

WELCOME!

2020 UC ANR Strategic Plan Input Session #4:

While we wait for everyone to join...

- 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

TIME	TOPIC
1:00 – 1:10	Agenda & Intro 10 min
1:10 – 1:45	Expanding Virtual Reach 35 min <ul style="list-style-type: none">▪ Challenges▪ 2016-2020 Accomplishments▪ 2020-2025 Proposed Actions▪ Clarifying Q&A (10 min)
1:45 – 1:50	Break 5 min
1:50 – 2:35	Breakout Discussion 45 min <ul style="list-style-type: none">▪ Anything missing? What other ideas do you have?▪ How can we collectively contribute to shared success?
2:35 – 2:55	Summary Comments / Q&A 20 min
2:55 – 3:00	Close 5 min

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

2020-2025 Strategic Plan Employee Input Sessions

- **8/4 (10-12)** - Increasing Program Resources (Goals 9, 10, 11, 12)
- **8/11 (1-3)** - Strengthening Partnerships (Goals 1, 3, 4)
- **8/18 (10-12)** - Fostering a Positive Work Environment (Goals 6, 7, 8)
- **8/25 (1-3)** - Expanding Virtual Reach (Goals 2 and 5)

UC ANR Strategic Plan Overview

Kathy Eftekhari, Chief of Staff

UC ANR “Big Audacious Goal” - Draft

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

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

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



4M

views



“Topic Takeover”
Fire activity map and
website

Knowledge Stream Blog

129

posts

since
May 2019 launch



Telling Our Story: Impacts vs.
Actions

142,277

CA youth participating
in UC ANR
4-H programs

12 → **16** e-courses

23% ↑ participant
completions



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

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

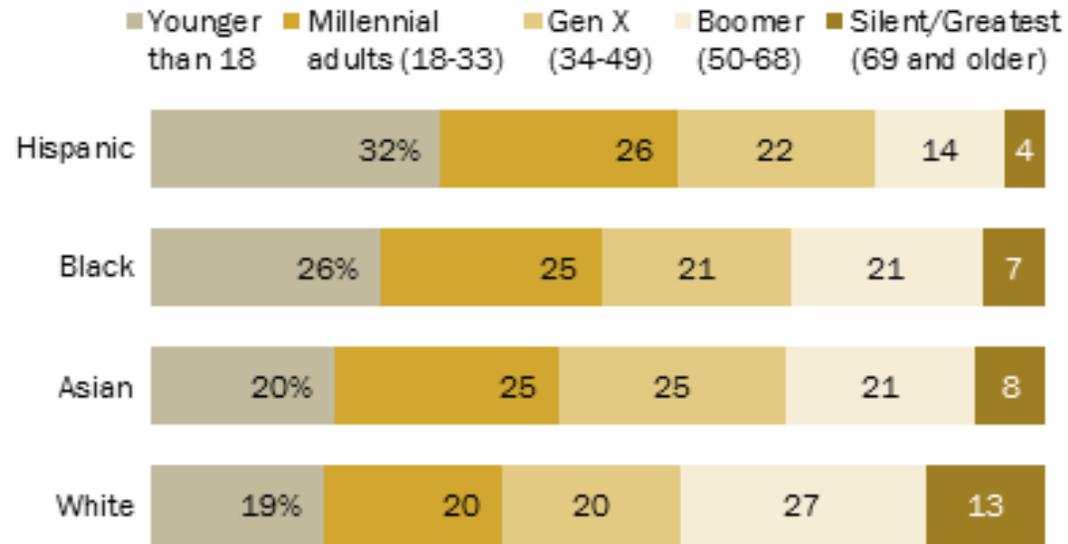
Challenge - Goal 2 - Diversity

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



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"

PEW RESEARCH CENTER



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



Social Media and Latinos

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?

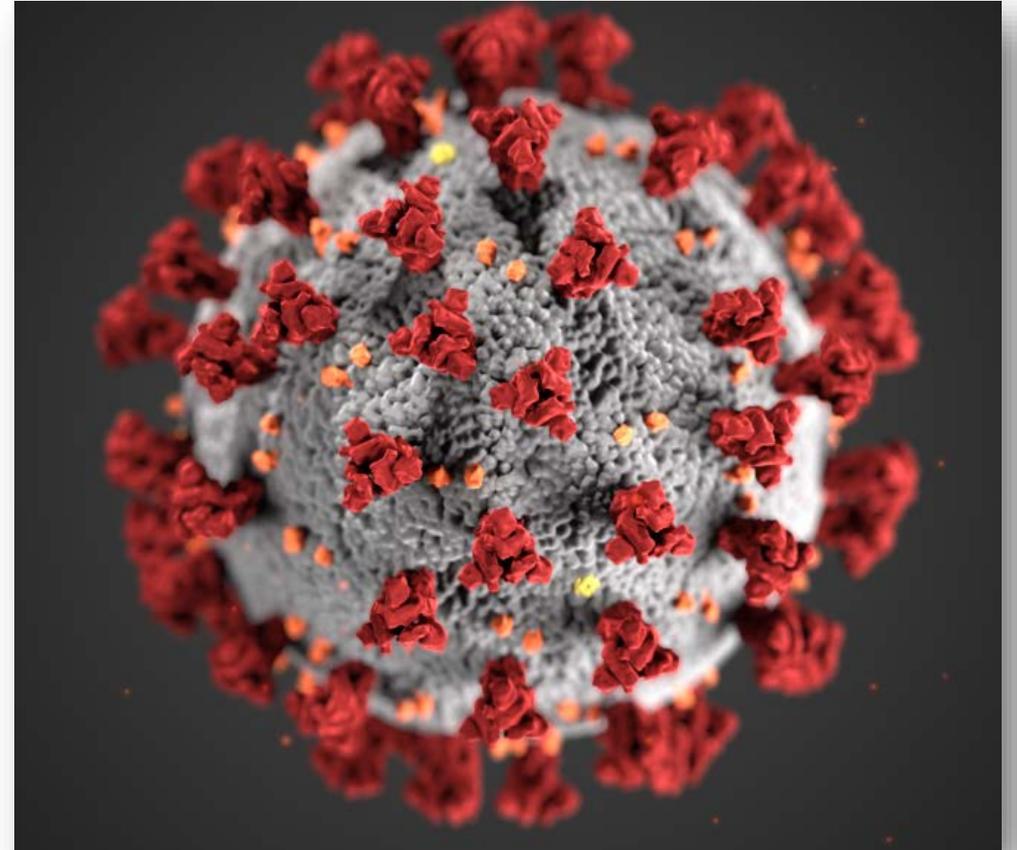
COVID-19 Lessons

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 2: Proposed Actions – Evolving Tools & Techniques

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).



Goal 5 – Integrated Web Project

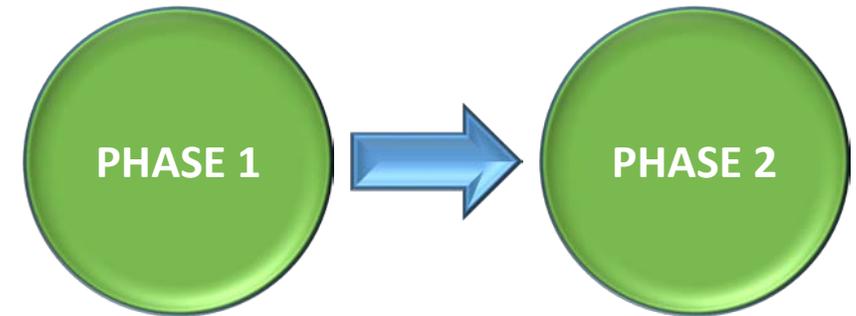
Modernize the UC ANR web ecosystem by 2023 and ongoing to make educational and promotional and other content easily discoverable and to support increased stakeholder engagement.



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

	Current State	vs	Future State (IWP)
Content Management System	Site Builder		 Drupal
Server Programming Language	Adobe ColdFusion		 PHP
Infrastructure Managed by	UC ANR IT		 Pantheon
Server Location	UC Davis Data Center		 Google Cloud

UC ANR's Current State

**DUCT
TAPE!**



ANR Site Builder

UC ANR's Future State



Drupal is the
race car



We get to drive!



Pantheon is
the pit crew



Google Cloud

is the race track

A Brief Look at the IWP

IWP Proof of concept

Why this is important

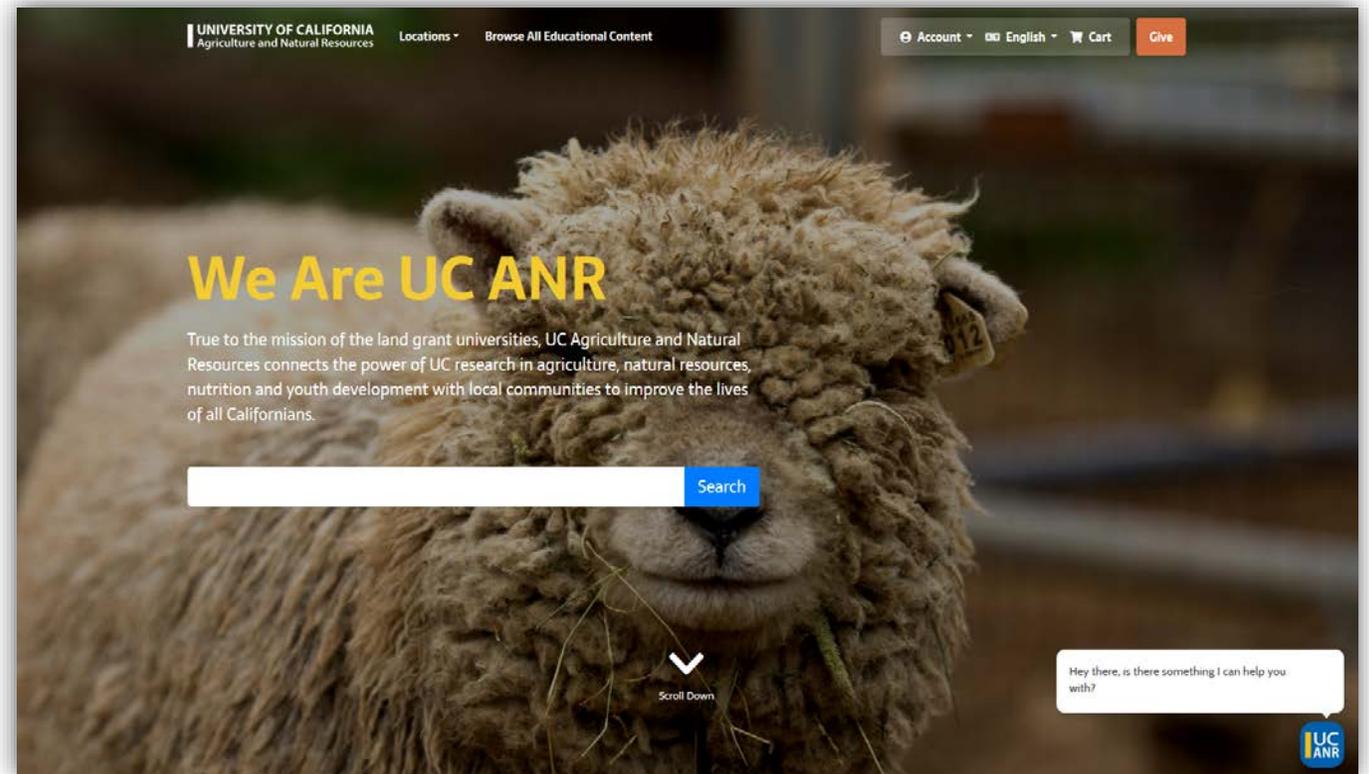
- All content in one place
- Organization

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

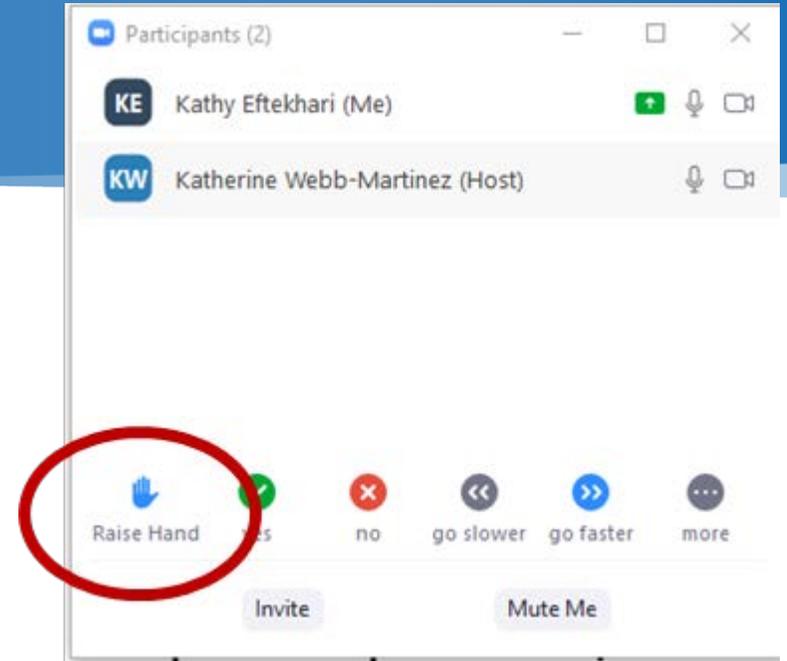
- ✓ Develop our skills to create and deliver engaging content
 - Includes identifying our audiences, the materials they want and the forms and channels they want (as per IWP)
- ✓ Ensure the needs of diverse audiences are included
- ✓ Build the platform
 - Identify the audiences, their needs and interests
 - 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



Clarifying Q&A

Any clarifying questions?

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



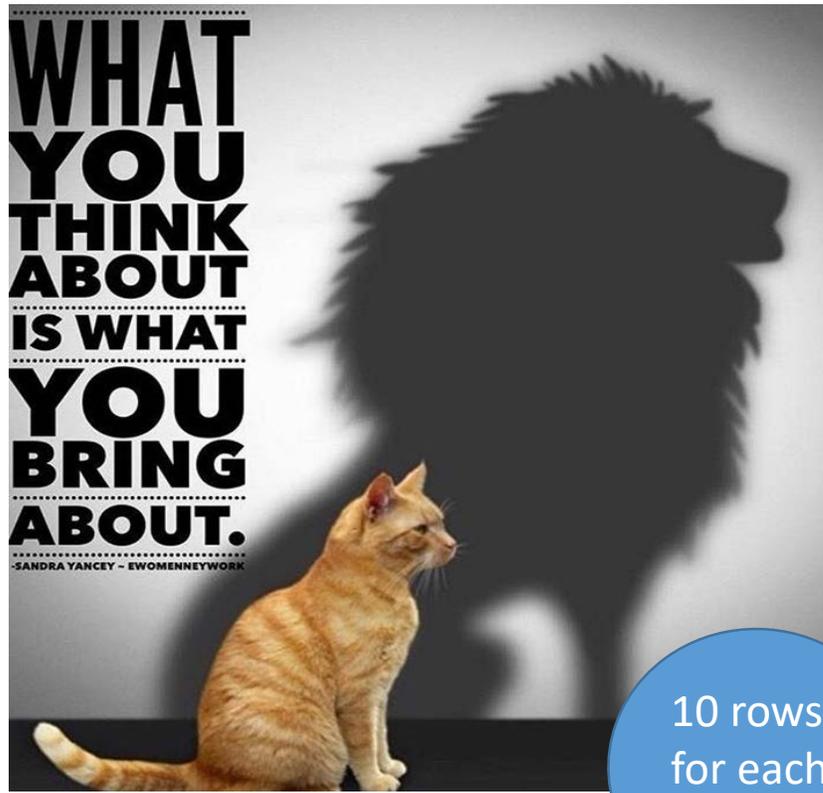
Note: You will have the opportunity to provide input during today’s breakout sessions.

BREAK!



Breakout Discussion

Goal Breakout Group Instructions



10 rows for each question

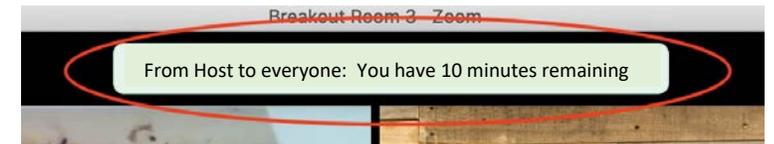
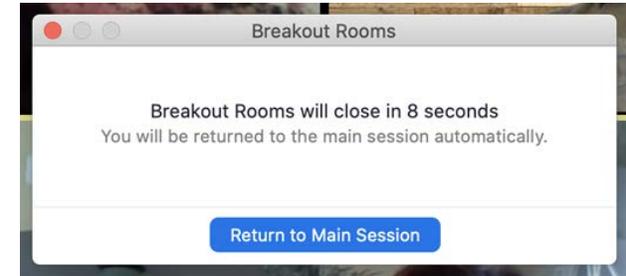
1. You will be assigned to a breakout group
2. Choose a recorder
3. **Recorder - open “Chat” and click on survey link**
<https://www.surveymonkey.com/r/UCANRVirtualReach>
 - This PPT sent in advance; also in chat; use as reference during discussion
4. Recorder - share screen and capture group’s input 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....

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

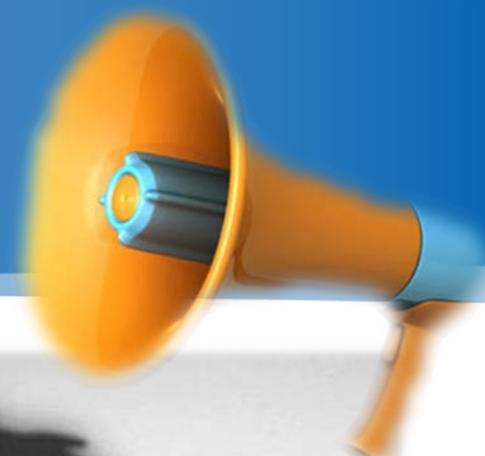
➤ Click “Done” before exiting the survey!!!!



Summary Comments/Questions

Goal Owners & Participants

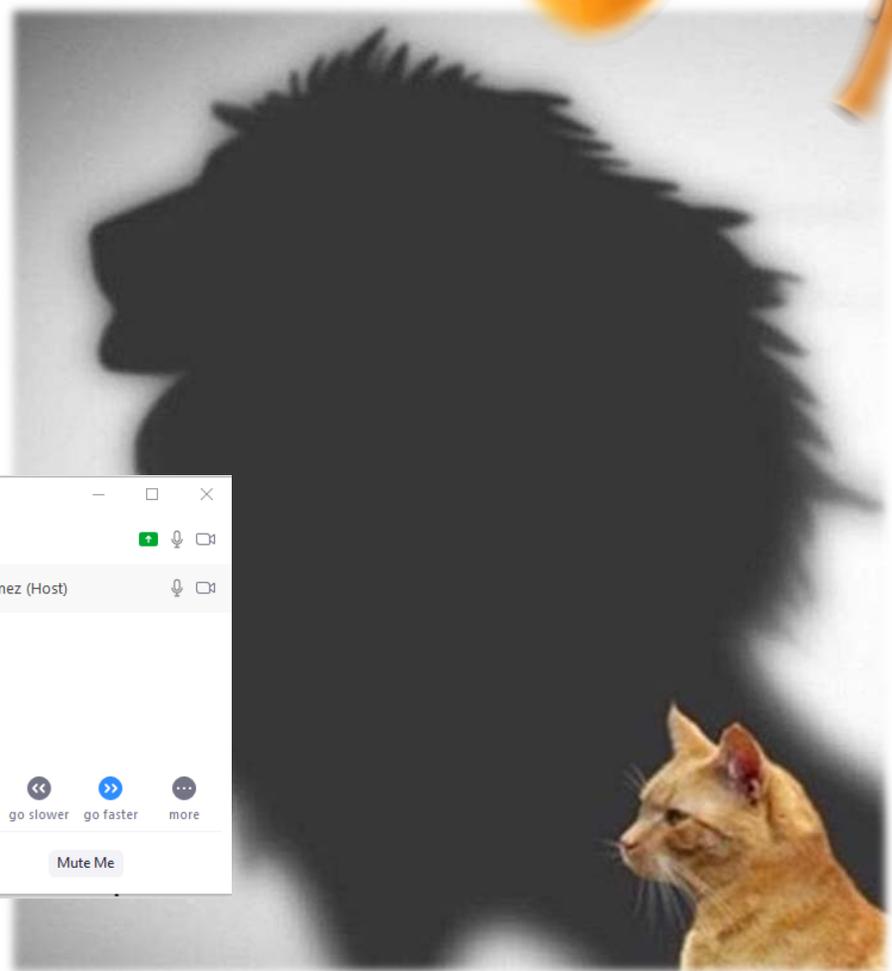
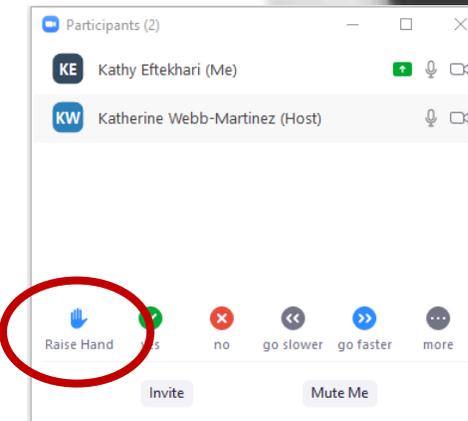
Discussion - Comments/Questions



- 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 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.



Contacts & Additional Opportunities for Input

- ✓ 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 & Next Steps

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

