Communications and Outreach Focus Team 2020 Activities

Paul Reich, SPSD Beltsville, MD
Team Leader
Thank You
Jenn!
Focus Team Members

- Tammy Cheever, Information Technology Specialist, NSSC, Lincoln, Nebraska
- Rebecca Fox, Soil Scientist, Paul Smiths, New York
- Linda Greene, Public Affairs Specialist, NSSC, Lincoln, Nebraska
- Jenn Mason, MLRA Soil Survey Office Leader, Clinton, Tennessee
- Jason Nemecek, State Soil Scientist, Madison, Wisconsin
- Shawn Nield, State Soil Scientist, Boise, Idaho
- Paul Reich, Geographer, Beltsville, Maryland
- Cathy Scott, Soil Scientist, Sonora, California
- Pam Thomas, Associate Director, Soil Survey Program, Washington, DC
- Jim Thompson, Professor, West Virginia University, Morgantown, West Virginia
- Tammy Umholtz, Visual Information Specialist, NSSC, Lincoln, Nebraska
- Kristina Wiley, Editor, Amherst, Massachusetts
Overview of Activities

- NCSS Regional Conferences
- NCSS Social Media
- New Exhibit Displays
- Exhibiting at National Conferences
- Soil Colors Poster
- Need volunteers
Focus Team Charges

To help SPSD increase public awareness on the importance of understanding soils and in the appropriate use of our soils databases and information resources.

- Identify internal and external audiences
- Identify specific needs for audiences
- Identify venues SPSD should attend
- Utilize NCSS webpages as an “Online Clearinghouse” for information
- Improve NCSS web content
- Develop newsletters or similar media outreach beyond weekly update
- Work with other teams to establish coherent, consistent, and current webpages
- Develop displays, handouts, fact sheets, etc. for multiple types of venues
- Develop an outreach cadre
- Serve as points of contact for issues on NCSS communications
Understanding our Customers

**External customers:** Students, Teachers, Farmers, Ranchers, Suburban Homeowners, Urban Homeowners, Researchers, Cooperators, Consultants, Emergency Managers, NGO/nonprofits, Engineers, Architects, Builders, Home buyers, Policy makers, Military, Federal agencies and others.

**Internal Customers:** NRCS employees, NRCS leadership, USDA employees, USDA leadership, NCSS Partners.

Our main goal is to develop a communications strategy and outreach information products that meet the needs of each customer group.
NCSS Conferences

- Each regional conference has changed plans due to COVID-19 by either postponing or switching to an Online conference. [https://www.nrcs.usda.gov/wps/portal/nrcs/detail/soils/survey/partnership/ncss/?cid=nrcs142p2_053541](https://www.nrcs.usda.gov/wps/portal/nrcs/detail/soils/survey/partnership/ncss/?cid=nrcs142p2_053541)

- govDelivery notices help promote each conference.

- Communicated with each conference reminding them of the process for setting up their web pages.

- Emailed conference coordinators some ArcGIS Story Map examples

- Developed ArcGIS Story Map that was used during the Southern Conference (Soils of Arkansas).

- Will continue posting conference updates and directing people to the regional conference web pages.
NCSS Social Media

• Instagram – #NCSS1899
  Achieved the classic social media milestone of 1,000 followers. Pretty good since we cannot ‘purchase’ followers and we are relying on a old-school hashtag campaign.
NCSS
Social Media

Fewer followers on Facebook and Twitter. Don’t post to Twitter as much due to limited text content.

But we continue to get more followers on Twitter and IG weekly.
New Exhibit Display

gNATSGO display used at 2019 Fall meetings

Increases awareness of our digital soil databases
Urban Soil Survey

Soil survey maps that represent the extent of soil and landscape alterations are produced using the best technology and classification techniques.

DATA USES
- Urban Agriculture and Gardening
- Urban Planning
- Engineering and Architecture
- Natural Resources Management
- Stormwater and Water Quality Management

Dapplegray soils formed in human-transported materials in Los Angeles, CA

USDA is an equal opportunity provider, employer, and lender.

New Display

Urban Soil Survey
Brand New display
Urban agriculture
Future Plans for Exhibit Displays

Developing display on Digital Soil Survey.
Pull-up banners that match the look and feel of the larger Soils displays.
Invite SSSs and RDs to provide display topic ideas.
Catalog of our current Soils displays.
Soil Color Poster

- Based on poster by Jason Nemecek, Chad Ferguson and Dylan Beaudette.
- Designed by Tammy Umholtz
- Completed formal review process

- 24” x 36”, 2-sided
- Ready for distribution by late 2020
- Compliments the State posters available online
Story Maps

ArcGIS Online

Create an interactive experience using text, maps, photos, video and audio.

We want Story Maps for each Focus Team

• Help people understand what we are doing and why it’s important.
We need your help.

- Looking for volunteers to join our team.
- Bring your ideas and enthusiasm.
- Participate in our regular meetings.
- Be sure to get your supervisor’s approval first.
- Need new team members to represent our NCSS Partners.
Let’s work together....

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Thanks!