



Highlights

- Program Manager
 - Ashley Brucker Resignation - last day 10/18
 - Position relisted; telephone interviews 10/17; In-person scheduled 11/1

- National FFA Convention
 - Wrangler Jeans Soil Health booth – soil health demos with NRCS and other ICP soil health teams; ~2300 contacts over 3 days (A)
 - Sustainability “Convening” – national industry sustainability leaders (Yum Foods, John Deere, Syngenta, etc) along with state FFA officers – intake for development of sustainability “track” for FFA (D)

- NOLO Outreach
 - Formattable flyers and soil health documents edited and uploaded to new webpages (D)

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- 10/23 John Deere Innovation Team – Extension Meeting and Seminar (A)

2. Conservative and Pragmatic Farmers

- Indiana Ag Expo Demonstration and Seminar Planning (A)
- Questions/Calls Fielded (A)
 - Stockpiling and grazing cover crops
 - Annual Ryegrass Termination strategies
 - First time cover crop user – field visit re establishment
- 10/11&15 INFA Regional Meeting / Planning Teleconference (NPM)

3. Farmer Influencers

- Dubois SWCD Lender Outreach program planning (cont) (A)
- NOLO Flyers edited, uploaded to new webpage along with other soil health docs (D)
- National FFA Convention
 - Wrangler Jeans Soil Health booth – soil health demos with NRCS and other ICP soil health teams; ~2300 contacts over 3 days (A)
 - Sustainability “Convening” – national industry sustainability leaders (Yum Foods, John Deere, Syngenta, etc) along with state FFA officers – intake for development of sustainability “track” for FFA (D)

G2. Local Level Partnership Support

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

- Southern Program Manager
 - i. 10/2 – Brucker verbal notification

- ii. 10/3 – OC notified; position relisted
- iii. 10/4 Brucker official resignation
- iv. 10/17 Telephone interviews
- v. 10/18 Brucker last day
- vi. In-person interviews scheduled for 11/1
- In Progress
 - i. 11/16 0 Hoosier Chapter SWCS Fall Meeting / Dennis Todey presentations to ICP and NRCS Leadership Team (NPM)
 - ii. 1/29 SE Annual Regional Soil Health Workshop (Salem) – secured speakers
 - iii. Date TBD – Tipton Howard Soil Health Series – Cameron Mills speaker
 - iv. 1/31 – Tipton Howard Soil Health Series – Phil Needham speaker
 - v. 1/31 – Top Farmer Roundtable w/ Phil Needham
 - vi. 2/1 – Howard Extension Field Day – Phil Needham speaker
 - vii. Feb TBD – St. Joseph and Marshall Speakers (casteel and childs to be confirmed)
 - 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

2. Consistent Soil Health Messaging

- Initial planning for Basics of Soil Health Training

3. Professional Development Opportunities

- Draft Soil Health Skills Assessments Qs uploaded to Classmarker platform. For use to identify knowledge gaps / refine training needs of ICP staff.

4. Messaging to/from Local Level Partnerships

- District Technical Support/District Visit
 - i. 10/15 Tipton SWCD (NPM)
 - ii. 10/16 Howard SWCD (NPM)
 - iii. 10/16 Wabash SWCD (NPM)
 - iv. 10/22 Montgomery NRCS and SWCD (NPM)
 - v. 10/24 Starke SWCD (NPM)
 - vi. 10/24 LaPorte SWCD (NPM)
 - vii. 10/30 Fulton SWCD (NPM)
 - viii. 10/31 Miami SWCD (NPM)
- 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

- 10/3, 10/10, 10/17 - CCSI Program Manager Listing (1054 recipients)

2. Soil Health Messaging

- Soil Health Podcast with Hoosier Ag Today – Talking points delivered, recording scheduled
 - i. Topic: Manures, cover crops and soil health
 - ii. Guests: Gordon Smiley, farmer; Kristin Whittington Agronomist
- Soil Health Events Newsletters
 - i. 10/3 – 1054 delivered; 19.7% open rate (19.9% industry average); 4.0% click rate (2.0 % industry average)
 - ii. 10/17 – 1047 delivered; 21.3% open rate (19.9% industry average); 3.6% click rate (2.0% industry average)

- iii. 10/31 – 1043 delivered; 23.3% open rate (19.9% industry average); 5.6% click rate (2.0% industry average)
- Social Media
 - i. Twitter: 55 tweets; 18.3K impressions; 11 new followers
 - ii. Facebook: 2,559 reach; 5140 impressions

G4. Research

1. Current Obligations

- Lessons Learned submitted to Journal of Soil and Water Conservation, Section A (Kladivko, Zuber, Fisher, D, A)
- Continued data management coordination (A, Post-doc)
- Sampling supplies out for fall sampling (A)

2. Action Plan

3. Vetting System

4. Other

G5. Funding

1. Budget Development

2. Capital Structure Plan

3. Funding Model –

General Organization

- Professional Development:
 - Fragipan Field Day (A)