

2012 South Regional Work Planning Conference “Town Hall” Meeting Minutes – Phillip Owens and Mike Robotham

Recorded by Dena Marshall

Friday, May 21st 2012

The purpose of this meeting was to provide a sounding board for cooperators and agency alike to encourage communication and brain storming in hopes of finding solutions to the challenges the NCSS is facing now and in the future.

Need to identify or reconnect with cooperators both tradition and potential

- How
- Who

The need to emphasize the appeal/benefits of the NCSS to our clientele (old and new)

- HOW do we communicate?
 - SIMPLY
 - BRIEFLY
- WHAT do we communicate?
 - 2 page “talking points” bulletin/flyer
 - Brief minutes of the South Reg. Work Planning Conference
- Send to the Department Heads and the Deans – they are the cooperators!
 - Deans appoint representatives who attend the meetings
- Reemphasis
 - WHO we are
 - WHAT we do
 - WHY it’s important – benefits

Future Meetings send personal invitations to cooperators

- Not just a mass email (impersonal)

Where will we be in 5 years? 10?

What might the products be?

Soils information is critical to national security and resources

- HOW do we convey that?
 - Targeting at risk lands
 - Providing data for site specific interpretations – i.e. flooding, drought, water quality

New Products –

- Rasterized maps more conducive to product development
- Functions
- Models
- Ability to visualize potentials/limitations

- WEB 3.0 (3-D) → (4-D)

What is driving our purpose?

- Database (NASIS)
- Science
- Modelers – input or need

Database – is it too structured? Do we create entries just to fill a cell?

Educational tools

- CD's
- YouTube
- Face Book

Discuss with cooperators how curriculum and soil survey products can interact and contribute to one another

- Bring in “outside” expertise
- Cross-disciplines

State of Soil Survey today

Future of Soil Survey

Tools to get to that future

Other comments:

Technology is “killing” us – we get so caught up we lose focus

Need to focus on what we are good at – field data collection

Members Present

Maxine Levin
 Steve Blanford
 Steve Crabtree
 Matt McCauley
 David Gehring
 Jerry McIntosh
 Pam Thomas
 Delaney Johnson

Susan Andrews
 Paul Benedict
 Mike Robotham
 Charles Guillory
 Steve Lawrence
 Doug Slabaugh
 Paula Gale
 Dr. Karathansis

Debbie Anderson
 Roy Vick
 Luis Hernandez
 Edgar Mersiovsky
 Larry West
 Phillip Owens
 Zamir Libohova