

## Highlights

- New website launched. Streamlined platform and content. Improved events calendar with integrated registrations. Draft donations page
- Internal Brochures complete and included in IASWCD Annual Conference Packets
- External Brochures complete and included in IASWCD Legislative Breakfast packets (for legislators)
- Pre-registration for CCSI-SARE trainings available on website.

## G1. Farmer Engagement and Involvement

### 1. Innovative and Visionary Farmers

*Quarterly Target: 1 ride-a-long, shop visit, or other (Each - A, NPM, SPM)*

*Listening sessions with Innovative and Visionary Farmers. Use to help identify needed field day and training topics.*

- 1/9 NNTC Roundtable Moderation “Shutting the Door on Pesky Voles, Varmints, Critters” (D, NPM)
- 1/9 John Pike at NNTC (SPM)
  - Presentation for 2/4 Regional Soil Health Workshop, experience with Annual Ryegrass, planned SW Area Advisor Training and his past and present work.
- 1/9 Breakfast w/ Mike Bredesen (SD) and Newton Co Farmer at NNTC (D)
  - Beneficial insects and neonicotinoids, cover crops, no-till; impacts on pheasants, game, upland wildlife plantings.
- 1/10 Breakfast w/ Mark Anson and farmer from IA at NNTC (SPM)
  - Past Tri-state Soil Health Training and the planned training for advisors in SW IN
  - Engaging farmers who haven’t been reached with soil health messaging; manure management
- 1/10 NNTC Roundtable Moderation “Cover Crop Strategies in Indiana (South of I-70)” (SPM, NRCS SHS)

### 2. Conservative and Pragmatic Farmers

*Meetings and other opportunities for listening sessions to gain perspective on adoption issues/concerns of soil health practices. Use to help develop outreach topics and tactics.*

*Quarterly Targets: 1 ride-a-long, shop visit, or other (Each - A, NPM, SPM)*

- 1/28 INFA Winter Meeting, Tipton (NPM)
- 1/29 INFA Winter Meeting, Salem (SPM)

### 3. Farmer Influencers

*Quarterly Targets: 1 LLP per region adding an influencer to their outreach planning team or board. (Each - NPM, SPM)*

*Continued work with W4tL, IANA, and other influencer groups.*

- 1/10 – NNTC Roundtable Moderation “Winning Over Landlords with No-Till, Covers” (SPM, NRCS SHS)

#### 4. Presentations

Quarterly Targets: Average of 3 soil health presentations or demonstrations. (A)

### G2. Local Level Partnership Support

#### 1. Facilitate and Support Local Level Partnership’s Outreach and Education

Quarterly Target: CCSI as a group materially participate in / support average of 15 LLP Outreach Efforts groups (CCSI Team Goal)

Completed Workshops:

- 1/7-10 NNTC Roundtable Moderation
- 1/22 4R Workshop (Clinton, Howard, Tipton), Russiaville. 65 attendees

Workshops in Progress:

- 2/4 Southern Region Soil Health Workshop, Salem
- 2/6 Kosciusko Farmer Breakfast, Warsaw
- 2-7-8 Northern Indiana Grazing Conference, Shipshewana
- 2/12-13 Indiana Hort Congress, Indianapolis
- 2/12 Farmer Roundtable, Indianapolis
- 2/19 St. Joseph/Marshall Annual Producer’s Meeting, Plymouth
- 2/20 Miami County Farmer Breakfast, Peru
- 2/20 Mint Growers Meeting, Fair Oaks
- 2/27 Manure Management Workshop, Loogootee
- 3/17 Growing Green, Ft. Wayne Area
- 4/1 Upper Wabash River Field Day, Location TBD
- 4/17 Morgan/Johnson FFA/Ag Youth Field Day, Trafalgar
- 6/5 Big Pine Field Day, Williamsport
- Date TBD - Clay Co SH Field

#### 2. Consistent Soil Health Messaging

Annual Target: Outlined in fall with training team.

Foundational Soil Health Trainings / Awareness, Knowledge and Understanding of Soil Health Trainings in Progress:

- Week of April 13<sup>th</sup> – Core Cover Crops (1 training)
- Week of April 13<sup>th</sup> – Core Soil Health Systems (1 training)
- July (tent) Ag 101
- June or July Intro to Soil Health
- Aug 25-27 or Sept 1-3 3-Day Soil Health Training

#### 3. Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Trainings in Progress:

- 2/13 CCSI-SARE Advanced Soil Health in Hemp Production, Indianapolis
- Date TBD - Summer 2020 SWCS Summer Mtg

- Week of Sept 21 Advance Cover Crops (4 trainings, 1 in each region)

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

*Monthly Targets: 2-3 LLP visits. 1 Teleconference / Region (Each - NPM, SPM)*

- 1/3 Ontario CA counterpart to SWCD teleconference (D)
- 1/12-14 IASWCD Annual Conference (D, NPM, SPM); re-connect with partners re plans for upcoming events; Introductions to new partners
- 1/22 Brad Smith, TNC (NPM)
- 1/23 St Joseph and Marshall SWCD (NPM)
- 1/24 GLRI Conference Call (D, NPM)
- 1/28 NW NRCS Area Meeting (NPM)
- 1/30 Hoosier River Initiative (D)

### G3. General CCSI Outreach / Communication

#### 1. Marketing

*Quarterly Targets: 3-4 "formal" CCSI Updates (CCSI Team Goal)*

*Annual Target: 1-2 New External Partners*

*Ensure LLPs understand CCSI resources available to them; Ensure external partners are aware of CCSI strengths, tools, and opportunities.*

- Internal and External Brochures complete. Internal brochures included in IASWCD Annual Conference packets; External brochures included in legislators' packets
- CCSIN.org website re-launched on new platform and with streamlined content, new events calendar, event registration, blog

#### 2. Soil Health Messaging

*Quarterly Targets: 3 Podcasts; 3-6 Blog Posts; 6 Newsletters;*

*Use social networks and other media tools to deliver soil health messaging and information.*

*Completed Materials:*

- Blog - National Popcorn Day
- Podcast: Conservation Leaders with NRCS Chief Matt Lohr, SWCD Supervisors Cameron Mills and Andy Ambriole, and International SWCS Board Member Jane Hardisty

*Materials in Progress:*

- Blog - 10 Years of CCSI
- Blog - Manure Management
- Podcast: Vole impacts and potential management research

#### 3. Social Media

*Use social media platforms to provide information about CCSI activities & accomplishments and soil health practices.*

- Twitter: 80 Tweets; 57.5K impressions; 17 mentions; 453 profile visits; 21 new followers
- Facebook: 503 engagements; 5427 reach; 9924 impressions

### G4. Research

Quarterly Targets: None

*CCSI no longer leads research projects; CCSI provides connectivity between researchers and cooperators; potential research needs.*

- IU SPEA/Ostrom Lab – SW Indiana Nitrate Loss Social Norms
- Soil Health Institute – Soil Health Systems and Economics, multiple projects

<b>OTHER</b>
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| <ul style="list-style-type: none"><li>• 1/27 Cover Crop Boot Camp WebEx (D) with No-Till on the Plains, Practical Farmers of Iowa, Soil Health Partnership, Sustainable Food Lab</li></ul> |
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