S201.4 Strategic Planning

Strategy 1 - Society Structure

1. John Havlin provided a power point presentation regarding the ongoing restructuring discussions taking place in ASA. Action was taken by the ASA, CSSA, and SSSA Executive Committees in August 2005 to implement a 501c3 supporting organization to provide management services for the tri-Societies. Although the supporting organization is tentatively named CSA, Inc., other suggestions are welcome.

ACTION: It was moved to approve creation of a new 501(c)(3) supporting organization, as presented, and to empower the ASA, CSSA, and SSSA Executive Committees to implement the proposed structure. Seconded. Tabled.
2. It was recommended that at some point in the near future, the Divisions undergo a review. The Board will also consider the Society’s Division structure in relation to governance and program planning.

3. Members of the Executive Committee are listed on the Society’s website. It was recommended that a complete list of the Board of Directors be included on the Society’s website as well.

**Strategy 2 - Membership and Member Services**

A report on membership activities was provided by Susan Chapman. Highlights included: Retention (increasing the marketing communications focus of benefits rather than features, developed an Annual Report, segmented the renewal messages and conducted both a renewal contact program that yielded an additional $41K and developed an exit survey), Recruitment (focused on communicating key benefits of membership, analysis of why members join, and launched the World Bank and undergraduate programs) and Services (CSA News redesign in process, launched Science in Action, focused on developing stronger relationships and support of the Branches, increased awards program communications and developed additional committee volunteerism opportunity communications). Future activities include: Member survey analysis and benefits development as a result of member feedback, increasing industry/academia programming, revisions of career services program, increasing PR activities and analyzing the sustaining/corporate membership model.

**Strategy 3 - Publications and Professional Meetings**

1. Warren Dick reported on editorial issues. It was recommended that the Board begin to re-evaluate the Society’s heavy reliance on revenue from *SSSA Journal*. *Vadose Zone Journal* is expected to be slightly in the black for 2006. The books budget center is expected to be in the black in 2006. *CSA News* will be evolving in 2006.

   ACTION: It was moved to thank Warren Dick for his dedicated service as Editor-in-Chief. Seconded. Carried.

2. A tactic in the Strategic Plan is to initiate an independent magazine focused solely on scientific advances and their application to society and the profession.

   ACTION: It was moved to appoint an ad hoc committee to study the feasibility of combining *Soil Survey Horizons* with the proposed new SSSA magazine. Seconded. Carried.

   The SSSA President will appoint the ad hoc committee.

3. Mary Collins presented an overview of the 2005 annual meeting. Ellen Bergfeld reported that the 2008 annual meeting in Chicago will be reassessed due to some problems with the venue.

**Strategy 4 - Professional Development**

1. The SSSA Executive Committee will meet with the North American Proficiency Testing (NAPT) Oversight Committee on November 7 to discuss the role of the committee as well as the contract with the Coordinator. The Board will be informed of the outcome of the meeting.
2. A tactic in the Strategic Plan is to aggressively promote certification and licensing of soil scientists by providing human and financial resources to promote, expand, and support certification of soil scientists and to establish soil science licensing programs in 3 U.S. states by 2010. John Havlin and Luther Smith updated the Board on their efforts in this area.

**Strategy 5 - Public Policy and Outreach**

1. Karl Glasener reported on accomplishments and ongoing activities of the Science Policy Office. A major focus has been on the creation of and interaction with a Congressional Soils Caucus. The Society has also been engaged in advocacy for funding increases and has been successful in gaining support for NSF funding. Before priorities are submitted on behalf of the Society, they are approved by the Executive Committee. The Society participated in several stakeholder meetings during the year. Division Chairs will be asked to help encourage member participation in advocacy. Board members were encouraged to participate in DC Congressional visits.

2. Paul Kamps reported more than $150,000 has been raised in the first seven months for the Smithsonian Soils Exhibit, with half of that coming from government agencies and the remainder from private individuals and many Soil and Water Conservation Societies. Totals to date - more than $900,000 raised from 750+ donors. The goal is to raise an additional $1.5 million by December 2006. Mary Collins stressed that the Smithsonian has allocated the Society a very prominent and impressive space of 5,000 sq. ft. - one entire hall - for two years at the National Museum of Natural History, beginning in 2008. Paul outlined numerous initiatives to promote the $40,000 Matching Challenge Grant from ASA-CSSA-SSSA-ASF at the annual meetings. Promotional pieces will be developed to target a list of corporations, foundations, businesses and industry. Glenn Wilson suggested Waste Management and recognition opportunities were discussed. John Havlin indicated this is much bigger than even one significant exhibit - that we're already benefiting from higher visibility and promotional opportunities and that there will be a diversity of other fundraising projects for soils after, and as a result of, Smithsonian. Paul ended by thanking the Division Representatives for allowing him to give an update at their Divisional business meetings. He then showed the newly produced two-minute DVD on the project (available upon request), passed out donation forms, and invited each Board member to make a personal contribution at the meetings.

**Strategy 6 - Fiscal Strength and Development**

1. John Havlin provided an overview of the 2006 budget. The budget will be ratified at the November 9 Board meeting, following discussion at the various Divisional business meetings.

2. John Havlin updated the Board relative to ongoing discussions between the Societies and the Agronomic Science Foundation in an effort to clarify operating procedures and working relationships. The ASA, CSSA, and SSSA Presidents will have further discussions with the ASF Board of Trustees during the week.

ACTION: It was moved to adjourn. Seconded. Carried.