.eftekhari@ucop.edu or
  - Katherine, katherine.webb-martinez@ucop.edu