



UC ANR Forest Stewardship Programs 2025 Annual Report



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



Forest Stewardship

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Image 1. Forest Stewardship Contra Costa Cohort participants at UC Berkeley Russell Research Forest, November 2025. Photo by Kim Ingram.

Image 2. Participants in the Sonoma Cohort learning how to use the CA Tree Stick to measure tree diameter, February 2025. Photo by Kim Ingram.

Image 3. Post-fire Forest Resilience Camp Fire Field Day participants at Crain Park, Konkow, March 2025. Photo by Katie Reidy.

FOREST STEWARDSHIP EDUCATION INITIATIVE

The University of California Agriculture and Natural Resources (UC ANR) developed the Forest Stewardship Education Initiative in 2019 with input from the Forest Landowner Education and Outreach Working Group of the California Governor’s Forest Management Task Force. Our goals are to empower private non-industrial forest landowners to better manage their forests both before and after wildfire. We do this by helping them understand forest stewardship and post-fire forest recovery, engage with natural resource professionals, develop a forest management plan, and take advantage of market or cost-share opportunities that can help them meet their management goals.

Forest Stewardship Workshops

Fifteen educational workshop events were held in 2025. This included four forest stewardship workshop series, each with 10 sessions, completed by 99 participants and eight additional learning events. The stewardship series was offered in a hybrid learning style involving online learning assignments, nine weeks of evening zoom meetings, and one in-person field day to view various forest management practices and build hands on forestry skills including inventory, mapping, and plant identification.

2025 workshop series were held in:

- Sonoma County – January to March
- Tuolumne County – April to June
- Yuba-Nevada Counties – July to September
- Contra Costa County – October to December



Image 4. Workshop series locations (2020 - 2025)

648 PEOPLE HAVE COMPLETED ONE OF THE 32 NINE-WEEK STEWARDSHIP WORKSHOP SERIES SINCE 2020.

A workshop goal is to help participants define their management goals and then draft sections of the California Cooperative Forest Management Plan (CCFMP). This can help them communicate with a registered professional forester, implement forest management projects and make them eligible for state and federal cost-share programs.



Image 5. Participants at the Napa County field day discussing oak management and targeted grazing for vegetation management. Photo by Kim Ingram

Before starting the workshop, participants said they at least somewhat understood the importance of having a management plan (58%). 34% were very interested or definitely interested in applying for cost-share programs to help them manage their forests. In contrast, after completing the workshop, 97% were somewhat or very aware of what a management plan is and the importance of having one and 42% were very or definitely interested in applying for cost-share program opportunities.

The workshop's curriculum relies on the [26-part Forest Stewardship Series](#), a peer-reviewed publication on forestry and forest management published by UC ANR and targeted at family forest owners. Materials for the workshops are hosted on the California Family Forest website, <https://www.cafamilyforest.org/> and the UC ANR Forest Research and Outreach website, <https://ucanr.edu/forestry/>.

Additionally, we offer one special session during each workshop series. Special session topics are based on needs in each cohort location as identified by a local planning committee. In 2025, they included prescribed fire, herbicide use to manage vegetation, defensible space and re-entry planning, targeted grazing, and IPM for oak woodlands.

Post-Fire Forest Resilience Workshops

Experiencing wildfire is a major life-changing event for forest landowners. In addition to loss of a home and having to relocate, they are often working to restore their forests at the same time. The focus of this educational program is to help private forest landowners understand the forest restoration process after catastrophic wildfire. We received funding from the USFS State and Private Forestry division from March 2022 to March 2026 to do this. We developed a hybrid workshop format modeled on the stewardship series with evening sessions on Zoom and an in-person field trip at the end to apply concepts learned and discuss post-fire practices at various sites. We worked with local partners to understand the needs of the region, community and local forest landowners, including Resource Conservation Districts (RCDs), Fire Safe Councils, National Resource Conservation Services (NRCS), CalFire, USFS and non-profit organizations. Since post-fire forest management is highly variable (depending on fire severity, ecosystem and region) we worked with local collaborators and partners to customize the curriculum to the local region and landowners. The workshop series varied between five and seven weeks long.

In 2025, we hosted two series that served 59 people in:



Image 6. Participants at the Butte County post-fire field day discussing management of resprouting oaks in the Camp Fire with the Butte Fire Safe Council. Photo by Susie Kocher

Butte County: The January to March sessions focused on the 2018 Camp Fire and the 2024 Park Fire. The workshop was a seven-week long version, including erosion control, hazard tree removal and salvage logging topics because it included content to help those affected by the very recent 2024 Park Fire. We also focused on oaks and resprouting trees, rangeland management after fire, post-fire management by the Konkow Maidu

Plumas County: The April to May sessions focused on the 2021 Dixie Fire. The Plumas workshop was five weeks long, leaving out immediate post-fire actions and emphasizing control of vegetation competing with tree seedlings already replanted after fires with herbicide and prescribed fire.

293 PEOPLE HAVE COMPLETED ONE OF THE 9 NINE-WEEK POST-FIRE WORKSHOP SERIES SINCE 2022.

Additional Educational Events

Eleven additional educational events were offered in 2025. A total of 306 Forest Stewardship participants and/or members of the public participated to learn more about forest topics. Content for additional webinars and field trips is based on participant input. Subject matter experts structure their presentations around desired knowledge and questions provided by participants ahead of time. Events included:

- Two California Tree School days April 5th in Santa Cruz-and April 12th in Oakhurst
- One [Forest Roads Management webinar](#) online June 10th
- One [Reforestation Opportunity Tool](#) webinar online June 25th
- One landowner field day in Napa County June 28th
- One tour of L.A. Moran Reforestation Center July 18th
- Three 'Before You Buy Forestland' webinars October 2nd, November 13th and December 11th
- A Forest Roads Management field day in El Dorado County November 1st
- A Forest Ecology field day at UCB Russell Research Forest Contra Costa County November 9th

Before You Buy Forestland Campaign

In 2025, the Forest Stewardship Team joined up with the [UC ANR Fire Network](#) to develop and implement a 3-part webinar series targeting prospective and new forest landowners and managers, realtors and natural resources agency/organization employees. The goals included providing information, resources and understanding 'before you buy' on motivations for purchasing forestland;

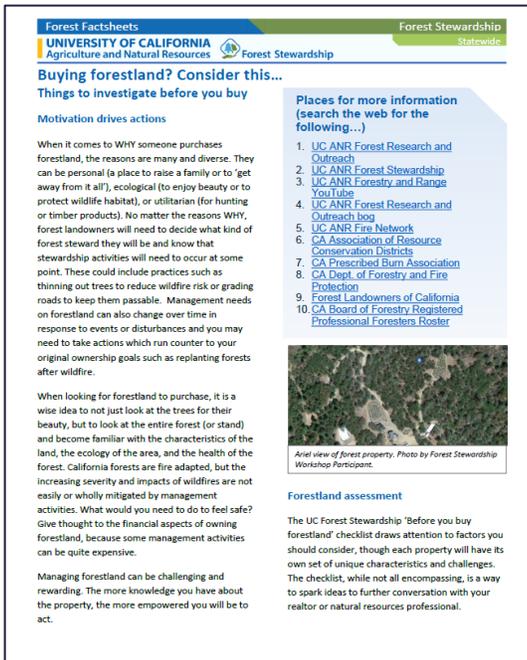


Image 7. Before You Buy factsheet

assessing forest conditions; lifestyle and financial considerations to living in the forest; wildfire risk and evacuation planning; defensible space; fuel reduction and prescribed burning; collaboration efforts to help manage forests; and other business considerations (insurance, cost-share programs and income generation). Speakers included UC ANR academics, CAL FIRE, the Sierra Foothills Conservancy, and an RPF. Each webinar session also included a forest landowner panel where they shared their experiences, successes, mistakes and lessons learned. The webinars were recorded and posted to the [UC Forest and Range YouTube channel](#).

Post-webinar evaluation results showed an increased level of understanding across a variety of topics. Fifty percent of participants pre-webinar reported that they agreed or strongly agreed that they had a good understanding of how to gauge or evaluate the condition of a forest. Post-webinar understanding increased to 94%. Twenty-five percent of participants pre-webinar reported that they had some or a lot of knowledge on evacuation planning. Post-webinar understanding increased to 100%.

To assist potential forest landowners, the UC Forest Stewardship Education Team also developed a [Before you buy forestland checklist](#) that draws attention to factors potential forest landowners should consider, though each property will have its own set of unique characteristics and challenges. The checklist, while not all encompassing, is a way to spark ideas to further conversation with realtors or natural resources professionals.

The Forest Stewardship and Fire Network planning team developed and distributed additional resource materials to accompany the webinar series including newsletters and a 2-page fact sheet housed on a [“Before You Buy Forestland” webpage](#), and utilized a variety of social media platforms to advertise and spread knowledge. We are in the process of developing an advertising postcard that can be distributed across the state (including a focused delivery to real estate professionals) that will direct people to the “Before You Buy Forestland” webpage.



California Tree School

2025 was our second year of California Tree School. We hosted a Tree School on April 5th in Santa Cruz and April 12th in Oakhurst. Modeled on the [Oregon State Extension model](#), CA Tree School is an all-day educational event for forest landowners and anyone else interested in forest stewardship. One hundred seventy-four individuals (almost double the attendance from year registered for one of the 2 schools to expand their knowledge on forestry and forest-related topics. Classes included:



- forest disturbance monitoring
- oak woodland ecology and management
- native American basket weaving
- prescribed fire basics
- forest pathology
- nature journaling
- livestock and forest stewardship
- native truffles of the Sierra Nevada
- soil health.

Each location hosted a variety of natural resource organizations who staffed tables and provided additional information. Class instructors volunteered from a variety of natural resource and community organizations including:

- Art de Delay
- CAL FIRE
- Cal Poly San Luis Obispo
- California Indian Basketweaver's Association
- Mariposa Native Plants Nursery
- local prescribed burn associations
- local RCDs,
- San Jose State University
- Santa Cruz Fire Safe Council
- Santa Lucia Conservancy
- UC Merced
- UC Santa Cruz
- US Forest Service
- Yosemite National Park.

Images 8, 9, 10, 11, 12. CA Tree School photos by Kim Ingram, Grace Dean and Sophia Porter.

More information on CA Tree School can be found at: <https://ucanr.edu/site/forest-research-and-outreach/california-tree-school>. Registration for 2026 CA Tree School April 18 and May 12 is open.

OVERVIEW OF WORKSHOP PARTICIPANTS

From registration and pre-event surveys, we gather information about participants' management attitudes and activities, concerns they have, and facts about their forestland. Between 2020 and 2025, stewardship workshop participants continued to highly rank ecological and aesthetic reasons for owning their land (primarily for beauty, and to protect biological diversity, wildlife habitat, and water resources) over utilitarian reasons (hunting, timber production and firewood). Additionally, participants continue to express high levels of concern relating to wildfire, drought, keeping their forest land intact, and climate change. 56% of participants stated that their home (primary residence) is on or within a mile of their forested property.



Image 13. Location of 2020-2025 Stewardship participant properties

Professional Development: Though the primary clientele of our educational programs is private forest landowners, we have observed an increase in participants who are taking the workshops for either training for their current job or to prepare them for future jobs. Since late 2023, we have included a question on registration “Please tell us why you became interested in taking this workshop series?” In 2025, 20% of participants were taking the course because they were interested in forestry as a career and 47% for professional

Land Ownership: The acres owned or managed by stewardship workshop participants are fairly evenly distributed amongst the size groupings, The largest percentage (43%) own or manage 50 or more acres. 24% own 10 to 49 acres at. Participants own forestland across most of California with a higher concentration on the north coast (Figure 5).

39% of all workshop participants owned their land as an individual or with a partner (including other family members or friends). 21% owned with families through partnerships, LLCs or family trusts. 28% had other ownership types, including non-profits, land trusts, homeowners’ associations, camps, businesses, local and state parks and open space districts, and community colleges. 2% were tribal members or owned land through tribal allotments. The remaining 10% did not own forestland. Participants in the Post-Fire workshops are 31% private landowners, 19% agency representatives, 18% non-profits, 8% universities, 10% consultants, 2% tribal and 12% other.

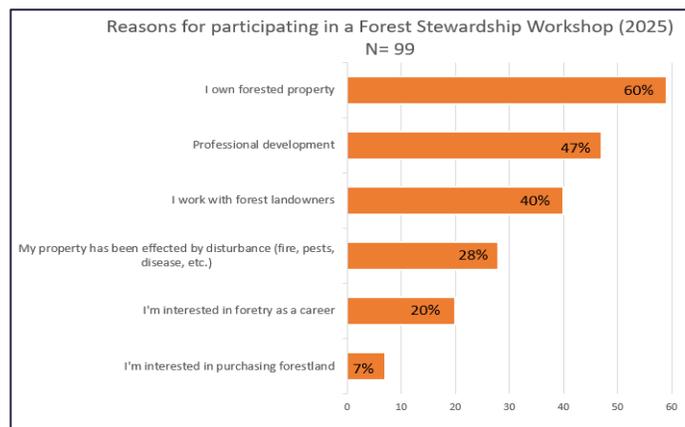


Image 14. 2025 Forest Stewardship workshop series participation reasons. (Participants select multiple answers).

development. 40% of participants also said they working with other landowners. (Figure 12) This data shows with the increase in forestry-related workforce development initiatives, our forest stewardship programs have become an important resource for people interested in developing and expanding their forestry knowledge and skills to join or improve their work in the forestry sector.

“Funding is the limiting factor on most of the projects I work on, both on my own property and in a consulting role. Being familiar with funding sources for fuel reduction and thinning work will help me be more effective in both roles. This class also provided context into what management treatments are being performed in CA, complementing, reinforcing, and adding to the strategies I've been pursuing to improve forest health and fire safety.” – 2025 Stewardship Workshop participant

EDUCATIONAL PROGRAM EFFECTIVENESS

Participant Evaluations

Stewardship Workshop Series: Participants continue to rate the Stewardship workshops highly. Between 2020 and 2025, 92% of participants rated the series as excellent or very good. They agreed that information presented was informative and comprehensive (65% strongly and 34% agreed), and that presenters were knowledgeable and gave practical advice (70% strongly and 29% agreed). As a result of this workshop, 70% strongly agreed and 29% agreed that they had a better idea of how to develop a forest management plan.

Comments from workshop evaluations include:

“We thought the speakers at the field day (mostly foresters) were extremely knowledgeable--most of them also gave lectures which were very informative. The tax information from a fellow landowner was also very interesting.”

“We already have a (management) plan but appreciate opportunities to learn more.”

“You did an excellent job of presenting what's involved in managing a forest.”

“I just need to take advantage of all the amazing resources on the websites and in all the documents you shared. I'm definitely going to consult with an RFP!”

Post-Fire Workshops: Participants rated the post-fire workshops highly, especially the field trips. Between 2022 and 2025, 98% of participants rated the field trips as excellent or very good. They agreed that information presented was informative and comprehensive (82% strongly and 18% agreed), and that presenters were knowledgeable and gave practical advice (85% strongly and 15% agreed). As a result of this workshop, 61% strongly agreed and 15% agreed that they planned to implement one or more of the post-fire forest management practices they saw on the field trip.

Comments from workshop evaluations include:

“Excellent information, grateful for the opportunity to connect with fellow community members and see what works and doesn’t work for them.”

“Seeing progress that others have done after wildfire is helpful and hopeful.”

“Thank you! It was excellent, great speakers.”

“The field trip was helpful to see what they were talking about in the workshops, thank you!”

“I am overwhelmed, but I also feel like I know what I need to focus on with my land now.”

CA Tree School: Participant evaluation surveys (given after each of the four classes at both locations, with N=337) continue to be very positive. 97% 'Agreed' or 'Strongly agreed' that the information presented was informative and comprehensive. 85% 'Agreed' or 'Strongly agreed' that they could use the information within the next six months. 93% 'Agreed' or 'Strongly agreed' that they would recommend the class to others.

Comments from 2025 CA Tree School participant evaluations include:

“Very knowledgeable (instructor) and receptive of questions, (he) used many real examples.”

“Loved how interactive it was!”

“Love that indigenous knowledge is being listened to, taught and spread.”

“There was the level of technical expertise and content that I was looking for, thank you!”

“The instructors were SUPER helpful! I learned what a chain is! YAY! Thank you for the tips.”

“I was open to whatever was shared and it turned out to be helpful and informative.”

Participant Learning Outcomes

During both the stewardship and post-fire workshop sessions, we ask participants to rate their knowledge about management topics both before and after the session in order to measure their change in knowledge. As a result of the stewardship workshop, participants gained knowledge about all subjects taught, with participants gaining the most knowledge on management rules and regulations, cost share programs, resource organizations, and working with RPFs.

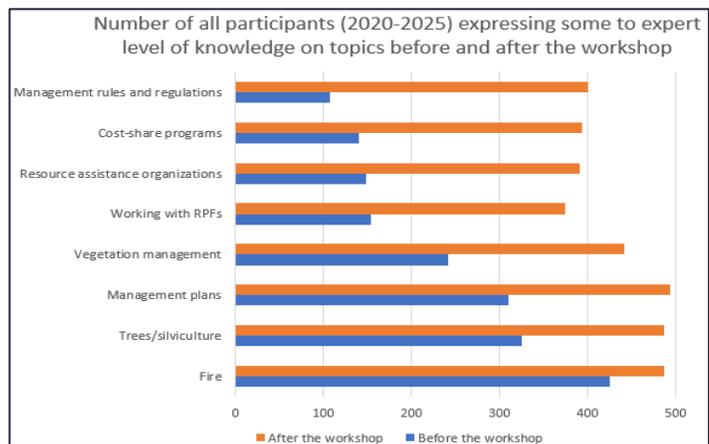
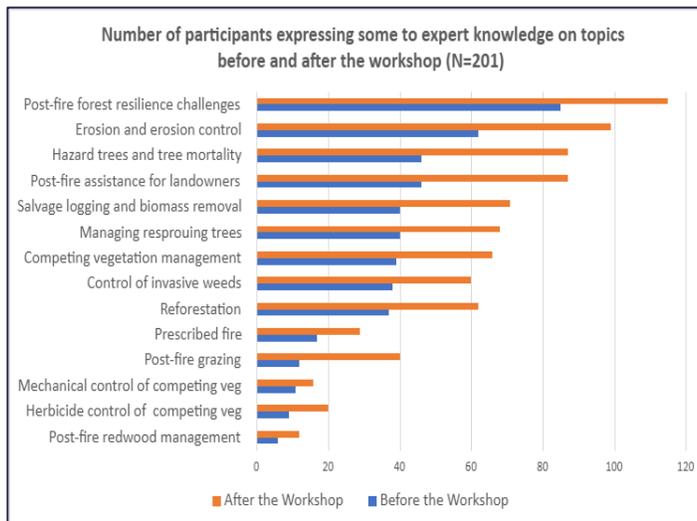


Image 15. Stewardship topic learning outcomes.

As a result of the post-fire workshops, participants gained knowledge about all subjects taught, with participants gaining the most knowledge on post-fire assistance programs, hazard tree removal, vegetation management and reforestation practices. They also learned a lot about post-fire challenges, salvage logging and hazard tree removal, and managing vegetation with grazing and prescribed fire.

Image 16. Post-fire workshop participants' learning outcomes.



Participant Intention to Act

Participants who complete our workshop series are asked to complete an on-line survey indicating their intentions for action. The percentage of stewardship participants (2020-2025) who very much or definitely plan to carry out a specific action include:



86%
Develop a forest management plan

82%
Consult with their local RCD /NRCS office

75%
Consult with their local CAL FIRE office

87%
Consult with an RPF

42%
Apply for cost-share funding

66%
Conduct forest inventory activities themselves

Participants were also asked about their willingness to implement certain forest management activities. The percentage of participants who very much or definitely plan to carry out a specific action includes:

95% - Fuels reduction

88% - Tree thinning

79% - Prescribed fire

71% - Collaborate with their neighbors

62% - Reforestation work

37% - Timber harvest

Workshop participants who completed the post-fire workshops also indicated which management activities they were likely to engage in because of the workshop. 96% strongly agreed or agreed that they planned to implement one or more of the post-fire management practices they learned about in the workshop sessions and in-person field trip day including replanting, using herbicide for invasive weeds, using prescribed burning, and applying for an assistance program.

PROGRAM IMPACTS

Stewardship Actions

Completion of the stewardship workshop series entitles participants to a free initial site visit by a Registered Professional Forester (RPF), Certified Range Manager (CRM) or California Certified Burn Boss. These professionals are paid an \$800 stipend by our program. The goal of this visit is for the professional to assess participants' plans and goals and identify management practices to meet their goals. It's also to help landowners learn more about their services and potentially set up an on-going relationship between them. Forty-four consulting RPFs, four NRCS/RCD foresters, and two CRMs have assisted participants with initial site visits since the program started.



Image 18. Locations of site visits and number of acres managed per county 2020-2025 (above)

Image 19. Management activities recommended by natural resource professional during initial site visits (right). 18,341 acres include acres with more than one recommended treatment.

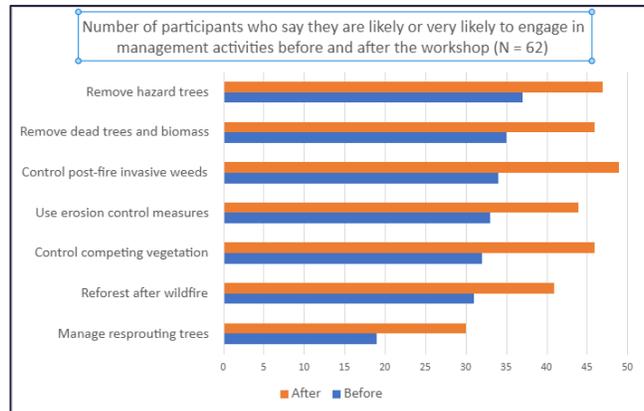
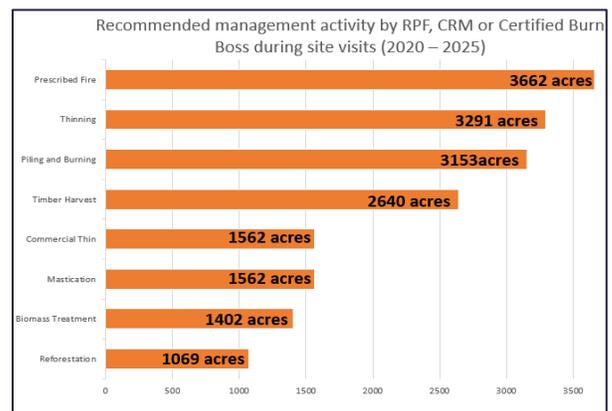


Image 17. Post-fire workshop participants' likelihood to engage in post-fire management practices.

A total of 124 stewardship participants had initial site visits by the end of 2025. Together these participants manage over 12,424 acres of forested land. Management recommendations include a variety of practices, with the most common recommendations being prescribed fire, thinning, hand/mechanical piles and timber harvest.



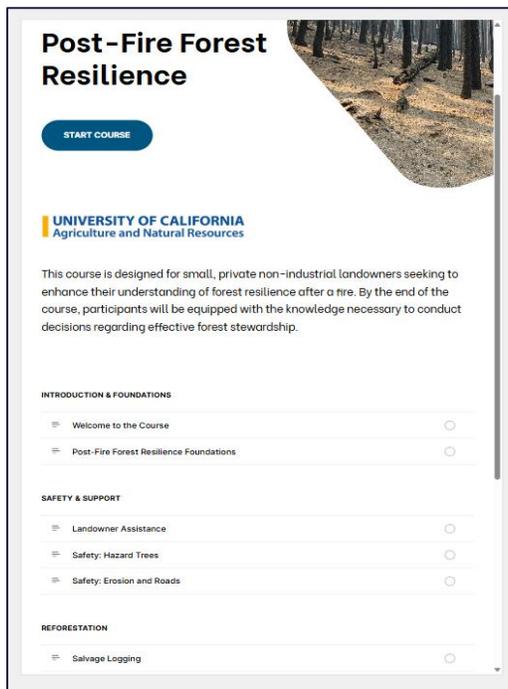


Image 20. Screenshot of post-fire course on the Extension Foundation website.

Development of Post-Fire Online Course

The Post-Fire Team is finalizing the new Post-Fire Forest Resilience online asynchronous course for launch in Spring 2026. Building on the success of the nine in-person workshop series, key messages, concepts, and frequently asked questions were compiled into a new online, self-paced educational program. Each of the eleven course modules highlights a specific post-fire management topic and includes clear explanations, photos, videos, and additional resources for those who want to explore further.

This new online course provides landowners with the fundamental knowledge needed to understand their post-fire forest management goals and objectives. With this foundation, landowners can more confidently connect and network with local resource professionals. These connections help guide recovery efforts and support long-term forest resilience.

The course is hosted on the [Extension Foundation](#) website using the Moodle learning management system. We are Beta testing the website in April 2026. The course will be free to anyone to take at their own pace. With this course in place, landowners across the state will have access to the educational content that we developed through our hosted workshop series. This will help the Post-Fire Forest Resilience Educational Program live on after the US Forest Service grant funding ends in March 2026.

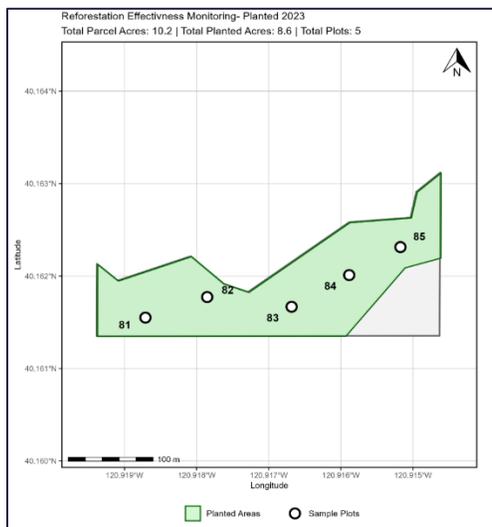


Image 21. Monitoring plots for parcel planted in 2023, where data was collected in 2024 and analyzed in 2025.

Reforestation Capacity Building

Reforestation Monitoring: In June 2024, we published a report to the California Wildfire and Forest Resilience Task Force on lessons learned from the first two years of implementation of the [Emergency Forest Restoration Teams](#) (EFRTs). We continue to support the work of two EFRTs serving landowners affected by the 2021 Dixie and Caldor Fires by providing support for reforestation monitoring. In 2024 and 2025, we continued to provide technical assistance to the El Dorado and Feather River Resource Conservation Districts (EDRCD and FRRCD) to monitor the effectiveness of reforestation done by their EFRTs. We designed a monitoring program, trained RCD crews, and analyzed data and reported results on survival of seedlings planted in 2023 and 2024 as well as competing vegetation, and fuel conditions.

Reforestation Opportunity App

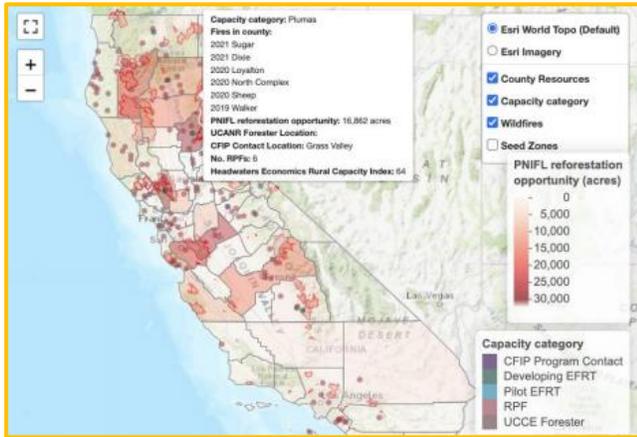


Image 22. Application interface displaying the RCD Capacity tab, which maps reforestation opportunities and available workforce and program resources across California.

We launched this tool developed in partnership with American Forests, through a [webinar](#) in June 2025. Using publicly available data, the database helps forestry assistance organizations identify reforestation opportunities on non-industrial private forest land and communicate with landowners to offer assistance services. The goal is to foster support to a broad range of communities, including underserved landowners, to successfully recover from wildfires. The methods used intentionally takes a broad approach to identifying reforestation opportunities, recognizing various landowner values— aesthetics, economic benefits, and ecological restoration. This inclusive strategy allows for outreach to landowners impacted by wildfires, providing planning and implementation support for those ready to reforest.

Reforestation Camp

We supported the California Association of Resource Conservation Districts (CARCD)s' second Reforestation Camp at UC Berkeley's Blodgett Research Forest in October 2025. It was a two-day workshop bringing together forestry professionals from across the Sierra Nevada region to learn from and share knowledge about post-wildfire reforestation practices and strategies. We presented on site preparation and post-planting monitoring to long-term management. Key collaborators included the El Dorado and Georgetown Divide RCD. UC ANR will host four additional reforestation camps in 2026 to help build capacity for reforestation during a rapidly changing climate within RCDs and non-profits.



Image 23. CARCD's reforestation camp participants at UC Berkeley Blodgett Research Forest, October 2025.



Landowner Interviews: We have completed interviews with landowners served by the Caldor and Dixie Fire EFRTs. We asked them what reforestation effectiveness means to them, whether EFRT programs have effectively reforested their land, and what plans they have for future management. Landowners are overwhelmingly satisfied with the reforestation services provided by the EFRTs and are mostly hopeful that new resilient forests have been established. We are analyzing the interview data and will report findings in summer 2026.

Image 24. Rebuilding done by landowner who received reforestation services from the Caldor EFRT.

DEVELOPMENT OF EDUCATIONAL RESOURCES

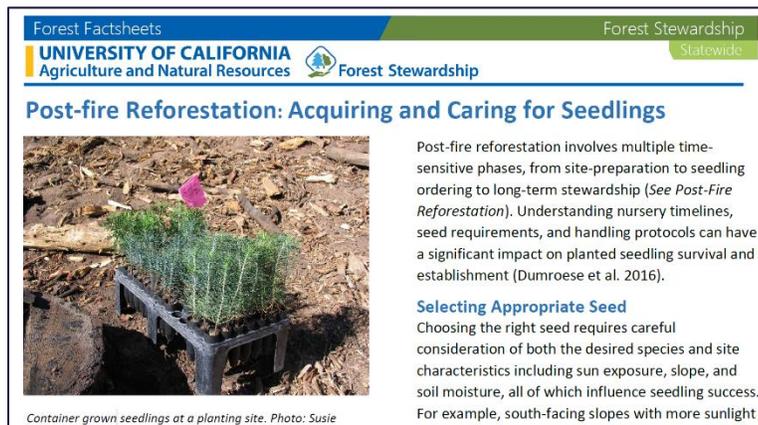


Image 25. Post-Fire fact sheet

Many existing forestry materials are lengthy and full of forestry specific language, acronyms and phrases that are unfamiliar to the average forest landowner. Therefore, our team has worked hard to communicate forestry concepts in digestible formats through factsheets. Thirteen were finalized in 2024. Factsheets on various post-fire resilience topics are posted on our [website](#).

- Dutch, N. 2025. California Reforestation Opportunity Mapping Tool: Assessing 2019-2021 Wildfire Impacts on California's Private Forestlands.
- Dutch, N. 2025. Post-fire photo monitoring guide.
- Dutch, N. 2025. Post-fire Reforestation: Acquiring and Caring for Seedlings.
- Dutch, N. 2025. Post-Fire Reforestation: Planting for Resilience.
- Dutch, N., R. Tompkins, and R. York. 2025. Post-fire: Managing competing vegetation to improve reforestation outcomes.
- Dutch, N., T. Getts, R. Satomi, C. Quintana Del Carpio. 2025. Post-Fire: Managing Competing Vegetation with Herbicide.
- Dutch, N. and R. York. 2025. Post-Fire Mechanical Site Preparation for Reforestation.
- Dutch, N. 2025. Post-fire Reforestation Planting Design: Arrangements, Density, Species Composition.
- Dutch, N. and R. York. 2025. Post-fire: Use of prescribed fire in young forest stands.
- Ingram, K. 2025. [Buying forestland?](#) Consider this... Things to investigate before you buy.
- Wade, D. and S. Kocher. 2025. Post-fire Assessment of Fire Severity in California Forests.
- Wade, D. and S. Kocher. 2025. Post-fire Forest Management Decision Framework.
- Wade, D. 2025 Post-fire Assistance for Forest Landowners.

COMMUNICATIONS AND OUTREACH

The Forest Stewardship team continues to share information through written and visual communication. Outreach highlights from 2025 include a 4-part blog and social media interview series with female forest landowners for Women's History Month, the performance of the new Forest Stewardship Instagram account, and collaboration with the UC ANR Fire Network for a 4-part defensible space social media campaign.

Social media continues to be an effective tool for advertising Forest Stewardship events, bringing attention to resources on the UCCE Forest Research and Outreach website. For example, 30% of the Contra Costa Forest Stewardship workshop cohort said they learned about the workshop targeted through our social media advertising.

Other communication platforms include the UCCE Forest Research and Outreach blog, the Forest Stewardship Story Map, and the Forest Stewardship Community email list.

Forest Research and Outreach blog

We publish original stories and repost relevant news from other UC sources (UC newsroom, UC ANR Green Blog, etc.) on the Forest Research and Outreach Blog site. Grace Dean, the Forest Stewardship Communications Specialist, wrote 10 original blogs in 2025, each listed and hyperlinked below.

1. [Discovering Forestry at College of the Redwoods.](#)
2. [After six generations, Sarah Fischbach is bringing good fire back to her family forest.](#)
3. [Step by step, Julianna Olate is creating a healthier and more resilient forest.](#)
4. [For Joy Jackman, restoring forestland is a decades-long dream come true.](#)
5. [Amy Rathbone is feeling lucky to collaborate with Mendocino forestland..](#)
6. [Stewarding a beloved Plumas County campsite post-wildfire: a conversation with Sutter Rogers.](#)
7. [Ingredients for stewarding a healthier, more fire-resilient forest: a conversation with forest landowner Larry Camp.](#)
8. [A new life for sawmills: UC ANR's Haris Gilani leads wood products innovation project in San Bernardino and Fresno counties.](#)
9. [Cones and seedlings and freezers, oh my! UC ANR co-hosts field day at CALFIRE's L.A. Moran Reforestation Center](#)
10. [Keeping people and resources connected: a conversation with Contra Costa RCD's Ben Weise.](#)

Social Media

Forest Stewardship social media content interactions (likes, shares and comments) is up 17% from 2024

The Forest Stewardship program continues to use social media as an effective outreach and advertising tool. The Facebook page ([@UCCEForestResearchandOutreach](#)) continued to grow followers and user interactions (likes, comments, shares). Our engagement rate remains above the industry average for educational institutions:

- 6.1% (UCCE Forest Research and Outreach Facebook) vs 2.19% (industry average)

- 6.7% (UC ANR Forest Stewardship Instagram) vs 4.2% (industry average)

Facebook

- Followers: 1,387
- Total content views: 52,992
- Total content interactions: 1,286 (up 17% from last year)
- Total link clicks: 349: Up 20% from last year
- Total page visits: 2,146 down 12% from last year
- New followers: 83: Up 15% from last year

UCCE Forest Research and Outreach Facebook 2025 OVERVIEW

21,210

Facebook users reached

+ 17%

content interactions

+ 19.5%

link clicks



Zone Two
Defensible Space 30+ ft from a structure
Resource Highlight: Thinning for Defensible Space

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources | Fire Network | Forest Stewardship

Collaborating with the UC ANR Fire Network on a Defensible Space campaign was mutually beneficial for page visibility.

In 2025, the program’s social media footprint expanded with the creation of an Instagram account ([@ucanr_foreststewardship](https://www.instagram.com/ucanr_foreststewardship)) in response to growing interest in our programming from younger audiences.

Instagram

- Profile reach: 12,546 unique users
- Total content views: 23,799
- Total profile visits: 153

UC ANR Forest Stewardship Instagram 2025 OVERVIEW



ucanr_foreststewardship 📣 Beep beep! The next stop for @susie.kocher and the Forest Stewardship team is...Contra Costa! One of our favorite things is seeing the connections that form between forest landowners during their Forest Stewardship workshop co-horts. Each workshop session allows ample time for participants to chat with one another about the weekly topic, and the in-person field day is a fun opportunity to learn forestry skills in teams.

An Instagram account opens up possibilities for posts that are more playful and personal.

270

followers

42

posts

850

content interactions

Forest Stewardship Story Map: [The Forest Stewardship Story Map](#) is a visual, interactive ArcGIS tool for showcasing the diversity of California’s forestry community. The Story Map contains 35 personal interviews with forest landowners, forestry professionals, students, and volunteers. All landowner interviewees are past Forest Stewardship participants, making this tool a unique tool for program outreach.

Forest Stewardship Story Map
2025 STORY ADDITIONS

”

Living in the forest has changed me, and I've gotten really clear on setting priorities and not overwhelming myself.

”

Juliana Olote, Del Norte forest landowner and past Forest Stewardship workshop participant.



”

There's lots of resources for landowners that are available which you might not know existed if you didn't look for it. There's the Forest Stewardship Workshops, PBA meetings, and just talking to people.

”

It can seem daunting, and it's been a lot of work to do as much as we have on this land, but it's worth it. Just that feeling to know that we're making the forest healthier, is wonderful.

”

Joy Jackman, Amador forest landowner and past Forest Stewardship workshop participant.

”

Not every landowner wants or can sit in on every board meeting or legislative hearing, so I advocate for them on that level.

”

Larry Camp, Nevada forest landowner, FSE steering committee member, and FLOC board member.

In 2025, 8 new stories were added to the Story Map (5 landowners, 2 professionals, 1 college student). The user interface for the application was also updated this year. The new interface is hosted on ArcGIS StoryMaps, with a new application design making it easier for users to view stories and filter interviews by theme, year, and interviewee affiliation.

Forest Stewardship Story Map Analytics:

- Total views: 2,668
- Average views per day: 7.3

Forest Stewardship Community Email List: The “Forest Stewardship Community” email list distributes Forest Stewardship and UC ANR Forestry Team event information to members of the public who have not yet attended a 9-week Forest Stewardship workshop, though they may have attended one of the stand-alone webinars or field days. 129 new subscribers joined the email list, totaling 370 subscribers.

Newsletters: In 2025, we produced four newsletters that provided foundational knowledge to several of our 2025 webinars and field days.

- [Reforestation, June 2025](#)
- [Before You Buy Forestland: Forest Stewardship, September 2025](#)
- [Before You Buy Forestland: Living with Wildfire, November 2025](#)
- [Before You Buy Forestland: Financial Considerations, December 2025](#)

COLLABORATION

Our educational events have been held in collaboration with local, state and federal governments, community-based organizations, nonprofits and private industry partners including CAL FIRE, Fire Safe Councils, Forest Landowners of California, the Natural Resources Conservation Service, Resource Conservation Districts, the Butte Fire Safe Council, the Sierra Streams Institute, US Fish & Wildlife, the US Forest Service, and the Watershed Research and Training Center. Workshop partners participated in planning committees, provided location and logistical support, gave presentations, participated in group breakout sessions, and assisted workshop participants in plan development. This collaboration allows participants to share knowledge and develop relationships with local agencies and professionals. Workshop participants rely on these relationships to develop their forest management and reforestation plans and use the contacts they've made with RPFs, CAL FIRE and RCDs to then apply for CFIP and EQIP cost-share opportunities.

Many thanks to our steering committee of leaders from partner organizations that give input on implementation of the initiative. We met every other month to review progress and get advice on next steps. In 2025, that included:

Larry Camp – Forest Landowners of California

Tracy Katelman – ForEverGreen Forestry

Stew McMorrow – CAL FIRE

Sierra Riker – California Association of RCDs

Martin Twer – The Watershed Research and Training Center



For more information on the Forest Stewardship Programs, please visit:

<https://link.ucanr.edu/stewardshipworkshops> and <https://link.ucanr.edu/post-fireworkshops>

Forest Stewardship 2025 Annual Report. UC ANR. Available online at:

<https://link.ucanr.edu/stewardshipworkshops>