



Highlights

- Program Manager Positions
 - Job Descriptions updated to reflect additional PM position and heavy focus on local partnership support.
 - Ashley Brucker will oversee SW and SE Regions. Per Darrell Nicholson, SE NRCS Area Conservationist, tentative office location is at the Greensburg USDA Service Center. Brucker will also assist in on-boarding of new PM.
 - New Program Manager position listing in June, interviews in July. New PM will cover the NE and NW Regions.
 - Transition ETA: late July / early August, dependent upon interview process.
- 3-Day Soil Health Training approved to satisfy requirements for the “Soil Health and Sustainability Training”, NRCS Conservation Planning Policy course NRCS-NHQ-LOCAL-000004. This course is required for planners, including SWCD and ISDA staff, who are working to obtain ‘Apprentice’ or ‘Certified’ Conservation Planner designations.
- Amish/Mennonite Communities - Soil Health Outreach
 - John Kempf suggested by Chris Lee (NRCS); Expertise and presentations vetted with Steve Groff, cover crop expert.
 - 8/13 Evening Meeting – NE Indiana; Mike Werling, Adams SWCD = local lead
 - 8/14 Evening Meeting – Daviess/Martin area; Daviess SWCD/NRCS/Extension = local leads
 - 8/15 Byron Seed Forage Field Day rescheduled to accommodate Kempf; Kempf will be afternoon featured speaker; Parke-Vermillion NRCS = local lead
- Reynolds Equipment
 - Reached out to CCSI re dealership strategy to rent Valmar-Vertical Tillage seeders for cover crop establishment as a “touch point” or service
 - Provided Reynolds with contact information for SWCDs, NRCS in service area as well as TNC and IANA.
 - Provided information/links for Tillage and Cover Crop Transect.
 - Reynolds sales rep expressed interest in inclusion of soil health speakers at sprayer/planter/combine clinics with messages tailored for the program.

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- Farm visit with Roger Wenning (A)
- Worked with Rick Clark on presentations for 6/1 Big Pine Watershed Field Day (PM)

2. Conservative and Pragmatic Farmers

- Telephone support with beginning cover cropper (A)
- INFA Strategic Plan review (D)

3. Farmer Influencers

- Ag Retailer Outreach with Indiana Ag Nutrient Alliance (IANA)
 - Roundtable dates set 8/6 – 8/9
- Non-Operating Landowner (NOLO) continuation of feature article development by CTIC, editing of current mailers by NRCS.
- Purdue Natural Resource Social Science (Prokopy lab)
 - BMP adoption/awareness survey review/update for Upper White watershed w/ Prokopy lab, TNC, IANA (D)
 - BMP adoption/awareness survey review/update for Big Pine watershed w/ Prokopy lab, TNC, Big Pine Watershed (PM)
- Reynolds Equipment – phone call re their plans to set up Salford/Vertical Tillage rental program for cover crop seeding; follow up to provide with SWCD contacts and weblinks to existing programs; potential for soil health speakers at various dealership clinics (D)

G2. Local Level Partnership Support

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

- Program Manager Positions
 - i. Job Descriptions updated to reflect additional position, heavy focus on local partnership support.
 - ii. Ashley Brucker will oversee Southern Regions. Per Darrell Nicholson, tentative office location is at the Greensburg USDA Service Center. Brucker will also assist in on-boarding of new PM.
 - iii. New Program Manager position listing in June, interviews in July. Will cover the Northern Regions.
 - iv. Transition ETA: late July / early August, dependent upon interview process.
- Local Visits (Target of 2-3 visits / month)
 - i. 5/23 – Used new Program Manager announcement to reinforce CCSI's role to LLPs at Presentation and Media Skills (PM)
- Local Workshops – Planning in progress
 - i. June 1 - Big Pine Watershed field day – marketing, logistic support, pre-event facilitation of speaker topics and presentation details; week of facilitation of meeting layout, flow, set-up
 - ii. June 27-29 Indiana Water Resources Association Symposium - sponsor soil health-related presenters.
 - iii. July 24 – Wenning Field Day – Rafiq Islam and Alan Sundermeier (OSU) Key presenters on in-field soil health assessments; Morning to noon event
 - iv. Aug 13, 14, 15 – John Kempf “Tour” targeting Amish/Mennonite Communities
 - 1. Aug 13 – NE Indiana
 - 2. Aug 14 – Daviess-Martin Counties
 - 3. Aug 15 – Byron Seed Forage Field day
 - v. Aug 22 – SE SWCD Supervisor Training – speaker support
 - vi. Aug 23 – Speaker funds committed for David Brandt, Steve Groff; Logistical support for speakers' scheduling.
 - vii. Sept 5 - Werling and Roemke Field Days – logistics assistance, speakers secured
 - viii. WLEB Science in Conservation – planning team support

- ix. 2019 National Association of County Agricultural Agents (NACAA) in Indiana; Booth/presence opportunity relayed to ICP partners and others promoting soil health.

2. Consistent Soil Health Messaging

- Advanced Soil Health Systems
 - i. July 25 – Greensburg; July 26th -Vincennes
 - ii. June Teleconference w/ CCSI Staff, Rafiq Islam and Alan Sundermeier (OSU), Eileen Kladivko, Barry Fisher, and Stephanie McClain to set final agenda and content
- 3-Day Soil Health Training – Agenda, speaker details, logistics near complete; Draft brochure ready for distribution; Event qualifies as AgLearn requirement for NRCS Conservation Planner certification.

3. Professional Development Opportunities

- Presentation and Media Skills – 5/23 (Logansport) and 5/24 (Martinsville)
 - i. Attendees: 3 Extension; 2 ISDA; 14 NRCS; 9 SWCD; 1 Pheasants Forever
 - ii. Brownfield Radio, Indiana Agrinews, Indiana Prairie Farmer assisting
 - iii. Facilitation and Presentations (D and Fred Whitford)
 - iv. Logistical support and planning (PM)

4. Messaging to/from Local Level Partnerships

- Regional CCSI Teleconferences
 - i. Reconfigured to split state into North and South
 - ii. 5/15 and 5/17 relaunch
- District Technical Support/District Visit
 - i. Sampling w/ Hamilton Co SWCD (A)
 - ii. Tillage and Cover Crop Transect w/ Tippecanoe SWCD (A)
- Provide connectivity between retailers and SWCDs through Retailer Roundtables (See G1.3 above)

5. Other (Tools)

- Soils Monoliths - Plan developed with Purdue Soils Resource Center to collect, preserve, and distribute soil monoliths from “interesting” soil pits (A, D)
- ICP onboarding suggestions w/ Laura Fribley. Document outlining agency roles, programs etc. provided by Meg Leader, ISDA (PM, D)
- SWCD Leveraging Sheet updated to reflect CCSI contributions.

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- NOLO Outreach strategy in progress by interagency team (See Goal 1.3, above)
- Website proposal received; company closing doors July 2018
- 5/15 SSCB Report (D)

2. Soil Health Messaging

- Soil Health Events Newsletters
 - i. 5/2 – 1063 delivered; 19.3% open rate (18.9% industry average); 5.2% click rate (2.0 % industry average)
 - ii. 5/16 – 1062 delivered; 18.8% open rate (18.9% industry average); 5.2% click rate (2.0 % industry average)

- iii. 5/30 – 1062 delivered; 19.9% open rate (18.9% industry average); 5.2% click rate (2.0 % industry average)
- Social Media
 - i. Twitter: 83 tweets; 30.5K impressions; 195 link clicks; 21 new followers
 - ii. Facebook: 3,754 reach
- Other media:
 - i. Soil Health Podcasts with Hoosier Ag Today - 12-month topics, speakers drafted

G4. Research

1. Current Obligations

- Soil Health Sampling supplies and protocols finalized, packaged, shipped to local field contacts; Questions addressed from field.

2. Action Plan

3. Vetting System

- University of Wisconsin, ISA NCSRP project proposal reviewed and politely declined - passed to Purdue University (would have included nominal funding for CCSI.)

4. Other

G5. Funding

1. Budget Development

2. Capital Structure Plan

3. Funding Model –

- TMMI grant review with philanthropy lead; Will rewrite for SW Indiana geographic region and include \$ SWCDs to use as cover crop cost share.
- Submitted application to Perdue Foundation

General Organization

- Professional Development:
 - 5/10 Meeting w/ Rafiq Islam, OSU and Soil Health Lab to learn about new soil health kits (A)
 - Tippecanoe County Tillage and Cover Crop Transect (A)
- 5/20 – American Farmland Trust US Board Meeting (D)