

CCSI continues to provide training, outreach, and other soil health education support for partners across Indiana – contributing to the State’s leadership in adoption of cover crops and other soil health practices. Activities for 2022 included:

- Staffing:

- Lisa Holscher, Director lisa.holscher@in.nacdnet.net
- Sheila Schroeder, Northern Program Manager sheila.schroeder@in.nacdnet.net
- Jessica Hoehn, Southern Program Manager jessica.hoehn@in.nacdnet.net
- Hans Schmitz, Conservation Agronomist hschmitz@purdue.edu
- Expansion of CCSI Team

With funding through a USDA-NRCS Agreement along with Clean Water Indiana, Indiana Soybean Alliance and support from Purdue Extension. CCSI is in the process of listing, interviewing and hiring new staff. When that process is complete, two additional Program Managers will be added to the organization along with an additional Conservation Agronomist.

- Training:

- Revision of Curriculum

- Core Soil Health Systems Training was held as a series of 3 virtual events and one in-person day. Fifty attendees attended at least one session, including several well-seasoned ICP staff members seeking a refresher class. These will continue to be held as virtual events in the future.
- Continuing Soil Health Education – Best Management Practices for Herbicide Application and Cover Crop Termination. This training was designed with staff from USDA-NRCS and Purdue Extension Researchers to provide information and understanding of potential herbicide shortages – both from cover crop termination and from contract compliance perspectives. The training was attended by 130 individuals and recordings (available on the CCSI YouTube channel) have been viewed 380+ times.
- Soil Health and Sustainability for Midwestern Field Staff (3-Day Soil Health Training) was held in in-person. A full class of 34 individuals attended the training.
- Other Trainings:
 - Byron Seed Dealer Training. Assisting Barry Fisher, formerly with NRCS, a series of soil health trainings have been held for Byron Seed dealers, most of whom are from Plain communities.
 - Grow More Training. Developed by the National Wildlife Federation, a pilot training was held in partnership with Indiana SARE and focused on developing audience targeting and message framing strategies in order to create more impactful outreach events. This training will be expanded in 2023 to multiple sites.

- Outreach Events:

- Since its official inception in January 2010, CCSI has participated in over 760 events, reaching over approximately 45,750 attendees.
- From January through November 2021, CCSI materially participated in 60 events, reaching over 5200 individuals

- As people returned to in-person gatherings, the number of webinars hosted by CCSI declined, however the first installation of 2022 – on Agrivoltatics – has been viewed over 3750 times.
- Other Select Event Highlights:
 - Black Loam Conference events. Led by Legacy Taste of the Garden and their local partners, CCSI assisted with a series of events targeting underserved communities, especially those facing food desert hardships. Events were held in Evansville, Bloomington, Ft. Wayne, and Gary, culminating in a capstone event at the Madame CJ Walker Center in Indianapolis. All told, approximately 260 individuals attended the events to learn about soil health, nutrition, programs, business planning and more.
 - Americas Conservation Ag Movement Events – Supported by Farm Journal, the ACAM program hosted events with a younger farmer to promote adoption of soil health practices.
 - A leadup to Rulon Enterprises Peer Group Meeting featuring Dr. Ray Ward, founder of Ward Labs, and Keith Berns, Green Cover Seed.
- Podcasts, Website, Social Media and Other Outreach
 - With staffing changes at Hoosier Ag Today, the podcast was in hiatus, but has resumed for at least 24 more episodes. Episodes have been downloaded over 12,200 from 18 different countries (not including the Hoosier Ag Today platform).
 - The CCSI website www.ccsin.org continues to be updated. Approximately 9400 sessions have been conducted by 5800 unique users, including over 2500 visits to “The Root Project”.
 - [The Root Project](#) – launched in the fall of 2020, continues to expand. Beta versions of full scale banners were produced and a final version is now in production. In addition, slide imagery was created and is being made available for free download. The initial posting of the slides occurred on November 1. By November 4, imagery had been downloaded from every continent on earth except Antarctica.
 - Twitter posts continue to reach wide audiences, garnering just under 250,000 impressions in 2022. However, changes in Twitter management have led to a substantial decline in platform activity. CCSI and partners are now investigating the potential of setting up a soil health dedicated Mastodon server.
 - Facebook 2022 daily total reach totaled over 57,000.
 - The CCSI YouTube channel has organically increased it’s reach. In 2022, nearly 11,500 views totaling over 1000 hours were conducted from 7 countries. Surprisingly, the country with the second most views was India, with over 1000 views.