SSSA Board of Directors Meeting
May 3-4, 2007
Madison, WI

The meeting was called to order by SSSA President Rattan Lal. Board members present were:

Rattan Lal, SSSA President
Gary A. Peterson, President-Elect
David E. Radcliffe, S-1 Board Rep.
Daniel W. Sweeney, S-4 Board Rep.
Michel D. Ransom, S-5 Board Rep.
Diane E. Stott, S-6 Board Rep.
Randal J. Southard, S-9 Board Rep.
David L. Lindbo, S-10 Board Rep.
Sally D. Logsdon, SSSA Editor-in-Chief, ex-officio
Calvin O. Qualset, ASF Chair, ex-officio
Ellen Bergfeld, Chief Executive Officer, ex-officio

Paul M. Bertsch, Incoming SSSA President-Elect
Carolyn G. Olson, Incoming S-5 Board Rep.
Cathy Goudreau, Recording Secretary

Also present for portions of the meeting:
John Havlin Advocacy/Education Task Force Chair
John Zupancic, Certification Task Force Chair
Heather Dion, Meetings Task Force Chair
Saul Winsten, SSSA Legal Counsel
Congresswoman Tammy Baldwin
Susan Chapman, Director of Member Services
Michela Cobb, Director of Financial Services
Karl Glasener, Director of Science Policy
Paul Kamps, Development Officer
Keith Schlesinger, Director of Meetings and Conventions
Luther Smith, Director of Certification Programs

S003 Board of Directors
1. Saul Winsten, SSSA legal counsel, provided an overview on roles and responsibilities of Board members. Each Board member was provided a copy of the Conflicts of Interest Policy with a request to sign off on acceptance of the policy. The roles and responsibilities of the Board, as well as the Conflicts of Interest Policy, will be reviewed annually by the Board.
It was the consensus of the Board that Headquarters prepare an article for the September or October *CSA News* outlining the roles and responsibilities of Board members in an effort to educate the membership that although Society Divisions are represented on the Board, the primary responsibility of the Board is to further the mission of SSSA.

2. It was the consensus of the group to schedule a Board of Directors meeting on Thursday, November 8 from 10:00 AM - 12:00 Noon in New Orleans. The Board will also meet May 6-7, 2008 in Estes Park, Colorado with May 5 and 8 being travel days.

**S201 Organization, Policy, and Bylaws**

The Board was provided an update on the new management entity. Action was taken at the March 29, 2007 ASA, CSSA, SSSA Executive Committees meeting to accept Academy of Crop, Soil and Environmental Science Societies (ACSESS) as the name of the new supporting organization. The next steps are to develop the ACSESS Articles of Incorporation and Bylaws which will be presented to the ASA, CSSA, and SSSA Boards of Directors for approval. An operational plan will also be developed. It is anticipated that the Articles and Bylaws will be presented to the Board for approval in mid to late fall. The SSSA Bylaws will also be revised to reference the new supporting organization.

Following extensive discussion it was the consensus of the Board that the ASA, CSSA, SSSA Executive Committees:

a) Consider changing the word ‘Academy” to ‘Alliance’ in the name of the new organization.

b) Revise the preamble in the document to reflect that ACSESS is a supporting organization.

c) Develop a diagram structure for ACSESS portraying ASA, CSSA, and SSSA as equal partners with their own identity.

d) Prepare an article for *CSA News* informing the membership of the status of the management entity.

**S201.4 Strategic Planning**

1. It was the consensus of the Board to revise SSSA’s core purpose statement from - To advance soil science as fundamental to life, to - To advance soils as fundamental to life. The Board also agreed to revise SSSA’s Big Audacious Goal from - “SOIL” and soil science will be at the forefront of global consciousness to sustain life, to - SOILS and soil science will be at the forefront of global consciousness to sustain life.

2. The Board received reports from the following strategic planning task forces:

*Advocacy/Education Task Force*  
This task force was appointed to address the strategic plan goal that SSSA will be recognized as the most powerful advocate for soil science. John Havlin reviewed his report with the Board. Two recommendations were put forth:

- SSSA should conduct a national survey to quantify trends in student enrollment, faculty positions, pertinent educational issues in soil and related sciences, and career/job opportunities. The Board requested a budget be developed by June to be included in the 2008 budget.

- SSSA membership should be engaged in a discussion relative to factors involved in student decisions to select soil science and/or related areas as their major area of study. Identify a resource person with social science/higher education expertise to lead a discussion at the 2007 annual meeting regarding factors influencing student decisions to enter university programs leading to careers in soil and related sciences. Estimated cost is $2500 for travel and honorarium.
During the course of the discussion Rattan Lal requested Board input on a letter he plans to send to Deans of all land grant colleges emphasizing the importance of the soil science discipline.

**Board priorities from the task force:**
The Board concurs that both recommendations are of high priority and that the task force should proceed after some tweaking. It is suggested that the task force use a focus group of students asking why they chose soil science as a major area of study. Data gathering should include web searches, telephone calls, survey, etc. from supply and demand sides. The task force should also address the issue of extending soils courses into other curricula.

**Annual Meeting Task Force**
This task force was appointed to examine the annual meeting, working in conjunction with the ASA and CSSA meetings task forces. Heather Dion reviewed her report with the Board. The following suggestions were put forth to increase the quality of and participation in the meetings both by members and nonmembers:

- Increase marketing to target audiences
- Enhance student programs
- Use the meeting as a membership tool
- Provide continuing education opportunities
- Increase the quality of symposia
- Develop interdisciplinary sessions

**Board priorities from the task force:**
The Board selected two priority items for the task force to focus on:

- Program development
  - short courses with ceu’s for industry and younger members
  - re-evaluate distribution of program enhancement funds
- Advanced planning for development of high quality symposia which will require a change from current procedures

**Certification Task Force**
SSSA initiated an effort in March 2005 to reach out to state soils associations and to promote licensing and certification at the state and national levels. This task force was appointed to address the strategic plan goal that SSSA will be the resource for enhanced programs and services to practicing soil scientists and associated professionals. The task force was charged to work with Ohio and Florida as a pilot test, as they have expressed interest in licensing programs. John Zupancic reviewed his report with the Board. The SSSA Board previously approved $5,000 per state as a matching grant program for pursuing licensing. The task force requests that $5,000 each for Florida and Ohio be budgeted for development of the state specific continuing education requirement, marketing materials, and general program materials. It is anticipated that the pilot test will be evaluated during the fourth quarter of 2008 with a recommendation to continue or to end the effort.

**Board feedback to the task force:**
It was the consensus of the Board that the task force continue to work with Ohio and Florida.
Methodology of Carbon Credit Trading
Action was taken at the November 16, 2006 SSSA Board meeting to appoint an ad hoc committee to develop carbon trading standards. John Kimble Chairs the committee but was not able to attend the Board meeting to present his report. Rattan Lal provided some background information on the task force.

The Board was provided a copy of a draft proposal on Verification and Audit System for Carbon and Carbon Equivalent Trading Protocols developed by ASA President Jerry Hatfield. Ellen Bergfeld reported that the ASA Board has recently taken action authorizing Jerry to pursue the concept of developing the proposal, including marketing it to government agencies and other entities to develop a structure. CSSA went on record supporting the activity and wants to be involved, where appropriate.

ACTION: It was moved that SSSA inform ASA of it’s interest in developing a white paper on methodology to assess carbon credit. Seconded. Carried.

By consensus, the Board agreed to prepare a position paper on the use of crop residues for biofuels. Paul Bertsch will draft the paper on behalf of SSSA and the U.S. National Committee for Soil Science.

Board feedback to the task force:
The Board developed a list of items for the task force to consider regarding assessment methods and audit process.

3. It was the consensus of the Board to appoint a new task force to focus on a website that is a resource for soils information. Rattan Lal will appoint the chair with a request for a report by the annual meeting in November.

S211 Budget and Finance
1. Dues Restructuring - The ASA, CSSA, and SSSA Budget and Finance Committee Chairs were charged with reviewing the dues structure and making a recommendation to the Boards of Directors. Doug Beegle presented the committee’s report, including a set of recommendations. The committee has reviewed the current structure and the objectives of restructuring - ensure the dues match member value, create Society specific dues to allow funding for unique programs, simplify the structure, and analyze formulas to ensure equity.

ACTION: It was moved, seconded, and carried to adopt the following recommendations:
• Revenue - change the dues allocation structure to an equal split of general dues based on the Societies a member joins or renews in. Activity fees continue for 2008.
• Expense - adopt an allocation mix for each of the member services expenses.
• For those journals with a member/nonmember publishing fee differential, a person must be a member to publish at the member rate in that Society’s journals. (Shared journals would only require membership in any one of the Societies.)
• A person would be eligible to present a volunteer paper in only those Societies for which they hold membership (ie, an ASA only member could not present in a CSSA Division). This does not apply to invited speakers.
• A member could only choose divisions within the Societies in which they hold membership.

There will not be a dues increase in 2008 other than the Higher Education Pricing Index increase. It was the consensus of the Board that in future years SSSA give more consideration to setting their dues independently of ASA and CSSA.
2. The ASA, CSSA and SSSA Executive Committees (ACSESS Board) will hold a retreat in the Madison area August 19-21; the ASA, CSSA, and SSSA B&F Committees will meet in Madison August 22-24.

ACS237 Membership and Society Identity
It was the consensus of the Board to send a letter to active soil scientists that have dropped their Society membership to encourage them to join the Society. Board members were encouraged to forward additional names of individuals that should be members to Ellen. The letter will be written by the Executive Committee on behalf of the Board. It is anticipated that the letters will be sent by mid-August.

S290 Headquarters
The Board received written reports on finances, publications, and membership. Ellen Bergfeld provided a brief update for each.

Finances - The Society had a net income of $194,555 from operations in 2006. Overall for 2007 the Society is on target with budget.

Publications - publications is SSSA’s largest financial contributor and in recent years the journals have been reduced in revenues. *SSSA Journal* revenue has decreased somewhat due to fewer libraries and fewer members subscribing to the journal. Publishing revenue is up. Composition costs for 2007 will be reduced due to in-house composition. *Vadose Zone Journal* is in a growth mode and moving along. Composition costs will drop this year due to in-house publication. Income for *Journal of Environmental Quality* has been stable. Comparing nonmember subscription revenue and member subscription revenue, it is clear that JEQ is more widely read than by Society members alone. The book publishing program is beginning to move after the moratorium and will be minimally in the black for the next several years.

Membership - Overall, membership in SSSA was up at the end of 2006 by 160 members for a total of 6,175 members, but the Sustaining Members are declining. There are 3,489 members in ASA, CSSA, and SSSA that have not selected a Division of interest and there are 658 members who have selected Divisions of interest in a Society that they are not members of.

In response to the membership report, the Board requested Headquarters re-evaluate the procedure for handling Division of interest selections. The Board also discussed the possibility of creating a task force to focus on industry, but no definitive action was taken.

S301 Editorial Affairs, Policies, and Practices
Sally Logsdon informed the Board in November 2006 that the publication fee structure was under review by the various Editorial Boards. Different scenarios have been reviewed by the Editorial Boards and the recommendation to the Board of Directors is that SSSA change to a per page charge rather than the per paper base charge.

ACTION: It was moved to adopt a flat per page charge for *SSSA Journal* and *Vadose Zone Journal*. Seconded. Carried.

The intent of the motion is to keep the model of a per page charge which allows the amount to be adjusted as needed.

ACTION: It was moved to adopt an $80 per page charge for papers submitted to *SSSA Journal* and *Vadose Zone Journal* as of January 1, 2008. Seconded. Carried.
ACS536 Washington Presence
Congresswoman Tammy Baldwin addressed the Board on the Congressional House Soils Caucus and what role Congressional caucuses can play and their importance as an educational tool to Congress. She also provided an update on the 2007 Farm Bill, particularly the Conservation, Energy, and Research titles and opportunities for renewed investment in research and development.

S589 Smithsonian Soils Exhibit (Worlds Underfoot)
Paul Kamps updated the Board on budget goals for:

1) Worlds Underfoot exhibition at the National Museum of Natural History. $2.2 million of the initial $2.5 million has been raised. Deadline for fundraising is October 2007.

2) Traveling exhibition through the Smithsonian Traveling Exhibition Services. Fundraising goal of $750,000. Deadline for fundraising is July 2008.

3) Exhibit opening event at the museum. Budget goal to be determined by SSSA. Budget deadline is January 2008.

Other potential financial outlays include a) website, b) print materials for exhibit, c) teacher workshop, soils festival, lecture event or other special event at the museum, and d) tour venue workshop at the museum. The Board will discuss these during its May 17 conference call.

ACTION: It was moved to approve payment of $705,000 to Smithsonian between now and October 1, 2007 for the Soils Underfoot exhibit. Seconded. Carried.

ACTION: It was moved to request release of $705,000 from the Agronomic Science Foundation for the Soils Underfoot exhibit. Seconded. Carried.

ACTION: It was moved to approve payment out of SSSA reserves of any deficit of the $705,000 not in hand by October 1, 2007. Seconded. Carried.

It was noted that plans are underway with the K-12 Committee to publish a general interest soils book to go with the Smithsonian soils exhibit.

S591 K-12 Committee
David Lindbo provided a progress report on the K-12 Committee activities, including immediate goals (to be done by October 2006), short term goals (to be done within 1 year), mid term goals (to be done 2-5 years), and long term goals (to be done 5-10 years). In an effort to develop plans for funding, the committee will begin to identify and apply for grants from external funding sources within a year.

S711 Program Planning
Gary Peterson updated the Board on Annual Meeting activities scheduled for New Orleans. The York Lecture is scheduled for Sunday evening. Plenary Sessions are scheduled Monday, Tuesday, and Wednesday mornings with no other sessions scheduled during those time. Special symposia are scheduled for Monday, Tuesday, and Wednesday afternoons, in addition to regular sessions. The SSSA awards program will be held on Monday.