



2025 Year-In-Review

Stakeholder Outreach Report

QUICK SNAPSHOT:

Engagement at Scale

- **20 meetings and events** held with **544 total attendees** across all events
- **140 grower attendances through the Grower Irrigation Academy**, covering irrigation scheduling, soil moisture sensors, deficit irrigation, and data-driven irrigation through workshops, field days, and webinars delivered in English, Spanish, and Punjabi

Consistent, Multi-Channel Communication

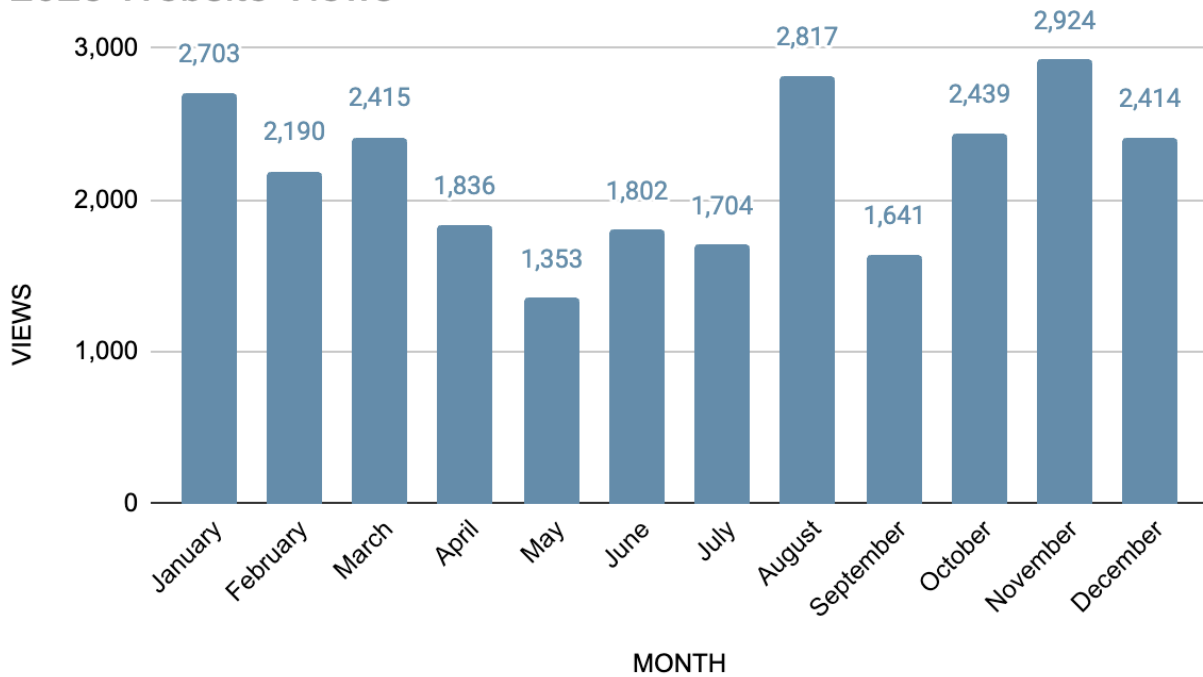
- **28,557 website views**
- **27 educational videos** and webinars published on MAGSA's YouTube channel
- **66 email updates** and **9 direct mailers** sent to landowners and interested parties

Advocacy & Recognitions

- MAGSA received the **2025 Outreach Award** from the Association of California Water Agencies (ACWA)
- Deputy General Manager Cristel Tufenkjian received **ACWA's Emissary Award**
- MAGSA staff **monitored legislation** and engaged local, state, and federal officials on issues impacting groundwater sustainability

WEBSITE

2025 Website Views



2025 Top Pages (excluding homepage)

1. Grower Irrigation Academy (1,197 views)
2. Meter and Telemetry Requirements and Rebate (998 views)
3. Board of Directors & Managers (778 views)
4. About MAGSA (738 views)
5. Contact Us (630 views)

25 website articles published covering grower education, SGMA compliance, Aquaterra Water Bank, funding opportunities, and MAGSA governance.

28,557 total website views

SOCIAL MEDIA



LINKEDIN 77 new followers in 2025

451 total followers



YOUTUBE 1,151 views, 9 new subscribers in 2025

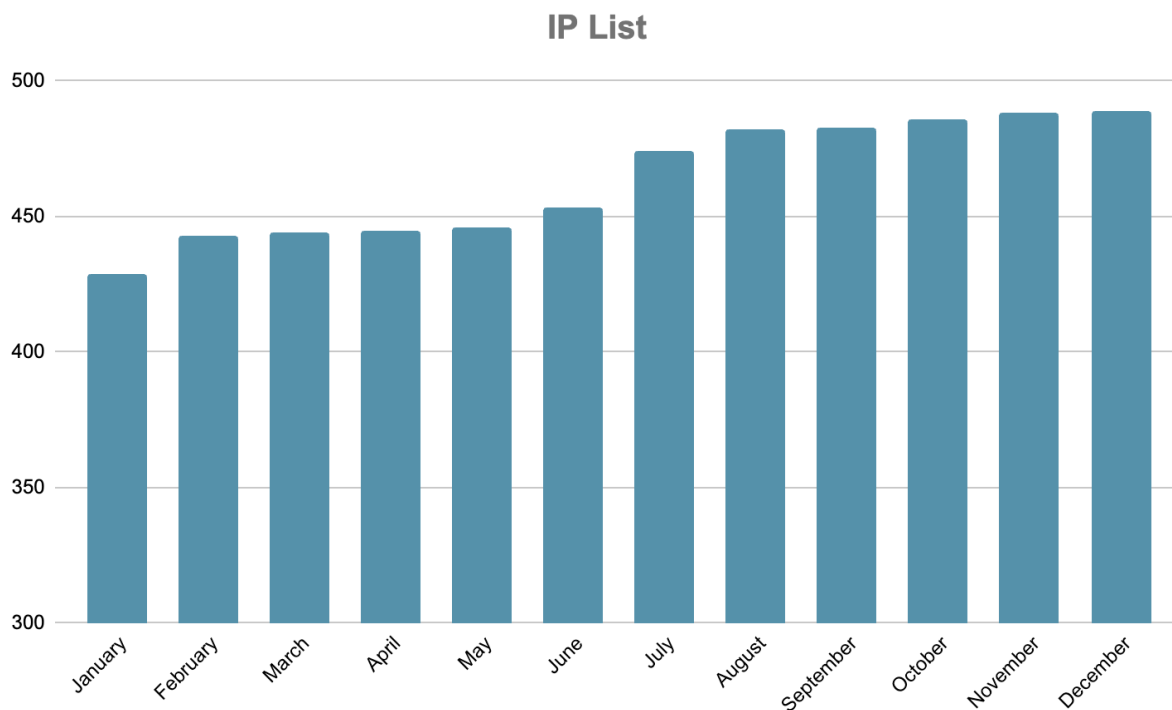
213 total subscribers



X (formerly Twitter) 11 new followers in 2025

214 total followers

EMAIL UPDATES TO INTERESTED PERSONS & OTHER LISTS



Total Interested Persons Contacts = 489 contacts (62 new contacts)

- 66 total emails were sent to all lists in 2025
- 59% open rate on average for all emails sent in 2025 (up 5% from last year)
 - NOTE: Average email open rate across all industries in 2024 was 42.35%

BOARD MEETINGS & EVENTS

Date	Meeting Type	Attendance
1/8/25	January Board Meeting	9 online, 15 in-person
1/30/25	2025 Vision Event	69
2/12/25	February Board Meeting	11 in person, 11 online
3/3/25	March Board Meeting	8 in-person, 18 online
5/7/25	May Board Meeting	10 in person, 12 online
6/4/25	June Board Meeting	17 online, 11 in person
7/2/25	July Board Meeting	22 in person, 18 online
7/8/25	Soil Moisture Sensors Webinar - Grower Irrigation Academy	30 attendees, 2 panelists
7/22/25	Irrigation Scheduling Webinar - Grower Irrigation Academy	15 attendees, 2 panelists
8/6/25	Informational Landowner Meeting	60 (estimated)
8/6/25	August Board Meeting	19 online, 24 in person
8/12/25	Data-Driven Irrigation Webinar- Grower Irrigation Academy	15 attendees, 3 Panelists
8/19/25	Efficient Irrigation & Scheduling Webinar (Punjabi) - Grower Irrigation Academy	5 attendees, 2 panelists
8/26/25	Efficient Irrigation 101 Webinar (Spanish) - Grower Irrigation Academy	2 panelists, 2 attendees
10/9/25	October Special Board Meeting	12 online, 10 in person
11/7/25	November Board Meeting	10 online, 6 in person
11/12/25	Using Data to Schedule Irrigation Workshop - Grower Irrigation Academy	22 attendees
11/18/25	Field Day (English) - Grower Irrigation Academy	15 attendees
11/19/25	Field Day (Spanish) - Grower Irrigation Academy	13 attendees
12/10/25	December Board Meeting	15 in person, 17 online

= 20 meetings & events; 544 total attendees

Grower Irrigation Academy

Engagement Summary:

- **140 total attendances across all in-person workshops, field days, and webinars**
- Programming delivered in English, Spanish, and Punjabi

Summer Educational Webinars (taught by irrigation experts): 90 attendees

The graphic is a promotional poster for the 2025 Summer Webinar Series. At the top, it features the 'GROWER Irrigation Academy' logo on the left and 'PRESENTED BY: McMullin Area Groundwater Sustainability Agency' and 'FRESNO STATE Center for Irrigation Technology' on the right. Below this, the text '2025 SUMMER WEBINAR SERIES' is prominently displayed in white on a blue background with a sun icon. Underneath, it states '1-hour educational webinars taught by experts & designed to help you save water this upcoming irrigation season. All webinars will be held online from 11:30 AM - 12:30 PM.' The bottom section lists four webinars in a grid: 'SOIL MOISTURE SENSORS' on July 8 by Dr. Tobias Ebong Oker; 'IRRIGATION SCHEDULING' on July 22 by Dr. Abdelmoneim Z. Mohamed; 'DEFICIT IRRIGATION' on August 5 by Dr. Marshall English; and 'DATA-DRIVEN IRRIGATION' on August 12 by Matt Hurley and Charles Hillyer. A QR code and registration information are at the bottom.

GROWER Irrigation Academy

PRESENTED BY:

McMullin Area
Groundwater Sustainability Agency

FRESNO STATE
Center for Irrigation Technology

Peel magnet off of page for future use! ^

2025 SUMMER WEBINAR SERIES

1-hour educational webinars taught by experts & designed to help you save water this upcoming irrigation season.
All webinars will be held online from 11:30 AM - 12:30 PM.

SOIL MOISTURE SENSORS	IRRIGATION SCHEDULING	DEFICIT IRRIGATION	DATA-DRIVEN IRRIGATION
Selecting, Installing, and Using Sensors	Choosing the Best Method for You	Using Less Water & Staying Profitable	Making Better Irrigation Decisions Using Meter Data
JULY 8	JULY 22	AUG 5	AUG 12
Dr. Tobias Ebong Oker Farm Advisor, UC Agriculture and Natural Resources	Dr. Abdelmoneim Z. Mohamed Irrigation & Soils Advisor, UC Cooperative Extension	Dr. Marshall English Pioneer of Deficit Irrigation & Professor Emeritus at Oregon State University	Matt Hurley General Manager, McMullin Area GSA Charles Hillyer Director, Fresno State's Center for Irrigation Technology

Register for the webinars you're most interested in at mcmullinarea.org/gia
OR scan the QR code!

- Webinar recordings made available at mcmullinarea.org/gia for ongoing access

November 12, 2025 – Data-Driven Irrigation Workshop

- 22 irrigators attended workshop on using field data to improve irrigation scheduling
- Led by irrigation expert from the Center for Irrigation Technology at Fresno State University



November 18 (English) & November 20 (Spanish) – Field Days

- 28 total irrigators attended (15 English, 13 Spanish)
- Topics: Meter calibration, Distribution Uniformity test, and tensiometer installation
- Led by specialists from the Center for Irrigation Technology and UC Agriculture and Natural Resources
- Growers received free tensiometers for on-farm use



Educational Videos & Ongoing Resources

- 12 educational videos in English, Punjabi & Spanish were filmed on the following topics:
 - Irrigation Scheduling
 - Meter Data
 - Deficit Irrigation
 - Soil Moisture Sensors
- English videos have been finalized & published
- Editing on Punjabi & Spanish videos is underway
- Grower Irrigation Academy webpage at mcmullinarea.org/gia hosts recordings, event materials, and videos for continued learning

