



June 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

May 2025 Top Pages (excluding homepage)

1. Board of Directors & Managers (53)
2. About MAGSA (43)
3. Meter and Telemetry Requirements and Rebate (41)
4. Board Agendas (39)
5. Grower Irrigation Academy (34)

1,353 total website views

May 2025 Website Articles

1. [Deficit Irrigation: How to Strategically Use Less Water](#) (19)
2. [Irrigation Scheduling: Choosing the Best Method for Your Farming Operation](#) (7)
3. [Soil Moisture Sensors: Selecting, Installing, and Using Them Effectively on Your Farm](#) (6)
4. [Using Well Meter Data to Make Better Irrigation Decisions](#) (10)

42 total views

SOCIAL MEDIA ANALYTICS



LINKEDIN 20 new followers
426 total followers



YOUTUBE 41 views
205 total subscribers

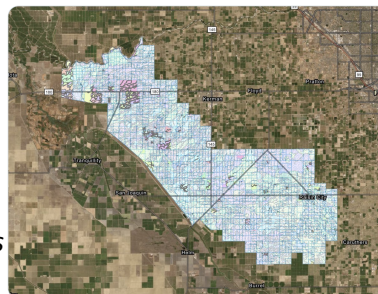


X (formerly Twitter) 5 new followers
209 total followers



MAGSA's Grower Irrigation Academy offers a soil and crop map showing soil types, water-holding capacity, and management tips—giving growers better tools for smarter irrigation and groundwater stewardship.

mcmullinarea.org/gia/



8:00 AM · May 21, 2025 · 25 Views



McMullin Area Groundwater Sustainability Agency
427 followers
2w ·

The McMullin Expansion Project in Fresno County is designed to increase groundwater recharge from 5,000 to over 40,000 acres—critical infrastructure is needed to help protect farming in the San Joaquin Valley. ...more



Ashley Goldsmith and 24 others

3 reposts

INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
5/30/2025	June 4, 2025 Board Agenda	577	58%

Total Interested Persons Contacts = 446 contacts, 1 new contact

SPECIAL CAMPAIGNS AND EVENTS

Grower Irrigation Academy

- Editing educational video library (English, Spanish & Punjabi)
- Posted educational blogs on MAGSA website
- Developing Summer Webinar Series
- Confirmed details & for June 24th
 - Data-Driven Irrigation: June 24th 11:30 AM-12:30 PM
 - Speakers: Charles Hillyer & Matt Hurley
 - Register at: www.mcmullinarea.org/gia

June 24 | 11:30 AM-12:30 PM | Zoom Webinar

Data-Driven Irrigation

Detecting Problems and Saving Water

You have access to your water usage and well pumping data — now what? This webinar will cover why your data matters, what "normal" water use looks like by crop and irrigation system, and how to spot early signs of leaks or inefficiencies. Walk away with simple tips to make smarter, more confident irrigation decisions.



Charles Hillyer,
Director at Fresno State's Center
for Irrigation Technology





Register at:
www.mcmullinarea.org/gia