



August 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

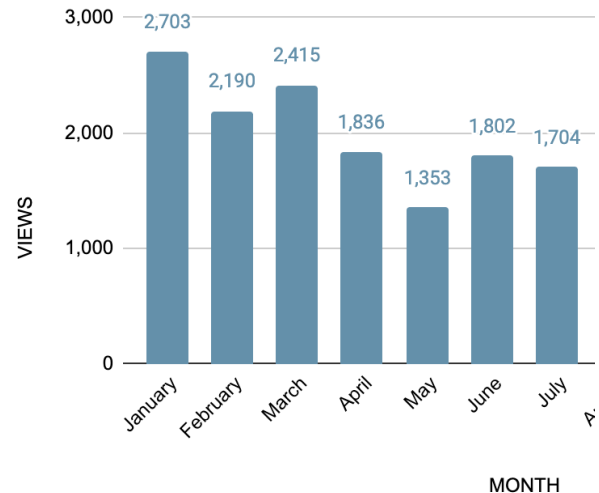
WEBSITE

August 2025 Top Pages (excluding homepage)

1. Grower Irrigation Academy (189)
2. Updates (95)
3. Board of Directors & Managers (66)
4. About MAGSA (57)
5. Irrigation Scheduling Webinar (56)

1,704 total website views

- Routine updates completed on backend of MAGSA website, Grower Irrigation Academy webpage updated with webinar information and helpful resources, & landowner updates page created.



SOCIAL MEDIA ANALYTICS



LINKEDIN 7 new followers
433 total followers



YOUTUBE 81 views, 4 new subscribers
208 total subscribers



X (formerly Twitter)
209 total followers



McMullin Area Groundwater Sustainability Agency
433 followers
6d · 🌐

Deficit Irrigation: How to Strategically Use Less Water
Special Guests: Dr. [Marshall English](#), a pioneer in deficit irrigation, along with [Charles Hillyer](#) (Fresno State CIT)

Monday, August 5
🕒 11:30 AM – 12:30 PM

Register here: <https://lnkd.in/gVEHcj5G>

**GROWER
Irrigation
Academy**

PRESENTED BY:
**McMullin Area
Groundwater Sustainability Agency
FRESNO STATE**

AUGUST 5 | 11:30 AM - 12:30 PM

Deficit Irrigation Webinar

Dr. Marshall English, Pioneer of deficit irrigation &
Dr. Charles Hillyer, Director of Fresno State CIT

INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
7/7/2025	Soil Moisture Sensors Webinar	658	55%
7/8/2025	Soil Moisture Sensors Webinar Zoom Link	643	48%
7/17/2025	Irrigation Scheduling Webinar	666	51%
7/21/2025	July Updates 2025	682	61%
7/21/2025	Irrigation Scheduling Webinar: Tomorrow	343	57%
7/22/2025	Irrigation Scheduling Webinar: Zoom Link	360	57%
7/23/2025	July 24, 2025 Special Board Agenda	457	60%

Total Interested Persons Contacts = 474 contacts, 21 new contacts

SPECIAL CAMPAIGNS AND EVENTS

Grower Irrigation Academy

- July 8th: Soil Moisture Sensors Webinar- **30 attendees**
- July 22nd: Irrigation Scheduling Webinar- **15 attendees**
- Uploaded webinar recordings to MAGSA's YouTube channel & the Grower Irrigation Academy website
- Created promotional materials for upcoming webinars (in English, Spanish & Punjabi)
 - Worked to translate Spanish & Punjabi webinar promotional postcards and shared with Punjabi American Growers Group (PAAG) and Central California Environmental Justice Network leaders to distribute

DATA-DRIVEN IRRIGATION

*Making Better Irrigation
Decisions Using Meter Data*

AUG
12

Matt Hurley
General Manager,
McMullin Area GSA

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

EFFICIENT IRRIGATION (SPANISH)

AUG
19

José Paz,
Staff Research Associate,
University of California
Cooperative Extension

EFFICIENT IRRIGATION (PUNJABI)

AUG
22

Dr. Gurreet Brar,
Professor Emeritus,
Fresno State's Jordan
College of Agricultural
Sciences and Technology

- Edited Grower Irrigation Academy educational videos (still in progress)
- Brainstormed ideas for upcoming fall workshops

Lawsuit Updates for Landowners

- Mailer created and sent to all MAGSA landowners inviting them to August 6th informational meeting at Kerman Community Center