



# General Report November 2018

## Highlights

- Program Manager
  - In-person interviews 11/1; Position offered and accepted by Jessica Hoehn. Start date 12/3. Office location – Corydon USDA-NRCS/SWCD
- Hoosier Ag Today Podcasts:
  - Fall Emerged Weeds Supplemental distributed
  - Manures and Soil Health Podcast recorded and released by HAT
- 2019 Soil Health Trainings planned
- National recognition of CCSI at Non-point Sourced Training Workshop

## G1. Farmer Engagement and Involvement

### 1. Innovative and Visionary Farmers

- 11/1 Mike and Susan Brocksmith – Listening session (A)

### 2. Conservative and Pragmatic Farmers

- 11/1 – Vincennes University Ag Student soil health workshop (A)
- 11/13-14 Purdue Extension ANR Educator Retreat – formed/strengthened partnerships with local educator (A)
- 11/29 Boone Co Cover Crop Field Day, CCSI Update, 2 Indiana Prairie Farmer articles (A)

### 3. Farmer Influencers

- 11/28 – Cover Crop Seed Vendors round-table/listening session (D)
- Purdue Extension Soil Stewardship Team – initial formation (A)

## G2. Local Level Partnership Support

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

- Events
  - i. 11/16 Hoosier Chapter SWCS – coordination of speakers (NPM, D)
- In Progress
  - i. Jamie Scott as speaker for Tipton/Howard Soil Health Series (NPM)
  - ii. Starke County field day/demo site planning (NPM)
  - iii. Shaun Casteel as speaker for Joseph & Marshall SWCD Feb 2019 PARP (NPM)
  - iv. Mike Werling "Roundtable/Field Trip" planning (NPM)
  - v. Watershed Foundation Farmers Breakfast speaker coordination (NPM)

### 2. Consistent Soil Health Messaging

- Planning for 2019 Soil Health Training Events; Draft calendar and content (A, D)

### 3. Professional Development Opportunities

### 4. Messaging to/from Local Level Partnerships

- Draft survey to determine best form of communications with local partners (NPM, D)

- District Technical Support/District Visit
  - i. 11/8 INFA Appreciation Lunch (D, NPM)
  - ii. 11/16 Hoosier Chapter SWCS (D, NPM, A)
  - iii. 11/19 Tipton SWCD Board Meeting (NPM)
  - iv. 11/20 Grant County SWCD Staff (NPM)
  - v. 11/20 Wabash SWCD Board Meeting (NPM)
  - vi. Spreadsheet of open CWI, 205j, and 319 grants with deliverables to help plan local assistance

### **G3. General CCSI Outreach / Communication**

#### **1. Marketing Campaign / Strategies**

- Draft survey to determine best form of communications with local partners (NPM, D)

#### **2. Soil Health Messaging**

- i. November Soil Health Podcast with Hoosier Ag Today – Manures and Cover Crops  
Guests: Gordon Smiley, farmer; Kristin Whittington Agronomist
  - ii. December Soil Health Podcast Scheduled – Rodney Rulon, ROI
- Soil Health Events Newsletters
    - i. 11/7 – Hoosier Chapter SWCS Fall Meeting to 1043 recipients; 21.7 % open, 1.3 % click
    - ii. 11/28 – CCSI Soil Health Events to 1042 recipients; 22.9% open, 5.0% click
    - iii. 11/29 – Soil Health Podcast to 1035 recipients + 631 CCAs; 21.7% open, 3.7 % click
  - Social Media
    - i. Twitter: 53 tweets; 29.5K impressions; 7 new followers
    - ii. Facebook: 1,819 reach; 3834 impressions

### **G4. Research**

#### **1. Current Obligations**

- Continued data management coordination (A, Post-doc)
- Fall field samples collected on – partial sites

#### **2. Action Plan**

#### **3. Vetting System**

#### **4. Other**

### **G5. Funding**

#### **1. Budget Development**

#### **2. Capital Structure Plan**

#### **3. Funding Model –**

### **General Organization**

- 11/5 - National NPS Training – Presentation on use of Social Science to better determine audiences and craft soil health messages (D)