

STRATEGIC DIRECTION #1: Be a widely recognized leader of food safety & food resource management research and program delivery		
Goal 1	Expand research-based food preservation education to the public	
Objective	<p>1.1A. Increase high-quality, science-based workshops, demonstrations, and informational activities.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> # of workshops, demonstrations, and informational activities 	<p><i># public activities</i></p> <ul style="list-style-type: none"> 2018-2019 2019-2020 <p><i>Added series of 11 Food Safety Training modules</i></p>
Objective	<p>1.1B. Identify existing materials and resources to scale for cross-county sharing and public distribution</p> <p>Deliverables:</p> <ul style="list-style-type: none"> Materials and resources identified Channels for distribution identified 	<p><i>2018-2019 existing materials</i></p> <ol style="list-style-type: none"> Training handbook Program brochure <p><i>2019-2020</i></p> <ol style="list-style-type: none"> Printed: Quick Tip Cards in English & Spanish – Ants, Cockroaches, Earthquake Food Safety, House Mouse, Pantry Pests, Rats Ready to print: Food Safety, Freezing Basics, Canning Basics, Dehydrating Basics, Colorful Pickles, Drying Food Indoors. In development: MFP Approved Recipes for educational events, MFP Cheese Recipes, MFP Cheese Making, MFP Food Safety Tips, MFP Freezing Tips, MFP Power Outages (Freezer), MFP Power Outages (Refrigerator)
Objective	<p>1.1C. Explore opportunities to modify program delivery to reach more counties</p> <p>Deliverables:</p> <ul style="list-style-type: none"> Expansion plan created as part of business plan 	<p><i>In development: Regular submissions to Food Blog, Nationwide video & documents & recipe libraries on public statewide website</i></p>

		<i>Jr. Master Food Preserver Program</i> <i>Online live classes</i> <i>Recorded classes</i>
Goal 2	Demonstrate academic leadership in field of food safety and food preservation	
Objective	1.2A. Encourage local academics to apply for local and national awards for program Deliverables: <ul style="list-style-type: none"># of local and national awards applications submitted	<i>3 grants applied for by Erin DiCaprio; 1 received for fermentation</i>
Objective	1.2B. Increase publications on the topics listed above applicable to the UC Master Food Preserver Program Deliverables: <ul style="list-style-type: none"># of publications for academics	<i>This is a deliverable for fermentation grant</i>
Objective	1.2C. Increase partnerships in food science research Deliverables: <ul style="list-style-type: none"># of food science research partnerships	<i>MFPs participating in fermentation research projects</i>
Goal 3	Broaden scope of activities and delivery models to address identified emerging and critical issues of food security and food waste	
Objective	1.3A. Work with food banks on food waste and food security Deliverables: <ul style="list-style-type: none">Projects in the areas of food waste and security# of new food bank partners	<i># programs working with food banks</i> <i>SLO/SB</i> <i>Humboldt/Del Norte</i> <i>San Joaquin</i> <i>El Dorado</i>
Objective	1.3B. Increase integration with EFNEP and CalFresh Healthy Living, UC in areas of food resource management and nutrition Deliverables: <ul style="list-style-type: none">Projects in the areas of food resource management and nutrition	<i>San Bernardino joint project</i> <i># programs currently/potentially working with EFNEP or CalFresh</i> <i>Solano/Yolo</i> <i>Sacramento</i> <i>Inyo/Mono (resume when staff hired)</i> <i>San Joaquin (CalFresh)</i> <i>Humboldt/Del Norte (EFNEP)</i>

		<i>SLO/SB (CalFresh)</i>
Objective	1.3C. Periodically survey emerging needs within counties and develop materials to meet those needs Deliverables: <ul style="list-style-type: none">Emerging needs identified and materials developed	<i>Monthly Program Coordinator Meetings used to identify early needs</i>
Goal 4	Broaden awareness of the UC Master Food Preserver Program	
Objective	1.4A. Increase resources for the public on statewide website Deliverables: <ul style="list-style-type: none"># of website resources available	<ul style="list-style-type: none"> Added video library from nationwide Extension sites and YouTube channels; Communications promoted it Creating document library from nationwide Extension sites In progress: Post 12 UC MFP documents (English & Spanish) on website
Objective	1.4B. Develop statewide templates for newsletters, workshop announcements and other forms of communication that can be used by counties. Deliverables: <ul style="list-style-type: none"># of counties using statewide templates	<i>In progress</i>
Objective	1.4C. Develop and implement a social media plan and presence. Deliverables: <ul style="list-style-type: none">Social media planIncreased social media presence	<i>Facebook site created; content pending CT Facebook Admin group</i>
Objective	1.4D. Explore new & existing technology to connect with public and organizations Deliverables: <ul style="list-style-type: none"># of new technological platforms to increase visibility and connect with public and organizations	<i>Regular submissions to UC Food Blog</i> <i>Online live Ask a Master Food Preserver</i> <i>Online guest speaker</i> <i>Remote 4-H food preservation projects</i>
STRATEGIC DIRECTION #2: Increase diversity, cultural relevancy, and inclusion to better serve all Californians		
Goal 1	Adopt and train best practices on diversity, equity, and inclusion	

Status of UC Master Food Preserver Strategic Plan Deliverables – Internal Use Only

Updated 7/8/2020

Objective	2.1A. Conduct diversity, equity and inclusion (DEI) needs assessment to help counties identify current workshop practices and what are barriers to participation Deliverables: <ul style="list-style-type: none">• DEI needs assessment completed & periodically revisited• Workshop barriers to participation identified	<i>Pending</i>
Objective	2.1B. Explore and adopt a diversity, equity, and inclusion framework Deliverables: <ul style="list-style-type: none">• Diversity, equity, and inclusion framework chosen	<i>Pending</i>
Objective	2.1C. Train staff & volunteers on cultural competency and incorporate into personnel and volunteer onboarding process Deliverables: <ul style="list-style-type: none">• Culturally competent staff & volunteers	<i>Use MG diversity training materials</i>
Goal 2	Serve a more diverse community	
Objective	2.2A. Increase multi-language programming and educational materials Deliverables: <ul style="list-style-type: none">• # of languages for programming	<i>Quick Tip Cards printed in English and Spanish; all additional material also to be in both languages.</i>
Objective	2.2B. Increase the number of culturally-relevant approved recipes Deliverables: <ul style="list-style-type: none">• # of culturally-relevant approved recipes	<i>Fermentation project</i> <i>Pending: increase dried food, frozen food, refrigerated pickled food, fruit shrub recipe collection</i> <i>Pending: create culturally-relevant meal idea recipes using current preserved food recipes</i> <i>Humboldt needs acorn mush to pressure canned – tribal funds?</i>
Objective	2.2C. UCCE Master Food Preserver Program volunteers & clientele represent the diverse demographics of the community Deliverables: <ul style="list-style-type: none">• Increased number of ethnically and racially diverse volunteers & clientele	<i>Collecting ethnicity on new member applications (verify all do this) and face-to-face AA reporting</i>

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Objective	2.2D. Explore opportunities to make the program financially more accessible e.g. through donated canning supplies, courses focused on less resource intensive practices, scholarships, sliding scales. Deliverables: <ul style="list-style-type: none"> # of scholarships, or resources donated Increased number of participants from different economic backgrounds 	<i>Pending</i>
STRATEGIC DIRECTION #3: Strengthen program administration		
Goal 1	Improve staff competencies and volunteer engagement	
Objective	3.1A. Finalize UC Master Food Preserver Program administrative handbook Deliverables: <ul style="list-style-type: none"> UC Master Food Preserver Program administrative handbook 	<i>Pending</i>
Objective	3.1B. Increase materials available online such as research-based techniques, local class or event materials, photos and best practices to share. Deliverables: <ul style="list-style-type: none"> # of resources online 	<i>Completed: nationwide Extension video library In development: nationwide Extension pdf publication library Pending: nationwide Extension website link map</i>
Objective	3.1C. Organize and schedule trainings for staff and volunteers that build strengths in volunteer engagement, conflict resolution, and program development, and expertise in content, training, and integration. Deliverables: <ul style="list-style-type: none"> # of trainings delivered 	<i>Pending Some training done during regular MFP Coordinator meetings</i>
Objective	3.1D. Complement UC ANR on-boarding with UC MFP specific coordinator guide Deliverables: <ul style="list-style-type: none"> Virtual coordinator onboarding guide 	<i>Pending</i>
Goal 2	Better measure and communicate program outcomes and public value	
Objective	3.2A. Strengthen evaluation capacity (measurement and communication)	<i>Pending</i>

	Deliverables: <ul style="list-style-type: none"> • # of trainings on evaluation (measurement and impact communication) • # of impact stories/statements (e.g., UC Delivers) 	
STRATEGIC DIRECTION #4: Secure new fund sources to support the program		
Goal 1	Work towards self-sufficient statewide and local program funding	
Objective	4.1A. Develop fee-for-service model for programming Deliverables: <ul style="list-style-type: none"> • Business plan, includes fee-for-service 	<i>Pending</i>
Objective	4.1B. Establish a grant writing team to identify grants & partners Deliverables: <ul style="list-style-type: none"> • Grant writing team established • Grants and partners identified • Business plan includes increased grant funding target 	<i>Pending</i> <i>Identify MFPs with grant writing experience</i>
Objective	4.1C. Create statewide partnerships for fundraising to leverage resources and expand programming, e.g., food banks donating space Deliverables: <ul style="list-style-type: none"> • # of new partnerships developed • Business plan includes resources to be leveraged with targeted statewide partnerships 	<i>Pending</i>
Objective	4.1D. State office provides support to the counties to identify local fundraising opportunities Deliverables: <ul style="list-style-type: none"> • # of local donors • Business plan includes resources to be leveraged through targeted local partnerships 	<i>Pending</i>