

SUMMARY OF FY2021 ACCOMPLISHMENTS

Exhibiting

- Virtual exhibits at ASA-CSSA-SSSA, Nov 9-13, 2020 and AGU, Dec 1-17, 2020.
- Developed catalog and reservation form for reserving Soils exhibit displays.

Soil Color Poster

- New 24 x 36 poster Based on poster by Jason Nemecek, Chad Ferguson, and Dylan Beaudette
- Designed by Tammy Umholtz
- Printed and ready for distribution via NRCS Distribution Center
<https://nrcspad.sc.egov.usda.gov/DistributionCenter/product.aspx?ProductID=1615>

Story Maps Webinar

- Presented webinar on best practices for creating Story Maps to tell our Soils stories.

Field Notes Webinar Series

- New webinar series highlighting the work of field staff throughout the Nation.

NCSS webpages improvement project

- Completed overhaul of the NCSS webpages on the Soils website to improve access to partnership resources.

SPSD Dashboard draft demo

- Developing a prototype Story map interface for organizing key online soil resources and monitoring the status of soil survey projects throughout the Nation.

Looking Forward

- Soils website updates and migration plans
- SPSP SharePoint update to improve internal communications
- Soils Planner 2022 and 2023
- Exhibiting
- Supporting NCSS Regional Conferences
- ChLOE Collaboration
- DSP Outreach sub-team
- Improve working linkages with FPAC External Affairs.

About Communications and Outreach

- Our talented team members are working together to help our customers better understand the importance of our soil survey resources in support of conservation throughout the Nation.

COMMUNICATIONS AND OUTREACH FOCUS TEAM – FY 2021 ACCOMPLISHMENTS

EXHIBITING

In FY2021 exhibiting was limited to participation at two events, both virtually.

ASA-CSSA-SSSA, Nov 9-13, 2020

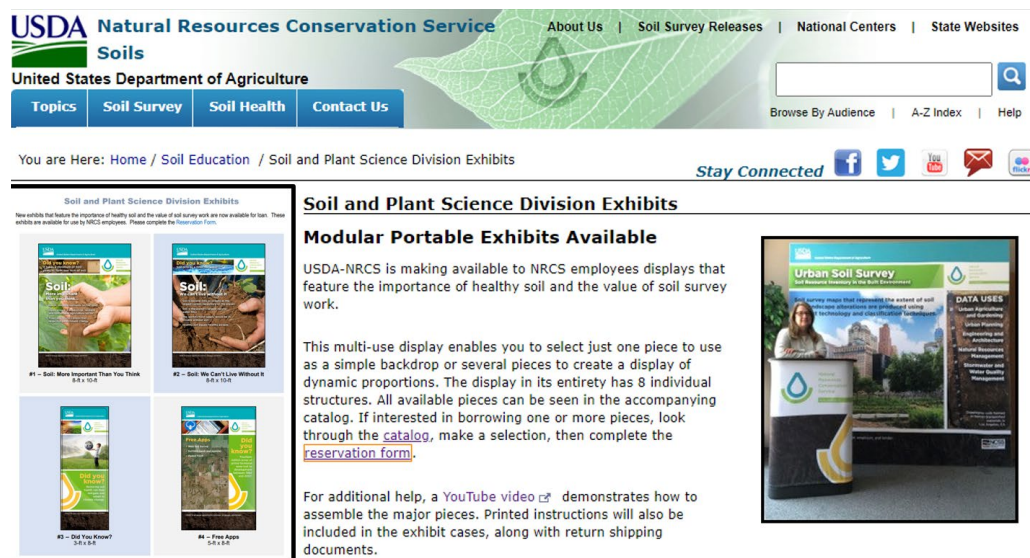
American Geophysical Union, Dec 1-17, 2020

Both virtual exhibit booths featured some of our online resources and digital brochures, including Web Soil Survey, Urban Soils, Dynamic Soil Properties, Coastal Zone Soil Survey and Career info.

Exhibit online platforms allowed for live connection with booth staff. For the ASA meeting Dave Lindbo, Kevin Norwood and Skye Wills participated. During the AGU meeting Skye Wills, Ekundayo Adeleke, Suzann Kienast-Brown, and Stephen Roecker participated.



In 2021, many organizations returned to in-person meetings and exhibits but because of travel restrictions, SPSP did not participate. Developed online catalog and reservation form for reserving Soils exhibit displays.



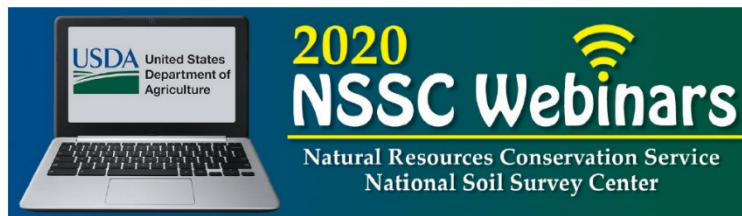
SOIL COLOR POSTER PRINTED



- New 24" x 36" poster is based on poster by Jason Nemecek, Chad Ferguson, and Dylan Beaudette
- Designed by Tammy Umholtz
- Printed and ready for distribution via NRCS Distribution Center
- <https://nrcspad.sc.egov.usda.gov/DistributionCenter/product.aspx?ProductID=1610>



STORY MAPS WEBINAR



Dec. 10
1:00–2:00 p.m. (CT)

Presenter:



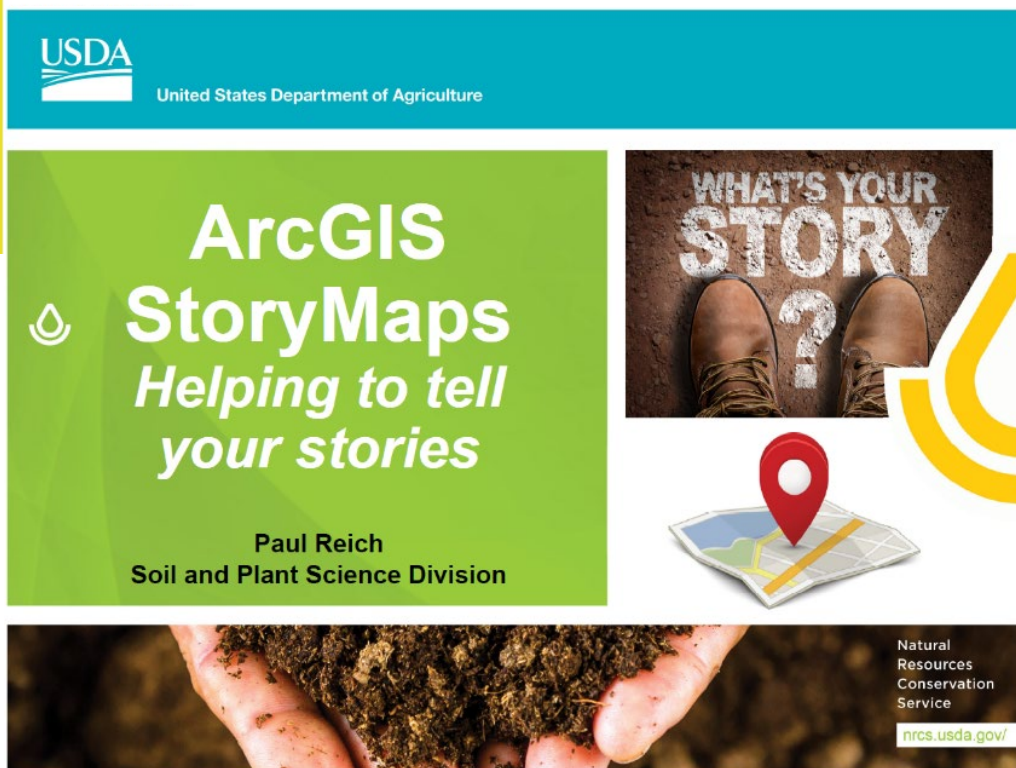
Paul Reich, Geographer,
Soil Services and
Information Branch for SPSD
USDA-NRCS
Beltsville, MD

Creating StoryMaps

This webinar is intended for anyone who wants to use ArcGIS StoryMaps to create engaging online resources that help the public understand their work.

Learn how to create immersive experiences that help you tell your story.

Story Maps are online and interactive and help customers better understand what we do. SPSD wanted to encourage wider use of the Story Map platform and so a webinar was presented to staff on Creating Story Maps.



The presentation focused on:

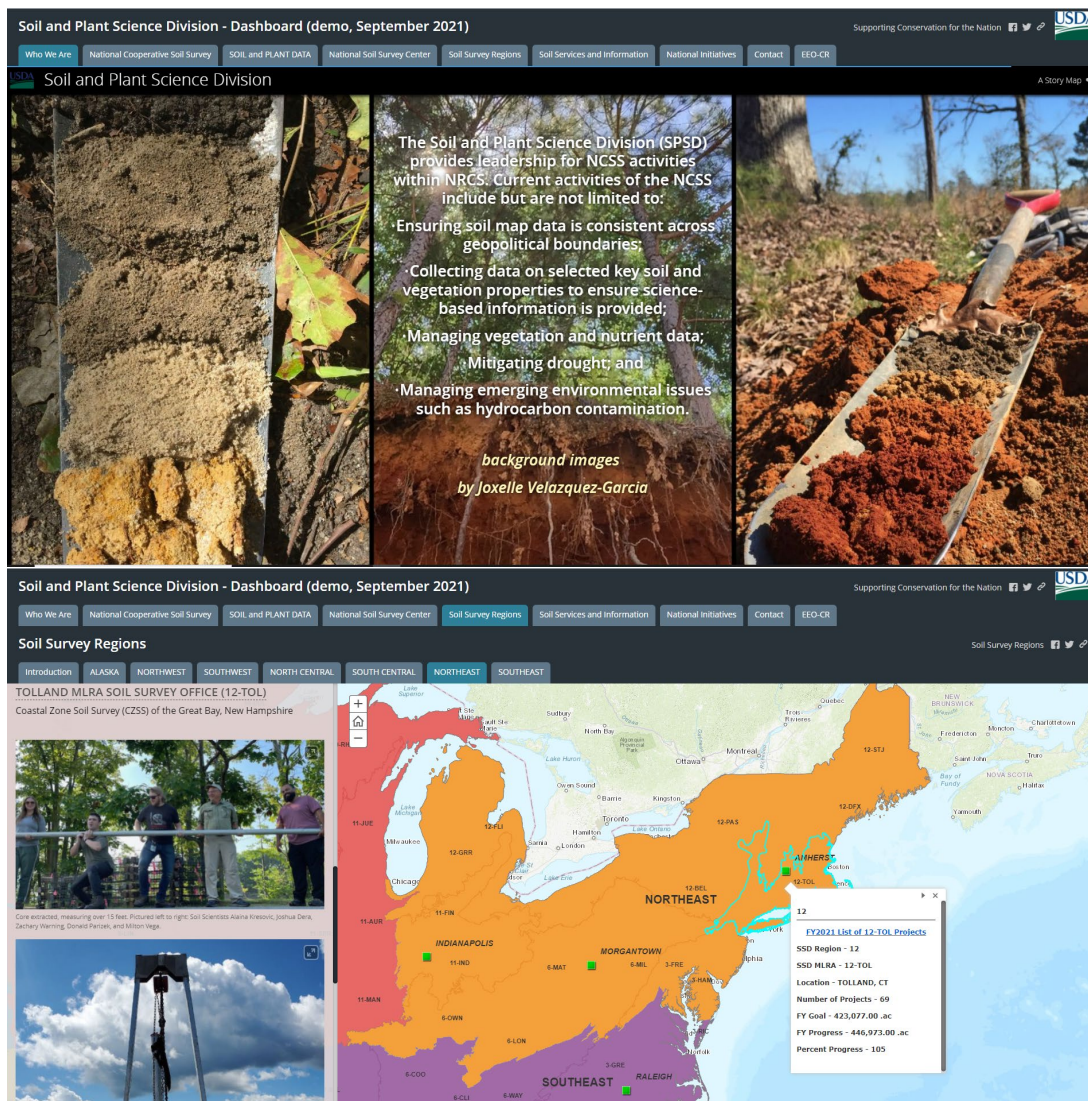
- Story Map Development & Best Practices
- How Story Maps are used by SPSD
- Demo of Story Maps
- Scientific review and English edit
- Options to learn more

Recording available on [YouTube](#).

SPSD DASHBOARD DRAFT DEMO

Extending the Story Maps environment to create a dashboard for tracking soil survey projects and improving access to our online soil databases.

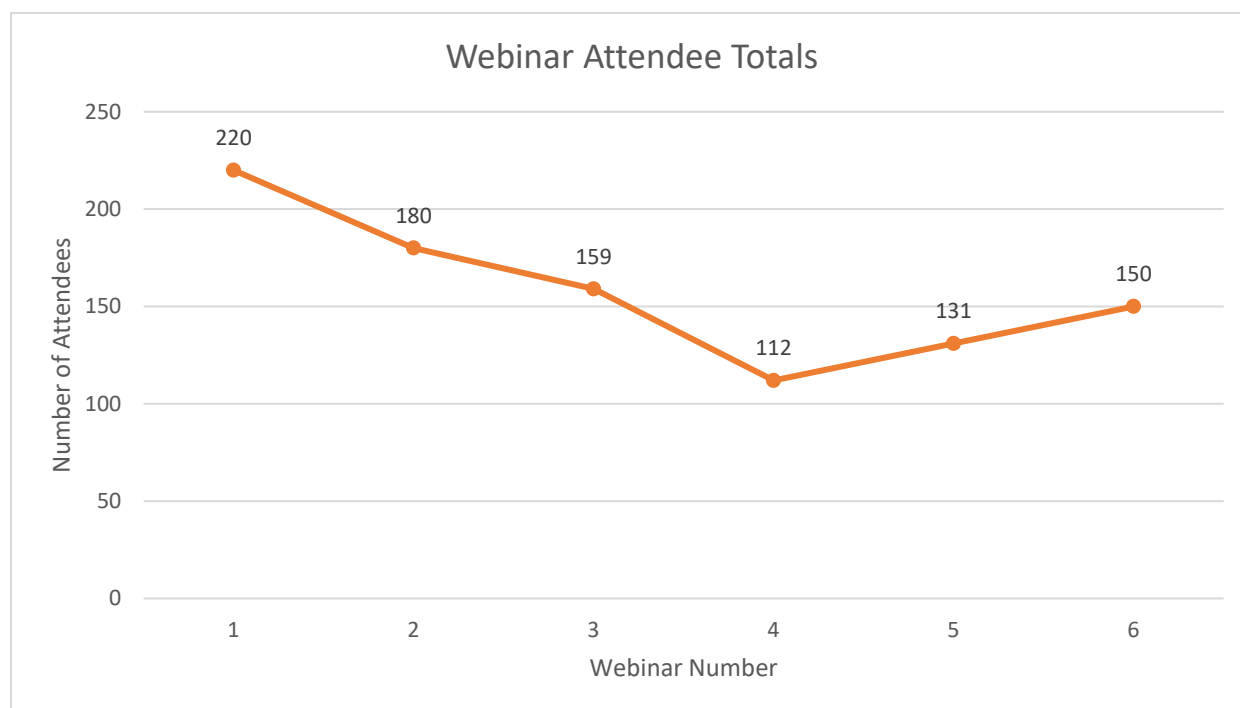
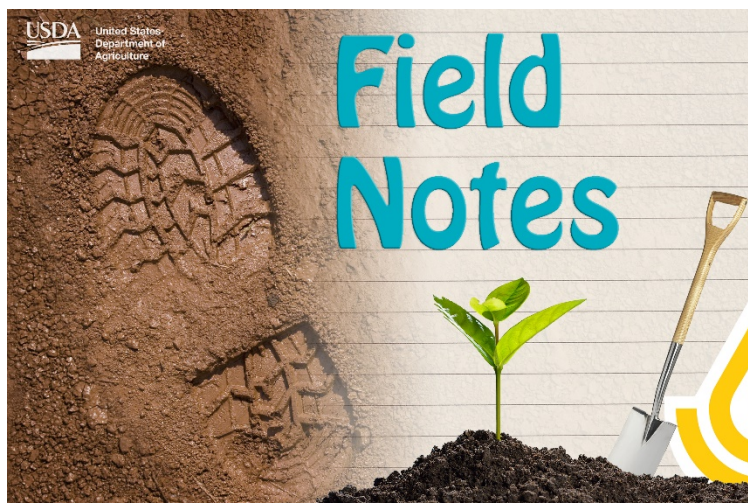
- Prototype under development
- Direct link to Soil Survey Projects Status Map
- Highlights for Regional projects
- Highlight Branch activities
- Current development is in the “Classic” Story Maps environment which will end in June 2024.
- Development team members are Luis Hernandez, Jo Parsley, Paul Reich, and Kristie Wiley.



FIELD NOTES WEBINAR SERIES

Leadership planned and organized a new webinar series called Field Notes. Dave Hoover encouraged the creation of the series with a desire to provide field staff with a platform for sharing their work.

A review team representing each soil survey region meets monthly to select presentations.



- Sixteen presentations have been featured since the series premiered in March and averaged 159 attendees per webinar.
- Monthly webinars are broadcast via the Live Events MS Teams platform.
- Recordings can be viewed on the [Field Notes playlist](#) on the NSSC YouTube channel.

NATIONAL COOPERATIVE SOIL SURVEY (NCSS) WEBPAGE IMPROVEMENT PROJECT

- The team was asked to update and improve the NCSS webpages.
- We conducted a survey using Survey Monkey that was sent via GovDelivery to NCSS subscribers and received feedback from 227 people.
- To get input from Federal partners we were fortunate that Andy Colter with the Forest Service was able to join the team. We also relied on Jim Thompson to provide the University point of view.
- Developed a new structure for organizing content for NCSS.
- Goal was to encourage greater interaction among partners and make it easier for customers to understand the many resources that the NCSS offers.



LOOKING FORWARD

Soils website updates and migration plans

- Content Reviewers have submitted recommendations for updating Soils website content and preparing for future migration to the new Drupal web content management system.

SPSD SharePoint update

- Kristie Wiley will lead the effort to modernize the SPSP SharePoint site to improve internal communication.

Soils Planner 2022 and 2023

- New 2022 planner has been printed and is available from the NRCS Distribution center. The 2023 planner will be called Twelve Tough Digs, Unique locations and is under development with a goal printing completion date of June 2022.

Exhibiting

- In-person exhibiting will resume in 2022 beginning with the National Science Teaching Association conference, March 31 - April 3, Houston, TX. Other opportunities include:
 - 22nd World Soil Congress, July 31 – August 5, Glasgow, Scotland
 - American Planning Association, April 30 – May 3, San Diego, CA
 - USA Science and Engineering Festival, (TBD), Washington DC
 - ASA-CSSA-SSSA, November 6-9, Baltimore, MD
 - AGU, December 12-17, Chicago, IL

Supporting NCSS Regional Conferences

- Four Regional NCSS conferences planned for June. The team will provide support for webpages and field guide creation.

ChLOE Collaboration

- Main goal is to develop and support a network of outdoor, agriculture-based science education centers at land-grant universities. Will reach underserved youth by offering out-of-classroom learning experiences for K-12.

DSP Outreach sub-team

- **Priorities:**
 - DSP fact sheet for landowners
 - Webpage update
 - Templates for handout that the soils office can use when working with field offices, producers, and landowners? Separate ones for Intermediate and one for Intensive DSP projects.
 - Showcase examples of DSP efforts or parts of the process including soliciting staff to showcase DSP efforts in "Field notes"

- How are the deliverables shared with producers? With conservation staff?
- Data visualization for project outcomes
- **Future ideas:**
 - Dashboard of DSP projects throughout the country
 - Would a story map or story map template be helpful?
 - How to increase awareness with STC, SLTs, SSS, Asst. SSS, etc.

Improve working linkages with FPAC External Affairs.

- Focus on development of stories for submission to FPAC External Affairs for publication on NRCS and USDA online blogs and social media.

ABOUT COMMUNICATIONS AND OUTREACH FOCUS TEAM

In FY2021 we welcomed two new members from our Federal Partners, Andy Colter with the USFS and Jason Kenworthy with NPS. We appreciate their commitment to supporting our team efforts.

We are also grateful to Linda Greene for her many years of service as a founding member of the C&O Team. Linda was a Public Affairs Specialist and was instrumental in the success of our national exhibiting efforts. She also shared her talents in writing and development of much of our online resources. We all will miss her guidance and encouragement and are indebted to her for so many years of excellent work.

Current team members:

- **Tammy Cheever**, Information Technology Specialist, NSSC, Lincoln, NE
- **Robert A. “Andy” Colter**, National Soils Program Leader, USFS, Campton, NH
- **Rebecca Fox**, Asst. State Soil Scientist, Little Rock, AR
- **Jason Kenworthy**, Geologist, NPS, Denver, CO
- **Jenn Mason**, MLRA Soil Survey Office Leader, Clinton, TN
- **Jason Nemecek**, National Soil Data Applications Scientist, Ft. Collins, CO
- **Shawn Nield**, State Soil Scientist, Boise, ID
- **Jo Parsley**, Regional Director, South Central Region, Temple, TX
- **Paul Reich**, Geographer, Beltsville, MD
- **Pam Thomas**, Associate Director, Soil Survey Program, Washington, DC
- **Jim Thompson**, Professor, West Virginia University, Morgantown, WV
- **Tammy Umholtz**, Visual Information Specialist, NSSC, Lincoln, NE
- **Kristina Wiley**, Writer-Editor, Amherst, MA