

2012 North Central Region NCSS Work Planning Conference

“Town Hall Meeting” -- Future Horizons in Soil Survey

Thursday, June 7, 2012

(Modified from Southern NCSS Region Minutes May 2012)

The purpose of this meeting is 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.

Items for Discussion

- **Identify/reconnect with cooperators (traditional/potential)**
 - **Who**
 - **At state CSS meetings invite/identify additional cooperators**
 - **How**
 - **E.g., Personally invite cooperators to work planning conferences (not mass emails)**

- **Demonstrate the benefits of NCSS to our clientele (old and new)**
 - **How?**
 - **Simply**
 - **Briefly/Concisely**
 - **Who do we tell?**

- **What do we communicate?**
 - **2-page talking points flyers**
 - **Brief minutes of NCR NCSS Work Planning Conference**
 - **Send to Department Heads, Deans, Research Administrators (They are cooperators too)**
- **Products with wide appeal (e.g., Soil Web) and marketing our product (e.g., themes for meetings)**
 - **What are the products we need for the future?**
 - **Internal NRCS products—if their can use it**
 - **Training in use of soil survey information**
 - **Global Market –how will our product meets their need? And design training around that need**
 - **Do we assume their needs? Focus Groups? Use the State Cooperators Meetings**
 - **Extension Specialists- that was part of their job—Listserve through State Soil Scientists**
 - **Training to Extension Service agents**
 - **E-Extension—What is the system in your state?**
 - **Linkages and add advertisements on the Web Soil Survey? (perhaps the Cooperators can do this)**
 - **Soil data join harmonization-economic value**
 - **Rural agents/real estate agents—productivity ratings—need to get used to product—siting PI ratings in advertisements in land**
 - **New version of web soil survey—i.e. no longer using Soil Data Mart**

- **Opportunity to market product-commercial market campaign i.e NRD has a commercial market campaign**
- **REEMPHASIZE**
 - **WHO we are?**
 - **WHAT we do?**
 - **WHY NCSS is important (impacts, benefits, and outcomes)? Economists in NRCS doing analysis? Modeling programs that evaluate value**
 - **Critical to national security and resource management**
 - **How do we convey that**
 - **Risk lands**
 - **Data for site specific interps**
 - **Flooding, drought, water quality**
 - **Ag production**
 - **Federal Land bank collecting information**
 - **Linking productivity with land value**
 - **Tax assessment**
- **Where will NCSS be in 5 to 10 years?**
 - **State of NCSS today?—lots of pressure; no marketing**
 - **Where do we need to be?**
- **What will our products be to take us into the future?**

- **New products**
 - **Rasterized maps-disaggregation of maps (how do we get there? Pushing out information that there are lots of problems—need core data**
 - **Models**
 - **Ability to visualize potentials/limitations**
 - **Web Soil Survey 3.0 (3-D), 4-D**
 - **Grid core sampling for precision ag (provide example products)**
 - **Onsite wastewater are also ready for that product (provide concrete products)**
- **What forces are driving our future products/programs**
 - **Databases (NASIS) – is it too structured? Do we create entries just to fill a cell?**
 - **Science**
 - **Modelers' needs**
 - **User needs**
 - **Groundtruthing/ validation—who is going to do that ? How do we get there? How will inventory best be structured to adapt to future and products?**
 - **What is the representational pedon –is that what we are pushing for?**
 - **How do we best prepare for new products?**
 - **Don't want to just reprocess data into new package**
 - **Funding support with the government—agency customer base**

- **Educational tools**
 - **CDs**
 - **You Tube**
 - **Face Book/Twitter**

- **Discuss with cooperators how curriculum and soil survey products can interact and contribute to each other**
 - **Cross-disciplines**
 - **Utilize expertise in each group**

- **Other Comments**
 - **Technology caused us to lose focus**
 - **Good at field data collection**