



UC IPM Update and New Strategic Plan for 2015-2025

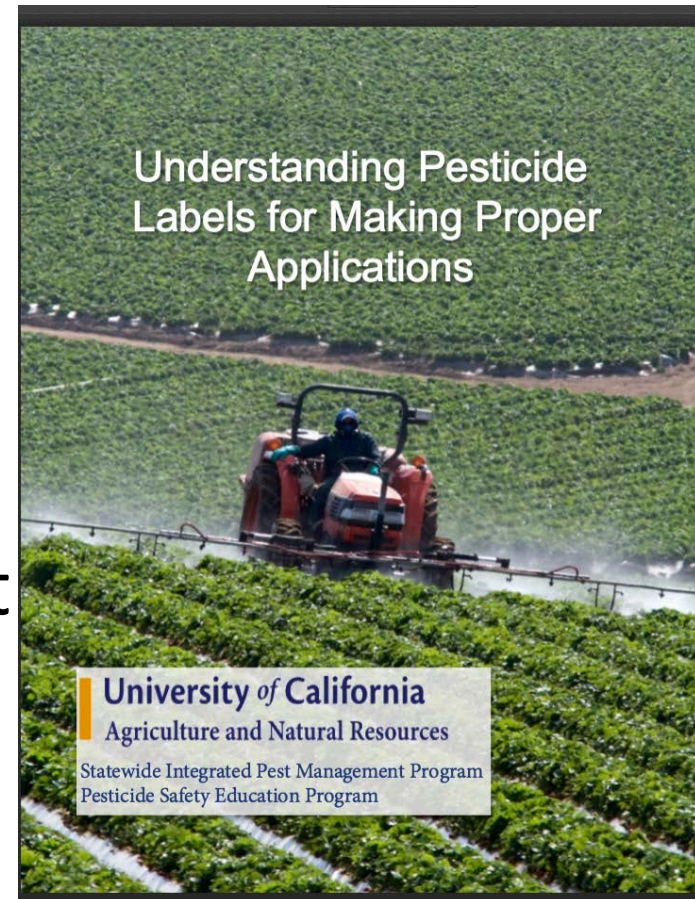
Jim Farrar, Director

UC IPM Veg Crops Update

- Artichoke PMG, pesticides were updated
- Carrot, cucurbit, eggplant, onion/garlic, and pepper PMGs, pesticides updates in Office of Pesticide Information and Coordination review
- Cilantro/parsley PMG in peer review process

UC IPM Veg Crops Update

- Understanding Pesticide Labels for Making Proper Applications
- English and Spanish
- Only 19 printed copies left
- Also free pdf download
- Online course in development



UC IPM Veg Crops Update

- Updated bee precautions database based on newer publications and consulting with ANR and out-of-state experts
- <http://www2.ipm.ucanr.edu/beeprecaution/>

UC Statewide Integrated Pest Management Program **STRATEGIC PLAN**

2015-2025



University of California
Agriculture and Natural Resources

Integrated Pest Management Program

http://ipm.ucanr.edu/PDF/MISC/IPM_Strategic_Plan-web.pdf

Development

- 16-person committee
- Engaged diverse agriculture, urban and natural resource stakeholder groups
- Conducted eight focus groups throughout state to gather input
- Reached out to stakeholders for input
- Strategic Plan drafted, stakeholder feedback solicited and incorporated in final draft

5 Strategic Goals

- Each with specific
 - Objectives
 - Intended Outcomes
 - Key Actions
 - Implementation Responsibilities
 - Milestones / Deliverables

STRATEGIC GOAL #1

OBJECTIVE 1D. Engage ANR academics to develop multidisciplinary approaches to complex pest management problems.

KEY ACTIONS	IMPLEMENTATION RESPONSIBILITY	MILESTONES/DELIVERABLES
Make UC IPM resources more visible to UC ANR academics (campus-based, county-based, other academics, leadership); explain how to access the program.	UC IPM Director	<ul style="list-style-type: none"> Regular meetings with campus-based partners (such as seminars)
Continue to have UC IPM actively outreach to new UC ANR academic hires (relevant disciplines). Specifically, communicate how UC IPM can help campus-based UC ANR academics meet the land grant mission.	UC IPM Director	<ul style="list-style-type: none"> Formal welcome letters sent Participate in UC ANR orientations for new hires
Broaden formal invitation mechanism/affiliate model to include CE Specialists and AES faculty to actively engage them.	UC IPM Director working with Deans	<ul style="list-style-type: none"> Meeting with Deans Increased number of campus-based academics engaged in program planning and decision-making
Provide specific examples of how linkage with UC IPM can benefit non-UC IPM UC ANR academics in their research and outreach efforts.	UC IPM Director working with Communications Associate Director	<ul style="list-style-type: none"> Communication sent to UC ANR campus-based academics (such as publication opportunities/ UC IPM resources list, grant opportunities, Extension opportunities/success stories)

Strategic Goal #1

Ensure content relevance

- Assess stakeholder needs to be aware of current and relevant pest management issues
- Identify processes and resources to address stakeholder needs
- Engage external pest management experts in content development
- Engage ANR academics to develop multidisciplinary approaches to complex pest management problems
- Leverage more research opportunities/funds with ANR academics, other academics and external partners to increase research in IPM

Strategic Goal #2 - Expand capacity to magnify Extension outreach

- Engage more UC ANR people in UC IPM Extension to increase capacity
- Engage non-UC ANR people to develop multiplier effect
- Expand use of new technologies and existing methods to improve delivery to be more in-depth and effective
- Explore and develop new business models to support expanding capacity and make UC IPM more sustainable

Strategic Goal #3 – Build new and strengthen existing partnerships and collaborations

- Sustain and expand efforts to participate in stakeholder organizations to exchange information and network
- Develop a succession plan for key partnerships to maintain continuity of these relationships

Strategic Goal #4 – Enhance communications

- Strengthen marketing and branding to promote the Program
- Expand accessibility of informational products and materials to better meet stakeholder needs and reach a broader audience
- Improve accessibility to UC ANR researchers and their research as requested by external stakeholders.
- Increase UC IPM internal communications among program staff and academics to improve program coordination and collegiality.
- Increase communications about UC IPM with UC ANR administrative and programmatic leadership to improve coordination and organizational synergies.
- Enhance website to improve functionality and usability.

Strategic Goal #5 – Improve UC IPM outreach and educational material development processes

- Streamline and focus processes to update UC IPM outreach and educational materials.
- Develop evaluation plan for UC IPM outreach and education materials and trainings.
- Improve accessibility of graphics/photos for UC usage.

Concluding thoughts

- UC IPM collaboration to support outreach and extension education
- UC IPM sensu stricto versus sensu lato