INTRODUCTION

The Hansen Agricultural Research and Extension Center (HAREC) is one of nine Research and Extension Centers (RECs) within the University of California (UC) Division of Agriculture and Natural Resources (ANR). The REC system is a strong, vibrant organization of research and education academics supported by extraordinary research management capacity to conduct agriculture, natural resources, and human resources programs that enable the delivery of the highest quality science to foster healthy people and thriving communities. The Centers, located throughout California’s various climatic zones and representing nearly every type of agricultural and natural resources system in California, offer researchers places to conduct field experiments and outreach programs.

The HAREC facility was originally purchased in 1997 as an Agricultural Learning Center using proceeds from the Thelma Hansen Fund. Thelma Hansen was a Ventura county resident and farmer until her passing in 1993. Her Trust, bequeathed to the University of California, created the Thelma Hansen Fund (THF) “to support and maintain University research and extension activities for the sustainability and benefit of agriculture and natural resources in Ventura County.” In 2008, the Hansen Agricultural Learning Center was formally transitioned into the Research and Extension Center system to better fulfill the mission of the THF.

The 27-acre Center is located approximately 11 miles from the Pacific Coast in a valley that enjoys a temperate Mediterranean climate, and is surrounded by agricultural fields (flowers, strawberries, cane berries, and vegetables) and orchards (citrus and avocados). Because of its geographic isolation and size it has been relatively unaffected by major pests and pathogen infestations, providing fertile ground to conduct agricultural research. Current research activities range from landscape optimization to soil amendment nutrition and pest biocontrol studies. The facility is also home to an extensive plant cultivar bank that includes over 200 varieties of flowers, avocados, citrus, stone fruit, and other subtropical fruits. An extensive education and training program introduces youth to agricultural science and new growers to novel approaches and best practices in small-to-mid scale farming.

Historically, the commodities grown in Ventura County have changed dramatically in the past decades reflecting changing appetites of the consumer, as well as environmental, technological, and biological challenges for growers. To meet these growing challenges in the 21st Century, the HAREC will need to increase its research capacity and footprint on the landscape to host additional research and extension activities, increase education opportunities, and broaden its partnerships. This Strategic Plan provides a framework and key actions to enable the Center to remain a leader in providing science-based research in agriculture and natural resources in Ventura County.

UC ANR Vision Statement

ANR envisions a thinking California in 2025 where healthy people and communities, healthy food systems, and healthy environments are strengthened by closer partnerships between University of California and its research and extension programs and the people of the state. The University remains connected and committed to the people of California, who enjoy a high quality of life, a healthy environment, and economic success in the global economy.

Hansen Agricultural REC Mission Statement

To support and maintain University research and extension activities for the sustainability and benefit of agriculture and natural resources in Ventura County.
**STRATEGIC PLANNING PROCESS**

**REC System overarching goals**

In 2012 UC ANR launched a coordinated, future-oriented strategic planning effort for all nine RECs. The strategic planning change is to develop a long-term and big picture strategic plan centered on stakeholder input. The strategic plan is designed to serve as a “living document,” a flexible framework to set direction and focus effort over the next 20 years. The strategic planning effort is intended to be inclusive, future-oriented and with a focus on implementation and measurable outcomes through time. The REC system’s overall strategic planning effort is structured to include the following guiding goals:

- Develop an effective and organized approach for research and outreach at the centers and among the centers.
- Increase collaboration across the ANR network including collaborating with partners outside of the University of California Cooperative Extension (UCCE) programs.
- Engage the local community in planning and implementation (local community is not necessarily place-based but also subject area-based).
- Engage partners not previously affiliated (e.g., non-ANR UC campuses, California State Universities [CSUs] and other colleges, agencies, organizations)
- Align REC strategic plan with the ANR Strategic Vision 2025
- Develop an effective communication and outreach program to increase visibility and programmatic impact of the REC
- Ensure REC resources are effectively and efficiently utilized, and explore new and diverse opportunities
- Reconstruct the REC system identity by enhancing programming and facility resources

**Planning process**

In September 2014, a ten-member strategic planning committee was formed (see table next page) with members broadly representing major HAREC stakeholder groups. These core committee members served as assessment and feedback links with the diverse stakeholder group vested in the long-term future of HAREC. In November 2014 the HAREC Strategic Planning Committee kicked off its strategic planning process that included assessment, strategy formulation, and implementation accountability. The committee had four, one-day, in-person meetings. The first meeting provided an overview of the Division’s vision, the UC REC system’s mission, and HAREC’s mission, history, and operations. The committee conducted a situational analysis that included obtaining input from other key stakeholders to identify current strengths of HAREC, as well as outline potential future opportunities and challenges that could influence how HAREC operates in the future. The second meeting focused on understanding and exploring the stakeholder input and synthesizing this input into broad strategic directions. The third meeting focused on refining the scope of the strategic directions through developing goals and key actions associated with each strategic direction. Committee members then went back to key stakeholder groups to get feedback on the committee’s proposed strategy, which was discussed during the fourth meeting and helped refine the content of the draft strategic plan. The HAREC Director, Associate Director of the REC system, and facilitators finalized the draft strategic plan including the implementation accountability elements, intended outcomes, intended implementation responsibility, and deliverables. This final draft plan was circulated one last time for committee member comment during summer 2015.

**Implementation and assessing strategic plan outcomes**

Early on in the REC system’s strategic planning process, it was recognized that the strategic planning process must be intimately linked to a strategic and executable implementation and assessment plan. Toward this end, the HAREC Director identified deliverables associated with each key action as well as the persons/organizations with implementation responsibility. This broad matrix that links strategic directions, goals, and actions with implementation responsibility and deliverables will be used as the framework for identifying implementation priorities and assessing implementation progress throughout time. The HAREC Director in conjunction with REC system administrators will establish annual priorities for plan implementation. Deliverables associated with goals and key actions will be used by REC administrators and the HAREC Director to jointly set outcome targets and annually review progress toward priorities.
Agricultural research in Ventura County has evolved over the past decade to begin to address changing economics, climatic conditions, and environmental conditions. Currently, HAREC’s limited acreage and on-site state-of-the-art research facilities significantly limit the amount of and breadth of research conducted at the Center. Increasing the research capacity, including improving and developing physical infrastructure, expanding the current footprint of HAREC, creating strong and new collaborative partnerships, and engaging researchers on a broader spectrum, will enable the Center to address critical and emerging agriculture and natural resources issues in Ventura County.

**Goals**

1. Address critical and emerging research issues
2. Enhance facilities and infrastructure needed to support expanded research and extension activities
3. Develop new collaborative partnerships to conduct expanded research
4. Expand research on interfaces between agriculture, natural resources, and urban communities
5. Increase staffing to support enhanced research programs

**Intended Outcomes**

- HAREC serves as a regional hub for agriculture and natural resource research, extension, and education
- HAREC has adequate physical and human resources to conduct needed research, extension, and education activities
- HAREC serves as a catalyst for agriculture innovation

Increase research and extension capacity
## Goal 1: Address critical and emerging research issues

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<th>KEY ACTIONS</th>
<th>IMPLEMENTATION RESPONSIBILITY</th>
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</table>
| A. Conduct a needs assessment to identify emerging agricultural issues in Ventura County | HAREC Director working with UCCE Ventura County Advisory Committee, and Farm Bureau Executive Committee | • Critical issues are determined based on combined assessments goal  
• Number of assessments involving HAREC and/or HAREC resources |
| B. Work with UCCE Ventura County Advisory Committee to refresh the needs assessment on a regular schedule (every 5-8 years) | HAREC Director | • Refresh needs assessment every 5-8 years |
| C. Prioritize critical and emerging agricultural issues and develop a timeline for rapid response for key issues in Ventura County | HAREC Director working with Research Advisory Committee (RAC), Hansen Advisory Board (HAB), and Subject Matter Experts | • RAC-recommended prioritized projects address critical issues  
• Rapid response timeline developed for key emerging issues |
| D. Leverage research opportunities with other entities in concert with HAREC to address critical and emerging issues | HAREC Director working with UCCE Academics, REC System Directors, and other UC and non-UC entities | • Number of collaborations involving HAREC and/or HAREC resources |

## Goal 2: Enhance facilities and infrastructure needed to support expanded research and extension activities

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<tbody>
<tr>
<td>A. Create a committee comprised of key stakeholders to develop criteria for an expanded REC in Ventura County</td>
<td>HAREC Director, Associate Director of REC System, and Criteria Committee</td>
<td>• Recommended criteria for UC Office of the President (UCOP) Real Estate Services</td>
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<td>B. Increase physical land capacity for expanded research and extension activities</td>
<td>REC System Director working with Associate Director of REC System, HAREC Director, and UCOP Real Estate Services</td>
<td>• Options for increased acreage in Ventura County meeting criteria</td>
</tr>
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</table>
| C. Develop facilities plan to support identified needs for expanding research and extension activities | HAREC Director working with Associate Director of REC System, UC ANR Facilities and Planning, UC ANR Resource Planning and Management, and UC ANR Development Services | • Facilities and plans to expand research and extension capacity  
• Capital campaign for facilities development expansion |
Goal 3: Develop new collaborative partnerships to conduct expanded research

**KEY ACTIONS**

<table>
<thead>
<tr>
<th>A. Expand HAREC’s annual grants program to provide seed funding to engage additional collaborations/partnerships</th>
<th>HAREC Director working with RAC and HAB</th>
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<tbody>
<tr>
<td>B. Create and host targeted events to foster new collaborative partnerships to expand research</td>
<td>HAREC Director working with UC ANR Development Services, UC ANR Strategic Communications Director, and UCCE Academics</td>
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<tr>
<td>C. Establish a New Crop Development program to identify new crop varieties suitable for cultivation in a Mediterranean climate</td>
<td>UCCE Academics and HAREC Director working with RAC and HAB</td>
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<tr>
<td>D. Build partnerships with innovators and entrepreneurs in related agriculture and natural resources to integrate new technologies with the needs of the regional agricultural community</td>
<td>UCCE Academics and HAREC Director working with UC ANR Development Services</td>
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**IMPLEMENTATION RESPONSIBILITY**

HAREC Director working with RAC and HAB

**DELIVERABLES**

- Number of projects for which HAREC provides seed funding
- External dollars leveraged tracked
- Number of new events targeted to increase new partnerships
- Identification of new crop varieties
- Number of new variety research trials
- New partnerships with innovators/entrepreneurs

Goal 4: Expand research on interfaces between agriculture, natural resources, and urban communities

**KEY ACTIONS**

| A. Engage researchers to develop projects (physical, biological, policy, etc.) that examine issues related to the interfaces between agriculture, open space, urban environments, etc. | HAREC Director and UCCE Academics working with RAC |
| B. Identify researchers and stakeholders focused on projects that address issues at the interface between conventional and organic farming | HAREC Director and UCCE Academics working with RAC |

**IMPLEMENTATION RESPONSIBILITY**

HAREC Director and UCCE Academics working with RAC

**DELIVERABLES**

- Number of projects that address issues at these interfaces
- Number of recommended actions, based on research results, to address conflicts at these interfaces
- Number of new researchers
- Number of projects that address issues at the interface between conventional and organic farming
- Number of collaborations

Goal 5: Increase staffing to support enhanced research programs

**KEY ACTIONS**

| A. Develop a staffing plan that includes an increase in skilled research and support staff | HAREC Director, HAB, Associate Director of REC System |
| B. Develop office spaces and “hotel workstations” for visiting researchers, postdocs, and others coming to work at the Center temporarily | HAREC Staff |

**IMPLEMENTATION RESPONSIBILITY**

HAREC Director, HAB, Associate Director of REC System

**DELIVERABLES**

- Number of permanent researchers hired
- Number of staff hired
- New model for funding positions
- Number of visiting researchers working at the facility
- Number of researchers working with local growers on a facility research project
Science literacy is key to addressing the full breadth of agricultural, environmental, health, and food safety issues our society faces, and is critical to creating effective, community supported policy. Stakeholder groups recognize the impact of HAREC’s efforts with education and outreach with youth, however HAREC lacks practical, hands-on, continuing educational opportunities for agricultural professionals and the broader public. The goals and action items described in this strategic direction include expanding educational and training opportunities for youth and adult populations, especially professional growers, field workers, managers, higher education students, community leaders, and resource stewards. These new activities and resulting partnerships will enable HAREC to work towards improving science literacy and skills in agriculture in Ventura County.

Goals
1. Enhance opportunities to provide education and training of future generations of agriculture professionals
2. Increase the public’s understanding of environmental, agricultural, and food issues
3. Increase education and training for growers and agriculture professionals

Intended Outcomes
- Increased adult and youth science literacy related to agriculture, natural resources, and food
- New generation of farmers who can compete in the global market
- New volunteers and professionals for natural resource stewardship
- Established network of different educational entities
Goal 1: Enhance opportunities to provide education and training of future generations of agriculture professionals

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<tr>
<td>A. Provide internship and scholarship opportunities for research and study at HAREC facilities, in partnership with other formal and informal education venues</td>
<td>HAREC Director working with RAC, HAB, Associate Director of REC System, and other non-UC partners</td>
<td>• Number of internships and scholarships available</td>
</tr>
<tr>
<td>B. Engage with local colleges to support formal, academic agricultural and environmental programs</td>
<td>HAREC Director working with local colleges and UCCE Academics</td>
<td>• New agriculture-related programs for college students • Number of college-level students engaged with HAREC</td>
</tr>
<tr>
<td>C. Serve as a living classroom for youth, adults and educators in natural resources and agriculture issues in Ventura County</td>
<td>HAREC Director working with Project Learning Tree (PLT) Coordinator, UC ANR Statewide Youth, Families, and Communities (YFC) Director, UC ANR Statewide California Naturalist (CalNat) Program Director, and local, informal education programs</td>
<td>• Number of educational programs delivered • Participant outcomes evaluated and communicated</td>
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<tr>
<td>D. Participate in agriculture and natural resource focused career development</td>
<td>HAREC Community Education Specialist (CES) working with UC ANR Statewide CalNat Program Director, and UCCE Academics</td>
<td>• Number of UC educational programs delivered in green job training (i.e., conservation corps) programs • Number of career fairs hosted or participated in • Number of career fairs engaging underserved communities</td>
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Goal 2: Increase the public’s understanding of environmental, agricultural, and food issues

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<tr>
<td>A. Provide symposia, seminars, field days, forums, and targeted education events</td>
<td>HAREC Director and HAREC CES working with 4-H CES, UCCE Academics, and PLT Coordinator</td>
<td>• Number of events/symposia/seminars convened • Number of community education events • Participant outcomes documented and communicated</td>
</tr>
<tr>
<td>B. Determine staffing and program delivery needs to address education, outreach, and training</td>
<td>HAREC Director, HAB, HAREC Staff, and Associate Director of REC System</td>
<td>Staffing plan developed</td>
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Goal 3: Increase education and training for growers and agriculture professionals in Ventura County

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<tr>
<td>A. Facilitate access to information on farming efficiency and sustainability</td>
<td>HAREC Director and UCCE Academics working with UC ANR Environmental Health and Safety (EH&amp;S), UC ANR Communication Services and Information Technology (CS&amp;IT)</td>
<td>• More relevant content on website • Increased forums for providing information on farming • Number of professional training events and participants</td>
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<tr>
<td>B. Host farmworker and field manager education and field training programs (more technical content than A)</td>
<td>UCCE Academics working with HAREC stakeholders, UC ANR Statewide Integrated Pest Management Program, and UC-ANR EH&amp;S</td>
<td>• Number of professional training events and participants • Number of onsite education programs • Participant outcomes documented and communicated</td>
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HAREC is well known within the local community for educational outreach and its historical red barn and Victorian house. Annual research symposia are conducted to share the benefits and impacts of the research projects for Ventura County, however its research presence is not well known outside of Santa Paula. Furthermore, the center is underutilized; its unique geographic location puts HAREC in a position to address more agricultural, natural resource, and urban issues relevant to the local community, industries, and academia. To expand utilization of the center for addressing these issues, HAREC needs to increase its visibility to more stakeholders. This strategic direction focuses on a concerted and organized effort to highlight the benefits of current HAREC activities and to effectively market new opportunities for research (e.g., perennial and annual cropping systems), education (e.g., teacher training, HS/CC practical training/internship programs), and the promotion of agriculture in our regional communities.

**Goals**

1. Develop a marketing, outreach, and communications strategy

**Intended Outcomes**

- The benefit of HAREC is more widely understood and utilized by the community and academia
- Scope of marketing includes new media outlets and hosting more events
- Expanded utilization of HAREC infrastructure for community outreach activities
### STRATEGIC DIRECTION #3

#### Goal 1: Develop a marketing, outreach and communications strategy

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<tr>
<td>A. Identify and utilize effective media such as e-newsletters, social media, etc.</td>
<td>HAREC Staff working with UC ANR CS&amp;IT, UCCE Academics, and HAREC Director</td>
<td>• Increased number and variety of media outlets</td>
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<td>• Effectiveness of media is documented (e.g., Google analytics)</td>
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<tr>
<td>B. Develop a communications plan and cultivate local media to reach new and diverse audiences</td>
<td>HAREC Director working with UCCE Academics, UC ANR CS&amp;IT, and UC ANR Development Services</td>
<td>• Communications plan developed</td>
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<td></td>
<td></td>
<td>• Documented interactions with potential and new researchers</td>
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<td>• Demographics of outreach tracked</td>
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It is the policy of the University of California (UC) and the UC Division of Agriculture & Natural Resources not to engage in discrimination against or harassment of any person in any of its programs or activities on the basis of race, color, national origin, religion, sex, gender, gender expression, gender identity, pregnancy (which includes pregnancy, childbirth, and medical conditions related to pregnancy or childbirth), physical or mental disability, medical condition (cancer-related or genetic characteristics), genetic information (including family medical history), ancestry, marital status, age, sexual orientation, citizenship, or service in the uniformed services (as defined by the Uniformed Services Employment and Reemployment Rights Act of 1994 [USERRA]), as well as state military and naval service. This policy is intended to be consistent with the provisions of applicable state and federal laws and University policies.

University policy also prohibits retaliation against any employee or person in any of its programs or activities for bringing a complaint of discrimination or harassment pursuant to this policy. This policy also prohibits retaliation against a person who assists someone with a complaint of discrimination or harassment, or participates in any manner in an investigation or resolution of a complaint of discrimination or harassment. Retaliation includes threats, intimidation, reprisals, and/or adverse actions related to employment or to any of its programs or activities.

In addition, it is the policy of the University and ANR to undertake affirmative action, consistent with its obligations as a Federal contractor, for minorities and women, for persons with disabilities, and for covered veterans. The University commits itself to apply every good faith effort to achieve prompt and full utilization of minorities and women in all segments of its workforce where deficiencies exist. These efforts conform to all current legal and regulatory requirements, and are consistent with University standards of quality and excellence.

In conformance with Federal regulations, written affirmative action plans shall be prepared and maintained by each campus of the University, including the Division of Agriculture and Natural Resources. Such plans shall be reviewed and approved by the Office of the President and the Office of the General Counsel before they are officially promulgated.

Inquiries regarding the University’s nondiscrimination policies may be directed to Linda Marie Manton, Affirmative Action Contact, University of California, Agriculture and Natural Resources, 2801 Second Street, Davis, CA 95618, (530) 750-1318.