



General Report December 2018

Highlights

- Program Manager
 - Jessica Hoehn start date 12/3

- Indiana Ag Expo Soil Health Demonstrations and Seminars
 - Planning team for demos and seminars
 - Collection of soils and organization of volunteers for booth
 - 20-30 attendees x 3 seminars
 - 15 attendees x 6 rainfall simulator demos
 - Consistent traffic through booth.

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- 12/4 Doing What Can't be Done (Again) – listening/networking (D, A)
- Top Farmer Roundtable for 1/31

2. Conservative and Pragmatic Farmers

- 12/11-12/13 Indiana Ag Expo Demonstrations and Seminars – organization, planning (A), demonstrations (A, NPM)
- 12/15 – Farmer Veteran Coalition Learning Circle (A)

3. Farmer Influencers

G2. Local Level Partnership Support

1. Facilitate and Support Local Level Partnership's efforts to deliver soil health messaging

- In Progress
 - i. 1/29 SE Annual Regional Soil Health Workshop (Salem) – secured speakers
 - ii. Date TBD – Tipton Howard Soil Health Series – Cameron Mills speaker
 - iii. 1/31 – Tipton Howard Soil Health Series – Phil Needham speaker
 - iv. 1/31 – Top Farmer Roundtable w/ Phil Needham
 - v. 2/1 – Howard Extension Field Day – Phil Needham speaker
 - vi. 2/6 Plymouth PARP workshop – secure speaker (NPM)
 - vii. 2/7 TWF/Kosciusko Farmer Breakfast – secure speakers (NPM)
 - viii. 4/9-11 (dates may vary) – Steve Groff Byron Seed Field Day + 2 more events
 - ix. 5/17-18 Steve Groff Dearborn Co (5/18), 5/17 location TBD
 - x. Date TBD – Vanderburgh county area soil health workshop, led by local farmer

2. Consistent Soil Health Messaging

- Basics of Soil Health Registration Open
- 2019 Training Booklet distributed
- 12/11-13 – One Water Action Tour, Poster Session

3. Professional Development Opportunities

4. Messaging to/from Local Level Partnerships

- District Technical Support/District Visit
 - i. 12/6 Starke SWCD Board Meeting (NPM)
 - ii. 12/11 Washington County Extension – strategies for local educator outreach (SPM)
 - iii. 12/12 SE NRCS Area Meeting (SPM)
 - iv. 12/17 Tipton SWCD Board Meeting (NPM)
 - v. 12/17 Washington Co Tillage Transect (SPM)
- Draft spreadsheet to track activities in each county to evaluate frequency, type of needs and tools (NPM)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

2. Soil Health Messaging

- Soil Health Podcast with Hoosier Ag Today – return on soil health investments
Guests: Rodney Rulon, Jerry Raynor IN USDA-NRCS
- Soil Health Events Newsletters
 - i. 12/17 – Soil Health Podcast Supplement - 1038 delivered; 18.1% open rate; 4.2% click rate
 - ii. 12/20 – 2019 Soil Health Trainings – 1038 delivered; 26.2% open rate; 6.2% click rate
- Social Media
 - i. Twitter: 43 tweets; 26.7K impressions; 22 new followers
 - ii. Facebook: 1,597 reach; 2757 impressions
 - iii. Instagram - active

G4. Research

1. Current Obligations

- Continued data management coordination (A, Post-doc)

2. Action Plan

3. Vetting System

4. Other

G5. Funding

1. Budget Development

2. Capital Structure Plan

3. Funding Model

General Organization

- Staff Professional Development:
 - Indiana CCA Conference (A, NPM)
 - ISDA Cornerstone of Leadership in Change (NPM)