



Highlights

- Program Manager Position
 - Trisha McClain offered and accepted Program Manager position. Start Date Sept 1. Location: Tipton Co SWCD.
- Grants
 - Perdue Foundation donated \$10,000 to CCSI for Outreach and Education Efforts
- Workshops and Trainings
 - John Kempf: 400+ attendees over three events; 80%+ from Amish/Mennonite communities; b/c of event – future partnerships with Byron Seed to secure speakers for field days.
 - 3-Day Soil Health - 8 ISDA, 2 Extension; 8 SWCD; 24 NRCS attending
 - List compiled for all trainings attendance since 2010

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- Canvased top farmers re Sept Advanced Cover Crops training content (A)

2. Conservative and Pragmatic Farmers

- INFA imagery review (A)
- Assisted beginning cover cropper re options for corn (A)
- Worked w/ Extension Educators on stepping into cover crops talk (A)

3. Farmer Influencers

- Aug 23 – W4tL Learning Circle (PM)
- W4tL – Assist 3 groups (Benton-Warren, Posey-Warrick, Gibson) to organize and facilitate Learning Circles (PM)
- Assist Dubois Co SWCD w/ Lender Outreach program planning (A)

G2. Local Level Partnership Support

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

- Program Manager Position: Offer made to and accepted by Trisha McClain for Northern Program Manager position. Start Date September 1; Office – Tipton SWCD
- August 6-9 - Retailer Roundtables with IANA postponed to fall
- Aug 13, 14, 15 – John Kempf “Tour” targeting Amish/Mennonite Communities
 - i. 400+ attendees at three events
 - ii. 80%+ from Amish/Mennonite communities
 - iii. Exceptionally well received by audiences; Byron Seed suggested working together on future events to secure speakers; Steve Groff set for Spring 2019
- Aug 22 - Speaker support for SE SWCD Supervisor Training

- Aug 24 – SW Soil Health Expo - Speaker funds committed for David Brandt, Steve Groff; Logistical support for Steve Groff (D)
- In Progress
 - i. Sept 5 - Werling and Roemke Field Days – logistics assistance, speakers secured
 - ii. Sept 6 – Mike Shuter Soil Health for Organic Transition workshop w/ Soil Health Partnership and local partners
 - iii. Sept 27 – Fulton-Pulaski Live Grazing / Cover Crop Field Day
 - iv. WLEB Science in Conservation – planning team support
 - v. Hoosier Chapter SWCS Fall Meeting – Speakers and Venue Commitment (PM)

2. Consistent Soil Health Messaging

- August 28-30 – 3-Day Soil Health Training; 8 ISDA, 2 Extension; 8 SWCD; 24 NRCS attending
- Training attendee list compiled for all soil health trainings since 2010; Shared w/ ICP partners for their in-house use.

3. Professional Development Opportunities

- August 14 – John Kempf Q&A Session for ICP staff; 20 attendees
- Certificates of Completion provided for all 3-Day Soil Health Attendees.
- Post Advances Soil Health Systems – met with Turco, Armstrong, Stott and Ackerson re OSU Active C test (A)

4. Messaging to/from Local Level Partnerships

- District Technical Support/District Visit
 - i. 8/2 Starke Co SWCD Board Meeting (PM)
 - ii. 8/2 Prime Farmland Team (D)
 - iii. 8/28 Fulton Co SWCD Board Meeting (D)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- Press Release – Soil Health for Organic Transition – Sept 6 Mike Shuter Event
- Press Release – New Program Manager (deploy first week Sept)

2. Soil Health Messaging

- August Podcast: Soil Health and Water Quality, feat Mark/Phyllis Legan and Joe Schmees
- Grazing Cover Crops podcast created and pushed out publicly
- Soil Health Events Newsletters
 - i. 7/11 – 1059 delivered; 18.5% open rate (20.0% industry average); 7.0% click rate (2.0 % industry average)
- Social Media
 - i. Twitter: 56 tweets; 24.9K impressions; 24 new followers
 - ii. Facebook: 2,186 reach; 4455 impressions

G4. Research

1. Current Obligations
2. Action Plan
3. Vetting System
4. Other

G5. Funding

1. Budget Development

2. Capital Structure Plan

3. Funding Model –

- Perdue Foundation: \$10,000 donation for Outreach and Education

General Organization

- CCSI Oversight Committee Meeting (8/9)
- Professional Development:
 - CCA Sustainability Certification Exam (A)