Understanding Our Customers


• Customize information products to meet the needs of each customer group.
• Expand the ‘Browse by Audience’ section on the Soils webpage to ease online navigation.
• Use customer feedback for continuous improvement.

Fact Sheet Guidance

Five phases are outlined:
1. Write
2. Edit
3. Design
4. Proof
5. Approve

Found on Outreach Team web page.

2018 Activities

• Developing a cadre of local staff for exhibiting from Soil Survey Regions and State Soil Scientists.
• Provide key talking points for outreach to new audiences.
• Assist with all Focus Team web pages.
• Improve collaborative outreach with public lands agencies.
• Paul Smiths College Visitors Interpretive Center, Soil interpretive trail – Rebecca Fox is developing interpretive signage and booklet describing soil pits on the trail.
• Future collaboration with NCSS Focus team.
• Utilize the Enterprise Content Management system to share outreach materials.
• Collaborate with the Urban Soils Focus Team to develop a fact sheet about urban soils.

We Need Your Help

Outreach Focus Team web page: Paul Reich, SSD, Beltsville, MD
Jenn Mason, Region 6, Clinton, TN
David Hoover, NSSC, Lincoln, NE
Elizabeth Creech, PAD, Washington, DC

Looking for new sub-team members. Contact paul.reich@wdc.usda.gov

Natural Resources Conservation Service ● Soil Science Division ● nrcs.usda.gov/soils

Coordinating National Exhibits

Recent Exhibiting:
• February, Agriculture Outlook Forum, Arlington VA
• March: National Science Teachers Association Convention, Los Angeles, CA.
• April, USA Science & Engineering Festival, Washington DC.

Planned Exhibiting:
• June 10-11: Association of Consulting Foresters, Asheville, NC.
• August 5-10: Ecological Society of America Annual Meeting, New Orleans, LA.
• November 4-7: ASA-CSSA Annual Meeting, Baltimore, MD.
• November 25: National Association of Realtors Conference, Boston, MA.
• December 10-14: American Geophysical Union, Washington, DC.

Award-winning Soils Display for Exhibiting

• Seven display pieces for 20 x 30 ft island exhibit space.
• Individual pieces can be used for smaller spaces.
• Includes workstation desks for demos.
• New display skins for specific audiences.
  • Ecological Site Descriptions
  • Coastal Zone Soil Surveys

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