

Town Hall

2-3 pm, February 16, 2023

Agenda

- Welcome
- Leadership Update
- UC ANR SWC Updates
- Stories from the Field
- New Hires
- Close

Chat warmup
Learning about each other:

For Black History Month, what book, movie or article have you found informative or inspiring?



Scan for 2023 Black History Month resources and updates:



Why this meeting? It's for all of us!

Objectives:

To inform and build unity

Questions or Comments?

Use "Chat"

"Panelists" or "Everyone"

Recordings are posted after the meeting
on the Town Hall page

Leadership Update

Vision & News - (10-15 mins)



UC ANR Statewide Conference Updates

Monday-Thursday, April 24-27, 2023

Fresno, CA

<https://ucanr.edu/sites/statewideconference2023/>

Stories from the Field

Wildfire Research and the Statewide Wildfire Survey

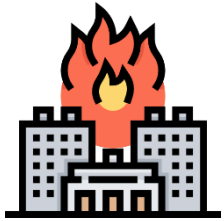
Luca Carmignani, UCCE Fire Advisor based at South Coast REC

Meet the new fire advisors and academic coordinator!



UCCE recently expanded their team of fire advisors and staff under the mentorship of Lenya Quinn-Davidson and Yana Valachovic

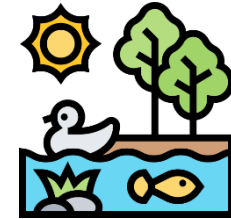
Fire resilience in Southern California



7M+ people live in communities at risk



Diverse population with different needs and priorities



Variety of ecosystems with majority of shrublands



Wind-driven fires (very fast, mostly human-related ignitions)



Additional challenges due to climate change and extreme weather events

Home hardening and defensible space...



... can prevent catastrophic losses!



- Vegetation around structures
- Drought-tolerant landscapes
- **What about plants flammability?**

Are less irrigated plants more flammable?



UC Landscape Plant Irrigation Trials TM

- 3 irrigation frequencies
- 2 Sun exposures (full, 50% shade)



Pennisetum Spathiolatum

- Moisture content and mass before tests
- 43 plants total



Experiments in open field

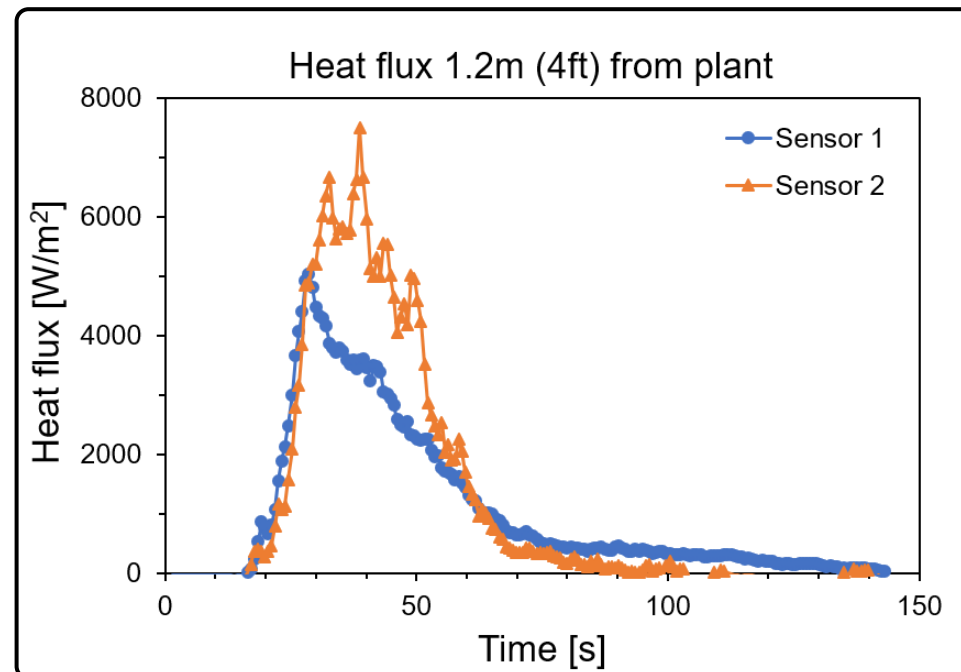
- 2 cameras
- 2 Heat flux sensors

Next steps

These results will help:

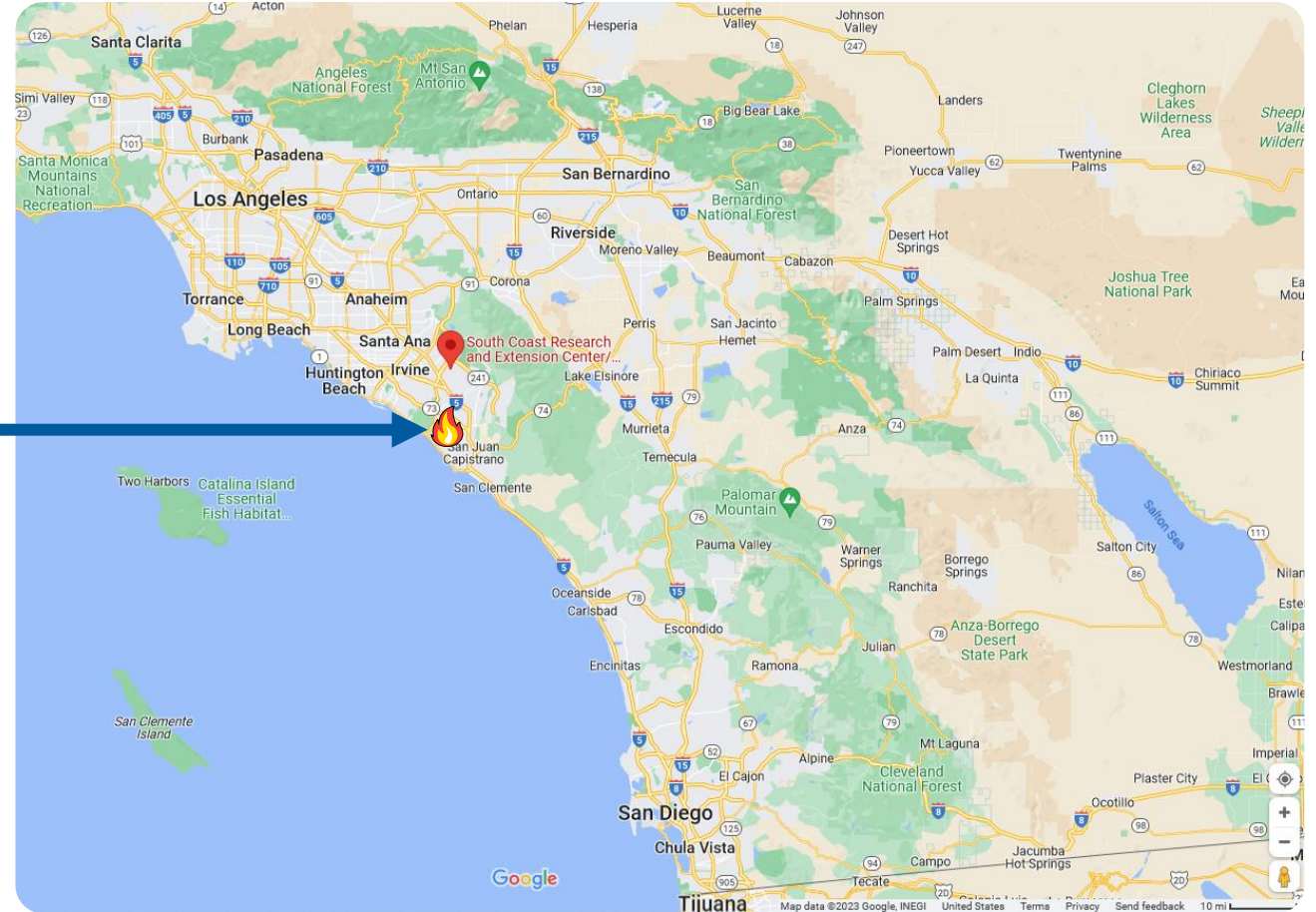
- Understanding effect of irrigation on fire behavior
- Providing guidelines for residents and professionals for fire-resilient landscapes

Future tests will include more ornamental and native plants.



Is defensible space enough?

Coastal Fire
(Laguna Niguel, May 2022)



Is defensible space enough?

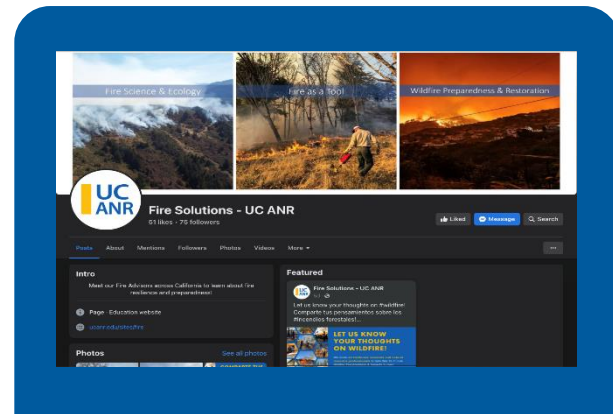
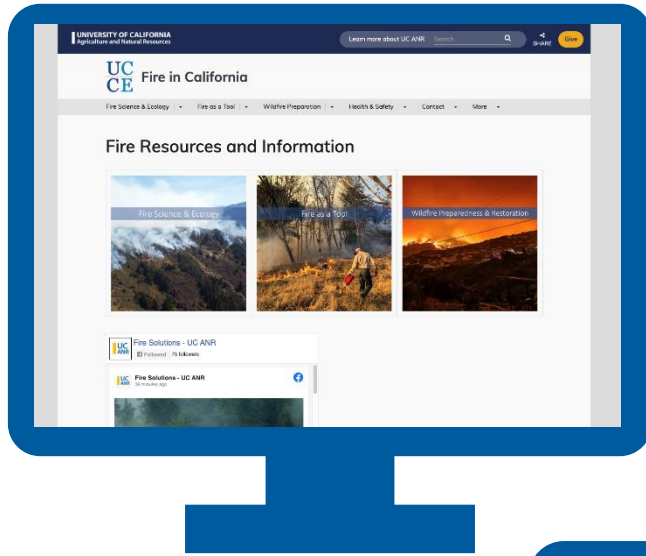
Coastal Fire
(Laguna Niguel, May 2022)



... not without home hardening!



Home hardening and outreach



Revamped **UCCE Fire website**
ucanr.edu/sites/fire/

Facebook page to deliver “quick” info
www.facebook.com/UCANRFireSolutions

Connecting to **local organizations**
(Fire Safe Councils, Fire Agencies, etc.)

Home hardening video series

Pilot series for social media

~1 min videos addressing the following topics:

- Vents
- Windows
- Siding
- Roofs and gutters
- Vegetation



Scan the QR code to watch the video series on the UCANR Fire Solutions Facebook page!



Collaborative needs assessment

Wildfire Preparedness and Impacts Survey

WHY ARE WE CONDUCTING A STATEWIDE SURVEY?

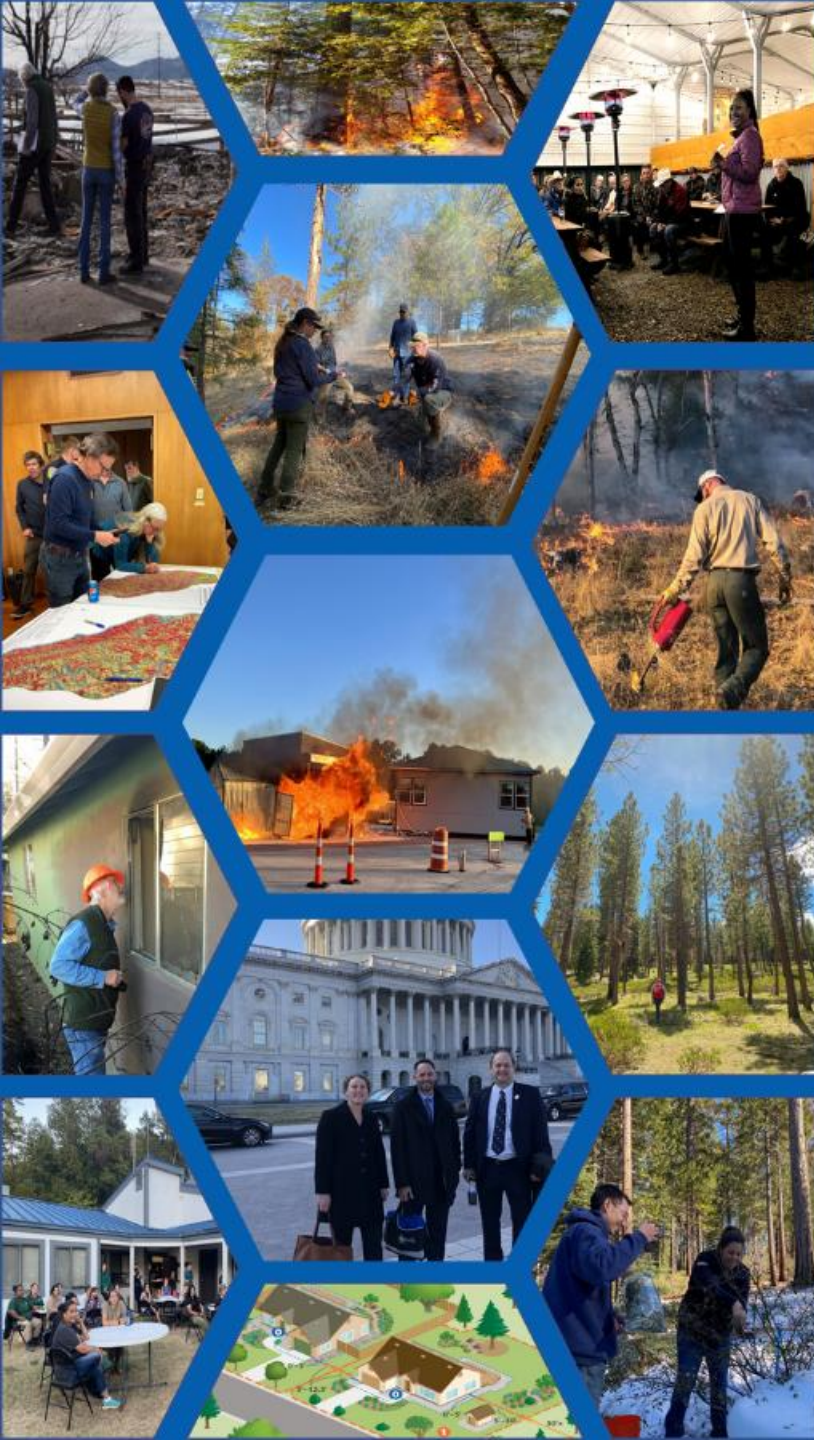
Lack of recent data comprehensively demonstrating fire-related needs and concerns for English and Spanish-speaking Californians

HOW WILL WE USE THE RESULTS?

Responses will be used to develop research and extension projects related to wildfire adaptation and resilience in our service areas

WHAT CAN YOU DO TO HELP?

Fill out the survey and share it with your network! If you are interested in the results, we can share them with you!



LET US KNOW YOUR THOUGHTS ON WILDFIRE!

We invite **all California residents and natural resource professionals** to take this 15 minute Wildfire Preparedness & Impacts Survey:
https://bit.ly/UCCE_Fire_Survey!

Complete the survey by February 28, 2023
and be eligible to win a \$20 prepaid VISA
giftcard!





Thank you for your attention!

Luca Carmignani, Ph.D.

Email: carmignani@ucanr.edu

Twitter: [@l_carmignani](https://twitter.com/l_carmignani)

FB: [@UCANRFireSolutions](https://www.facebook.com/UCANRFireSolutions)



South Coast Research and Extension Center
7601 Irvine Boulevard, Irvine, CA 92618

Donor Feedback

People care about what we do

“This is one of the most worthwhile programs I have been involved in. It is one that just keeps giving to their community.”

- *Kit V. Cool, CA*



SOCIAL MEDIA

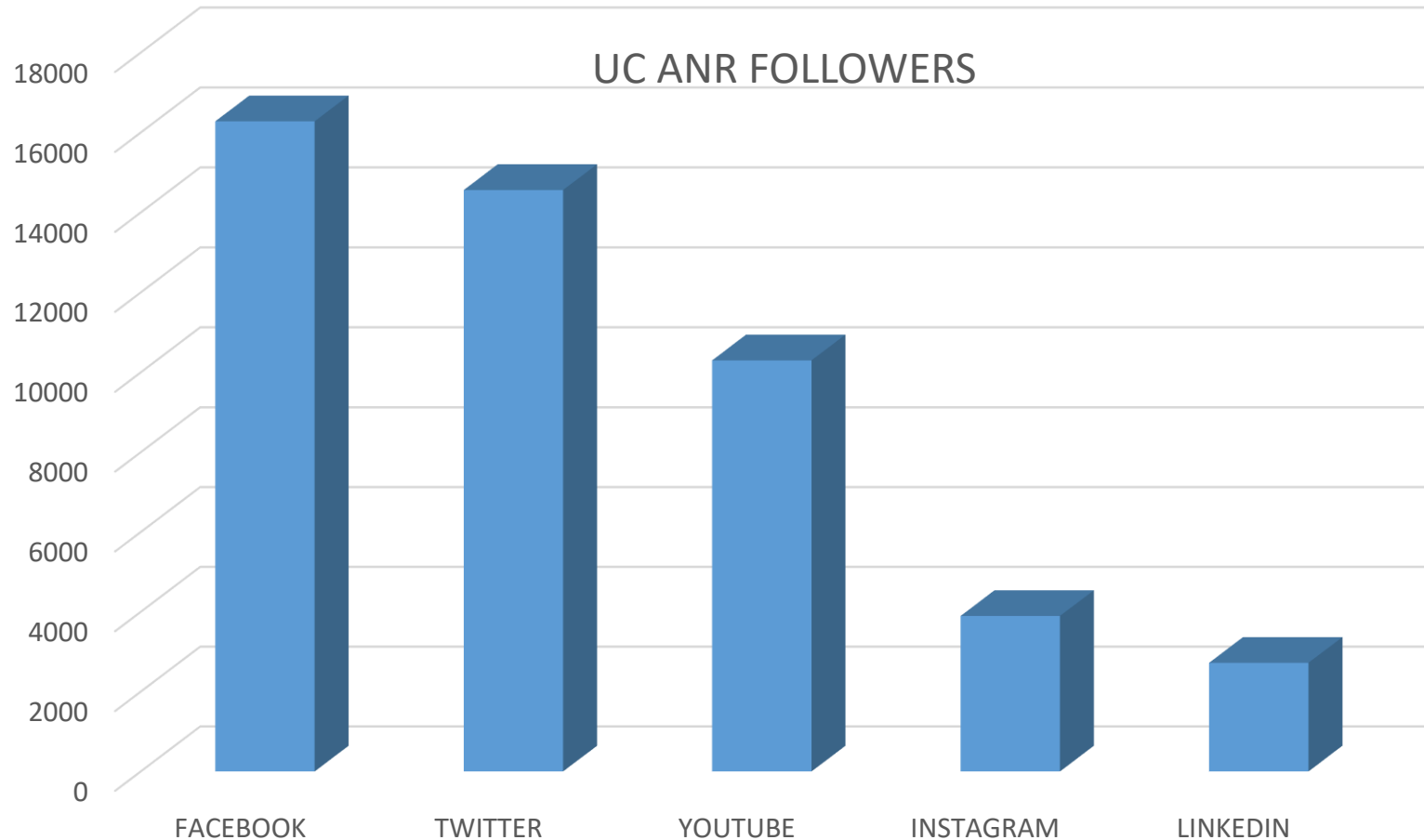
Reaching and Engaging Online Communities

Doralicia Garay
Social Media Strategist

Date 2/16/23



FOLLOWERS



***65%
Increase**

***48K
Followers**

REACH AND ENGAGEMENT

Impressions

• 6.3 million

Engagements

• 513K

AUDIENCE INSIGHTS



•41%, (35-54 y/o)

•Los Angeles,
Sacramento, San
Diego, Fresno,
Davis



•61%, (25-44 y/o)

•Los Angeles,
Sacramento,
Davis, Fresno,
San Diego



•Sacramento,
San Francisco
Bay Area, Los
Angeles Area,
Fresno Area,
San Diego Area



•54% (25-44
y/o)

•34% U.S,
14% India

AREAS OF INTEREST



Gardening
News you use
Wildfire
Fieldwork
ANR Staff



Gardening
IPM
Cute animals
Fieldwork
Youth
Nutrition info
ANR staff



ANR Staff
Research
Webinars
Drought
Wildfire
Fieldwork
Farming



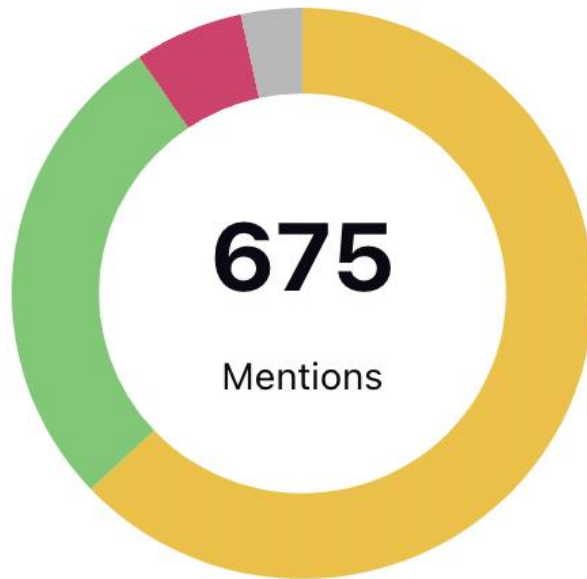
Jobs
ANR Staff
Government affairs
Fieldwork
Workshops/webinars



Agriculture
Webinars
Drought

SENTIMENT

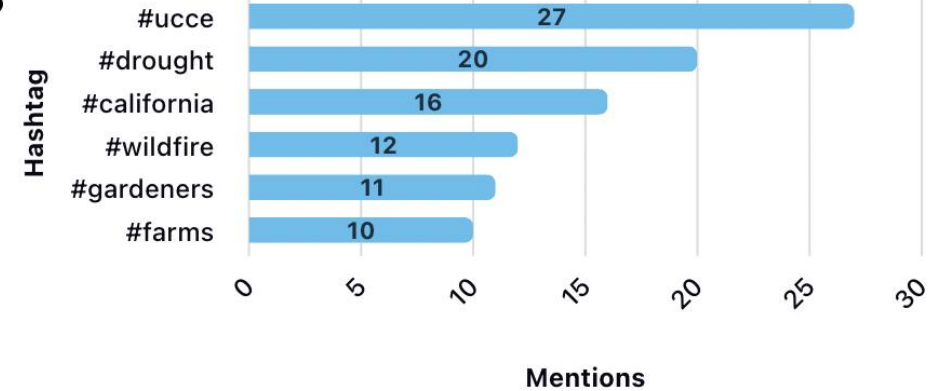
Sentiment Details



- 62.96% (425) Neutral
- 27.56% (186) Positive
- 6.07% (41) Negative
- 3.41% (23) Uncategorized

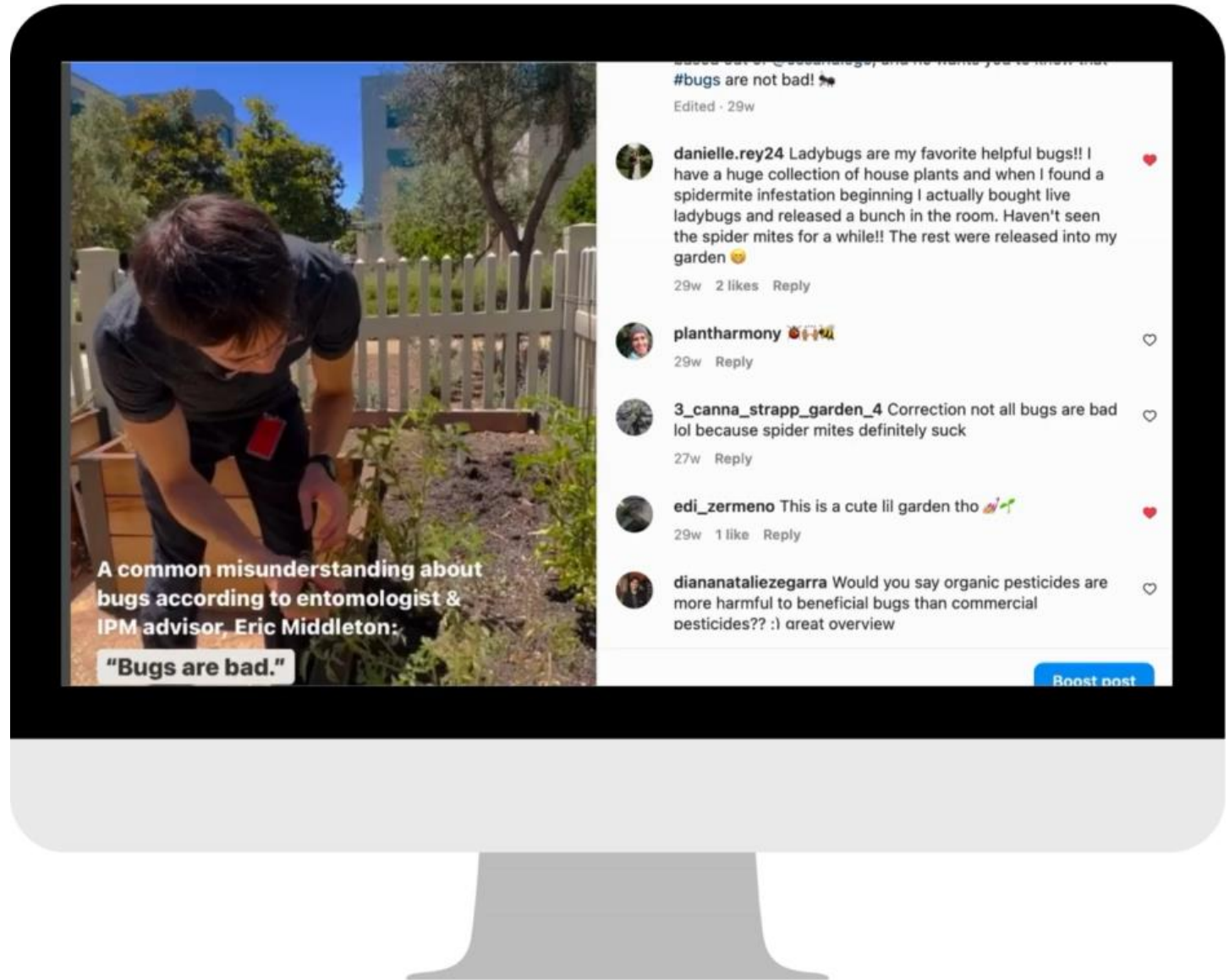
Top Hashtags

Mentions



INSTAGRAM

*10K views



FACEBOOK

*9K impressions

UC Agriculture & Natural Resources
Published by Hootsuite · February 20, 2022 ·

Thinking of planting a street #tree? Consider tree species, city rules, and space. You're not alone! UCCE Master Gardeners of Alameda County offers an extensive step-by-step guide in their new blog. [UC Master Gardener Program](#)
<http://ow.ly/9NsL50HZiCP>

FOUR TIPS ON PLANTING TREES

- Plant in native soil, with NO (& without adding) amendments or compost.
- Prevent circling and kinked tree roots.
- Check/remove the tree ties or stakes.
- Apply mulch 2-4 inches deep around your tree.

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources | UC Master Gardener Program

605 40 comments 162 shares

Like Reply Hide 50w

Most Relevant is selected, so some replies may have been filtered out.

UC Agriculture & Natural Resources
Janice Rosner Hi Janice. I'm not sure if you saw our previous comment. Here are some tips for plants and trees in windy areas.
https://marinmg.ucanr.edu/PROBLEMS/EXTREME_CONDITIONS/Wind/

MARINMG.UCANR.EDU
Wind - UC Marin Master Gardeners

Like Reply Remove Preview 16w

↳ View 1 more reply

Kari Cast
Why can't compost be added?

Like Reply Hide 48w

UC Agriculture & Natural Resources
Kari Cast Hi Kari. We're not sure why our response doesn't appear here. From our UC Master Gardeners: "Don't add anything to the hole such as peat moss, compost, or leaf mold. Organic matter can act like a sponge in the planting hole, absorbing and holding too much moisture and causing the roots to stay too wet."

Like Reply 16w



Thank you to the Orange County Farm Bureau of California Farm Bureau Federation for its \$690K gift to support hands-on programs that show youth in urban areas the possibilities of #agriculture and related #careers through GROW Days UC Master Gardener Program and Orange County 4-H Youth Development Program activities.

<https://bit.ly/3l6NPRV>



FACEBOOK

*3K impressions



Maria Vera

Es trabajo maravilloso 👍👍👍👍

Love Reply Hide 38w



Angie Jackson-Steward

So important to pass this on to our children the knowledge of growing our own food and perceiving nature!

Love Reply Hide 38w



Rosa Martin

Estos programas puedes expandirlos en perris o no como se puede Har algo aquí como esto

Like Reply Hide 37w



Author

UC Agriculture & Natural Resources

Rosa Martin Hola Rosa. Visita https://ceriverside.ucanr.edu/4-H_Program/ para encontrar informacion sobre programas para jovenes en tu condado.

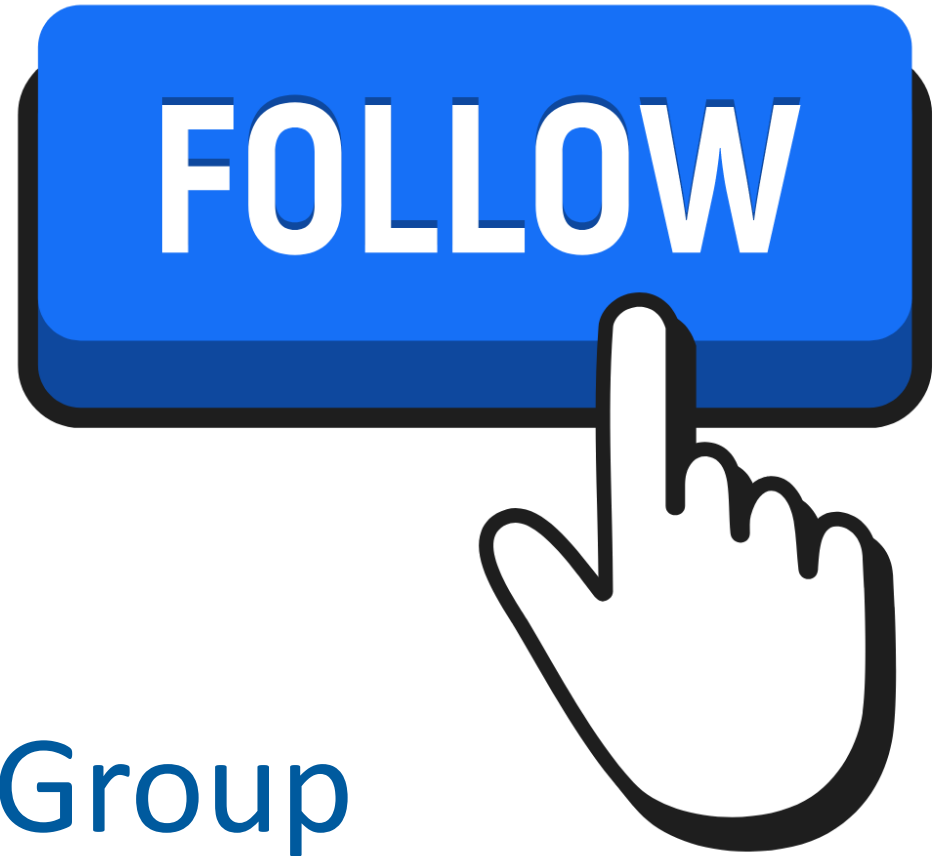
CERIVERSIDE.UCANR.EDU

Riverside County 4-H Youth Development Program - Riverside County

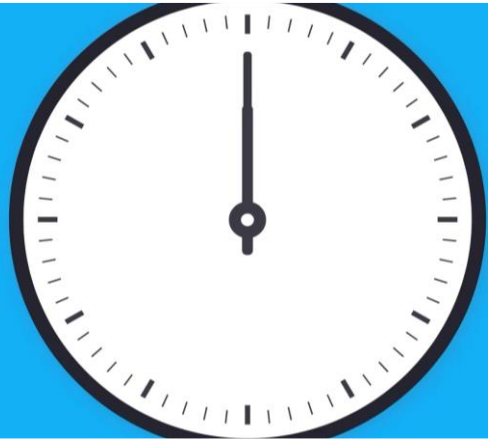
Like Reply Remove Preview 36w

FOLLOW US!

- Instagram: @ucanr
- Tik Tok: @uc_anr
- Employee Facebook Group



OFFICE HOURS



- **Wednesdays**
11 AM–12 PM

THANK YOU!

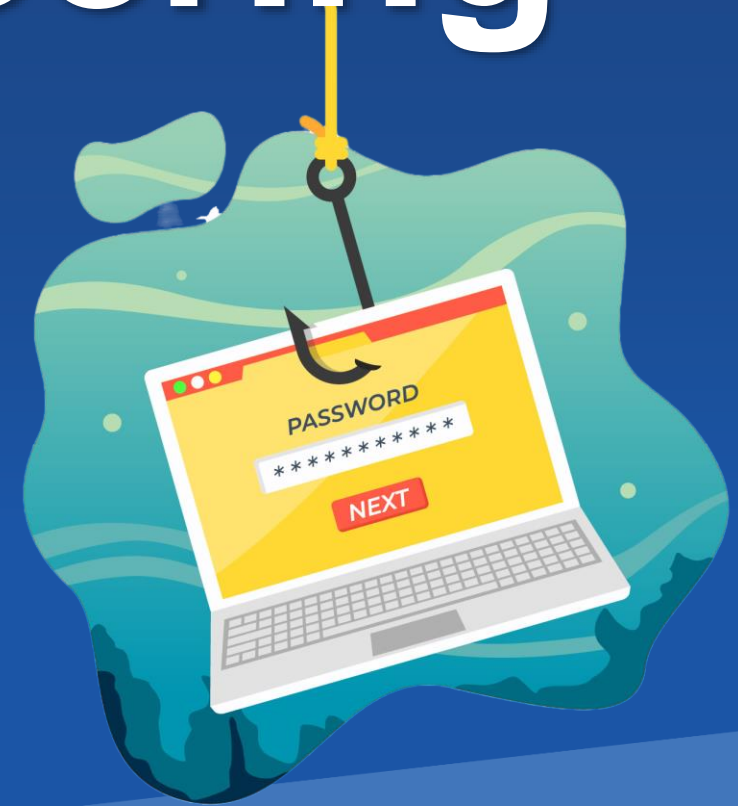
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Agriculture and Natural Resources

Social Engineering

Phishing

Jaki Hsieh Wojan
Chief Information Security Officer

Date 2/16/23



Social Engineering

- What is Social Engineering?
 - Targeted attacks
 1. Extract sensitive data
 2. Manipulate someone into doing something (like purchasing gift cards)
 - Digitally
 - Phishing – email
 - Spear Phishing – very specific phishing targeting as specific person
 - In-Person
 - USB – inserting thumb drives to install malware
 - Tailgating or piggybacking – to gain unauthorized entry
 - Phone
 - Smishing – text based
 - Vishing – over the phone

Avoid the Phish

A little attention to the details can save you from a phish:

- Who sent the email?
- When was this email sent?
- How was the email written?
- Is the email threatening or conveying a sense of urgency?
- Are there unexpected attachments or suspicious links?
- Hover before you click!

Reply Reply All Forward IM



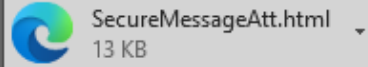
Fri 2/10/2023 1:20 PM

DoNotReplyRC@FirstData.com

: Point of Sale Configuration Sheet Notification

To Jaki Hsieh Wojan

Cc Jaki Hsieh Wojan



fiserv.



This is a secure message.

[Click here](#) by 2023-02-24 21:25 UTC to read your message.
After that, open the attachment.

[More Info](#)

Disclaimer: This email and its content are confidential and intended solely for the use of the addressee. Please notify the sender if you have received this email in error or simply delete it.

Secured by Proofpoint Encryption, Copyright © 2009-2022 Proofpoint, Inc. All rights reserved.

1. Who? I have no relationship with First Data/Fiserv.
2. When? Time is OK
3. How?
 - Email is to me and cc's me
 - Subject line is a little odd
4. Sense of urgency, I have a limited time to read this email
5. Both an attachment and a link. When I hover over the link, it doesn't meet expectations.

fiserv.



<https://secure-email.e-customer-service.com/formpostdir/securereader?id=4msbaxv5sx1evdjuns-4-dxtxq94kuv6&brand=8da24416>
Click or tap to follow link.

This is a

[Click here](#) by 2023-02-24 21:25 UTC to read your message.
After that, open the attachment.



DON'T GET HOOKED BY PHISHING SCAMS!

THINK BEFORE YOU CLICK. REPORT SUSPICIOUS EMAILS.
WHEN IN DOUBT, DELETE.

In-Person Safety

- Be aware of strangers attempting to enter behind you
- Lock your workstation when you are leaving your desk
- Don't plug in unknown USB drives into your devices
- If you find an unknown USB drive in your device, disconnect from the wireless/network immediately and contact IT

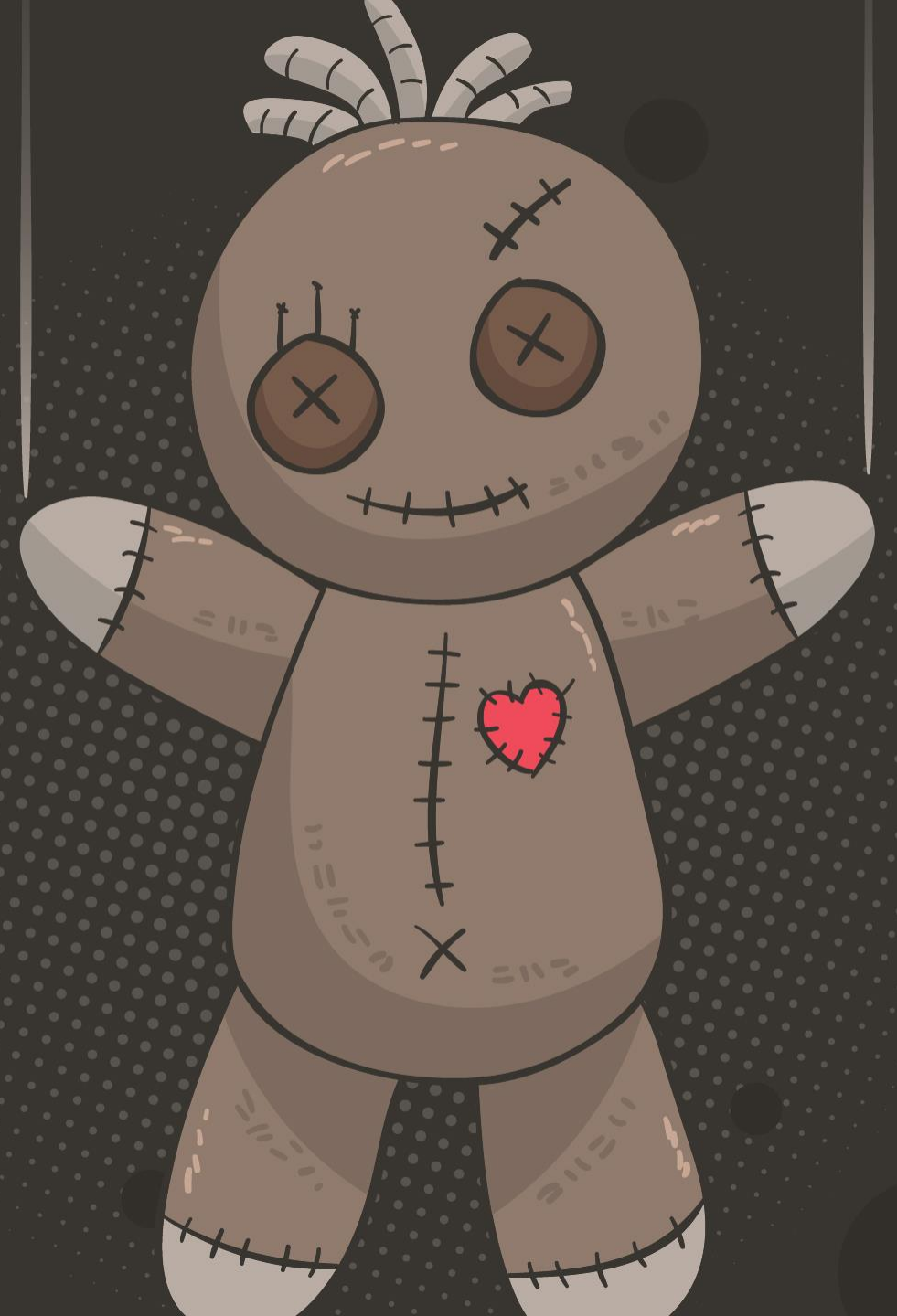
Avoid the Smish

- Malicious text messages designed to trick or manipulate you
- Easy to impersonate official phone numbers or the phone numbers of loved ones
- If you are unsure of the source, call the sender
- Don't share passwords, passcodes or any sensitive information over text message.
- Be wary of links in text messages
- Don't download apps from text messages

Avoid the Vish

- Phone fraud designed to extract information from you
- Don't trust call ID
- Know it is always OK to hang up and call them back on their official number
- Don't share sensitive or valuable information over the phone
 - Remember your bank, your IT department, would not ask for your password over the phone
- Be wary of urgency
- Don't log into any websites or complete any online forms

DON'T LET HACKERS
PULL YOUR STRINGS



THANK YOU!

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Agriculture and Natural Resources

In the Media

- **Michael Yang** showed ABC30 flooding that killed the plants on a Fresno County farm.
- **Helen Dahlke** told Voice of America warm, dry air sucks more moisture from the ground so precipitation may not reach as far as it used to.
- **Janet Hartin** told the Los Angeles Times that during extreme heat waves trees help cool surface temperatures with shade and transpiration.
- **Ryan Tompkins** isn't surprised 36.3 million trees died in California last year. Our forests are dense so trees compete for a finite amount of water, he told LA Times.
- **Lauren Au** commended USDA proposal for limits on sugar and salt in school meals in New York Times.

See more

https://ucanr.edu/News/UC_ANR_in_the_news



Michael Yang

New Hires: Welcome to UC ANR!

January 18-February 14

Alicia	Baddorf	SUSTAINABLE AG RESEARCH & EDU
Giovanna	Bavaro	UCCE RIVERSIDE COUNTY
Kelsey	Dugan	UCCE SAN LUIS OBISPO COUNTY
Nicole	Dutch	UCCE PLUMAS/SIERRA COUNTIES
Mavrick	Farnam	UCCE MODOC COUNTY
David Bryan	Gonzalves	UCCE MONTEREY COUNTY
Liam Jacob	Gravvat	OFFICE OF HR
Cristal	Hernandez	UCCE KERN COUNTY
Heather	Kawakami	STATEWIDE PROGRAMS & REC OPS
Katie	Kilbane	OFFICE OF HR
Violeta	Kovacevic	FACILITIES, PLANNING & MGMT
Patricia	Lazicki	UCCE CAPITOL CORRIDOR MCP
Jennifer	Lewellen	BUSINESS OPERATIONS CENTER
Rito Armando	Medina	UCCE FRESNO MADERA MCP
Alexander	Mendenhall	STATEWIDE IPM PROGRAM
Heather	Montgomery	UCCE SUTTER/YUBA COUNTIES
Alfonso	Mota	UCCE CENTRAL SIERRA NEVADA MCP
Shelby	Motley	LINDCOVE REC
Vianca	Nunez	UCCE RIVERSIDE COUNTY
Christiana	Spencer	VICE PRESIDENT PROGRAMS
Vanya	Woodward	OFFICE AVP-PROGRAMS



David Gonzalves



Patricia Lazicki



Alicia Baddorf



Kelsey Dugan

Closing

Thanks to our speakers and to you all!

Recordings of meetings posted at https://ucanr.edu/sites/anrstaff/All_Hands