The meeting was called to order by SSSA President Chuck Rice. Board members present were:

Charles W. Rice, SSSA President
Gary M. Pierzynski, SSSA President-Elect
Nicholas B. Comerford, SSSA Past President
David E. Radcliffe, S-1 Board Rep.
Donald L. Suarez, S-2 Board Rep
Daniel W. Sweeney, S-4 Board Rep.
Carolyn G. Olson, S-5 Board Rep.
Harold M. van Es, S-6 Board Rep.
Mary Beth Adams, S-7 Board Rep.
Thomas A. Doerge, S-8 Board Rep.
April Ulery, S-9 Board Rep.
Martin C. Rabenhorst, S-10 Board Rep.
Robert C. Michitsch, Early Career Members Rep., ex officio
Sally D. Logsdon, SSSA Editor-in-Chief, ex officio
James G. Coors, ASF Rep., ex-officio
Ellen Bergfeld, Chief Executive Officer, ex-officio

Also present were:
David L. Lindbo, Incoming SSSA President-Elect
Wes Meixelsperger, Chief Financial Officer
Susan Chapman, Director of Member Services
James Giese, Director of Science Communications
Karl Glasener, Director of Science Policy
Ian Popkewitz, Director of IT and Operations
Keith Schlesinger, Director of Meetings and Conventions
Luther Smith, Director of Certification and Licensing Programs
Rebecca Funk, Managing Editor, SSSA Journal
Pat Scullion, Staff Artist (logo redesign)
Cathy Goudreau, Recorder
Rebecca Polk, Recorder

S003 Board of Directors
1. ACTION: It was moved by Carolyn Olson to approve the March 17, 2011 Board conference call minutes. Seconded by Harold van Es. Carried unanimously.

2. The next Board conference call is scheduled for June 16, 2011 at 1:30 PM CDT.
S005 Committees
Per discussions at the November 4, 2010 Board meeting, Marty was to prepare a specific motion regarding several ACS committees.

1. ACTION: It was moved by April Ulery to create an SSSA Early Career Members Committee as proposed. Seconded by Mary Beth Adams. Carried unanimously.

The Board approved creation of an SSSA Graduate Student/Early Career Member Advisory Committee in August 2010; therefore, it was suggested that the Advisory Committee become the new committee.

2. ACTION: It was moved by Marty Rabenhorst to approve creation of an SSSA Early Career Professional Award as proposed. Seconded by April Ulery. Carried unanimously.

3. ACTION: It was moved by Marty Rabenhorst to approve creation of an SSSA Membership and Society Identity Committee as proposed. Seconded by April Ulery. Carried unanimously.

S011.01 Division S-1
The Board discussed the Division S-1 white paper on “Securing a future for soil science.” The paper addressed the annual meetings, Society structure, education, leadership/communication.

The Board agreed to the following:
- The white paper team will be allowed to put an article in CSA News about their white paper.
- The white paper team will be made aware that if they wish to put an article in CSA News, inaccurate statements will be addressed in the reply - Chuck and/or the Executive Committee will submit a reply to the white paper team to go beside their article.
- Chuck will send them a letter outlining where they appear to be poorly informed.
- Chuck will prepare some highlights from this Board meeting for Division Reps to modify as appropriate and share with their members.

The Board also agreed to appoint an ad hoc committee to explore meeting business models for a stand-alone meeting as well as an independent meeting. The committee will be encouraged to think in terms of transition - start with a small meeting and grow it each year with the goal of an independent annual meeting in 2017, as SSSA is committed to meeting with ASA and CSSA through 2016.

ACS090 Agronomic Science Foundation (ASF)
1. Jim Coors provided an update on ASF activities. The ASF Board is seeking opportunities for more visibility during the annual meeting and to interact with SSSA members particularly at the Awards Breakfast and Plenary Session. With input from the SSSA, CSSA, and ASA Boards of Directors, ASF has approved the creation of two new unrestricted funds – General Scholarship Fund and International Study Travel Fund. The Golden Opportunity Scholars program will continue to be promoted. Six new members have recently been added to the Board. ASF is looking for ways to support the Society – ideas can be forwarded to Jim via email. He particularly encouraged input from the Board regarding the 75th anniversary as it is an opportune time to draw in some funding.
2. CSSA President Maria Gallo has requested SSSA consider increasing their contribution to the Golden Opportunity Scholars program. Chuck requested this be forwarded to the B&F Committee for consideration. Marty requested the Board get a better grasp on the program in order to make an informed decision.

S201.4 Strategic Planning
1. The Board reviewed the Strategic Plan progress as presented by Chuck.

Goal A – SSSA will be the indispensable resource for knowledge, networking, and services to its members. (Retention)

*Strategy A1 (High) – Provide educational opportunities throughout the year (webinars, fact sheets, short courses, full courses).*
Society sponsored Webinars; Dawn Ferris, Soil Science Program Coordinator hired.

Chuck will request the Training and Continuing Education for Soil Scientists Committee discuss the need for a formal review process of Society sponsored webinars, short courses, and other educational opportunities.

*Strategy A2 ((High) – Reorganize the Division structure to better meet members’ evolving needs.*
Reorganization Task Force has been appointed and is working. (See also S201.4.11 in these minutes)

*Strategy A3 (High) – Increase student retention.*
Early Career Member Rep. on the Board of Directors.

*Strategy A4 (Medium) – Increase certification/accreditation emphasis to enhance member credentials.*
Activities at state level to increase awareness of certification and some international discussions with Australia and U.K.

*Strategy A5 (Low) – Create an online knowledge community utilizing electronic communications and social media tools.*
Twitter and Facebook accounts established.

Goal B – SSSA will become the essential resource for knowledge, networking and services for all nonmember professionals engaged in the science of soil. (Recruitment)

*Strategy B1 (High) – Create a task force to ask nonmember practicing soil scientists what their wants and needs are and how SSSA can best meet them.*
Monthly conference calls with Dawn Ferris and selected members of NSCSS. A task force has not been appointed.

*Strategy B2 (Medium) – Provide more visibility in SSSA publications for nonmember professionals*
Discussions underway for a separate communications piece for SSSA. (See also S300 in these minutes.)
Goal C – SSSA will be an essential information source for anyone seeking soils information. (Outreach)

Strategy C1 (High) – Develop soils educational communications for members and ask them to submit these to their local newspapers.
75th Anniversary Committee working on several activities including K-12 website update, speakers bureau, public service announcements. (See also S711.08 in these minutes.)

Strategy C2 (Medium) – Develop a higher profile soils education website
K-12 website update.

Strategy C3 (Medium) – Develop targeted educational materials for education meetings, Envirothon, secondary school books, soils science field/lab kits, soil science inquiry-based lesson units. Develop revenue generation for this goal to make it more self sustaining.
K-12 Committee is working with Envirothon. SSSA is part of a coalition of geo related societies working with AGI to advertise Earth Science Week kits.

The Board encouraged the Society move forward with this strategy, particularly the on-line soils labs, and recommended that NAPT investigate potential opportunities. (See also S890 in these minutes.)

Goal D – SSSA will be recognized as the most powerful advocate for soil science. (Influence)

Strategy D1 (High) – Increase the presence of soil scientists on federal agency competitive grant program review panels.
NSF has access to our database to identify review panelists but more emphasis needs to be put into this.

Strategy D2 (High) – Strengthen presence of soil science research programs in federal agencies (more funding for soils)

Strategy D3 (Medium) – Continue to expand the DC office and staff
Ongoing discussions to increase Science Policy Office budget. (See also ACS536 #3 in these minutes.)

Strategy D4 (Medium) – Develop state licensing and certification for soil scientists

Strategy D5 (Medium) – Educate SSSA members on the political process and how to contact governmental representatives – grassroots advocacy

Strategy D6 (Medium) – Build SSSA relationships/collaborations with scientific societies, academia, and industry and work to develop research and education priorities.
SSSA is part of AGI, AGU, AAAS, CoFARM, etc. Also exploring membership in FASEB.

The Board suggested involvement with ASM as they have a very strong DC presence.
Strategy D7 (Medium) – Implement Congressional, White House and Federal Agency visits annually to educate policymakers about, and advocate for, soil and soil science. Executive Committee Hill, EPA, NSF, NASA, NOAA, etc. visits in April to increase presence/awareness of SSSA and lay groundwork for future activities. Increasingly receive requests from Federal Agency staff.

Strategy D8 (Medium) – Increase presence of soil science in popular media. 75th Anniversary Committee activities including public service announcements. (See also S711.08 in these minutes.)

Goal E – SSSA will be recognized as an organization that serves all aspects of the larger soils community. (Rebranding)

Strategy E1 (High) – Design a new SSSA logo
See #4 below.

Strategy E2 (High) – Develop new communications branding to SSSA members
Marty encouraged the Board to continue moving forward with development of an independent image for SSSA including the website, membership application, recruitment material, etc.

Strategy E3 (High) – Develop and implement Branding Awareness Training for HQ staff
Nick met with the staff in July 2010.

Strategy E4 (Medium) – Develop an SSSA print magazine that is equivalent to CSA News
(See S300 in these minutes)

Strategy E5 (Medium) – Revisit/Evaluate/Restructure Divisions (same as Strategy A2)
Reorganization Task Force appointed and working. (See also S201.4.11 in these minutes.)

2. Ellen presented the Strategic Plan quarterly report addressing goals, tactics, milestones, and expected accomplishments for 2011. The spreadsheet is staff focused to track progress. She invited the Board to provide feedback at any time during the meeting or via email.

3. Ellen presented SSSA progress for 2003-2011 highlighting areas of emphasis and accomplishment by departments. The Board commended Ellen and staff and recommended highlights be shared with the membership via CSA News.

4. The Board discussed the two SSSA logos designed by Pat Scullion. Harold presented a proposed logo using portions of the two designed by Pat.

ACTION: It was moved by Nick Comerford to approve the integrated logo as presented by Harold van Es. Seconded by Dan Neary. Carried with David Radcliffe opposed.

S201.4.11 Reorganization Task Force
The Task Force developed and sent a survey to members addressing SSSA Division structure, annual meeting, leadership and communications, and some specific options surrounding reorganization. The Task Force will meet at Headquarters in July to review/analyze the survey results. There will be a booth at the Annual Meeting for member feedback. A progress report will be provided to the Board in October with a final report due before March 2012.
As the survey results will also provide excellent information for the Board’s ongoing activities with regard to implementation of the Strategic Plan, it was recommended that the results be shared with the Board prior to analysis by the Task Force. It was also recommended that the survey results be shared with the membership in order to be as transparent as possible.

S211 Budget and Finance
Harold shared the results from the 7 Board members that responded to the budget model survey. The purpose of the survey was to initiate discussion on calibrating the current budget model against SSSA priorities and suggest adjustments, if needed. The objectives are:

- Rate importance of Society programs
- Gain understanding of profit/loss associated with cost centers
- Compare program importance with budget model
- Suggest recalibration of budget model to B&F Committee
- Approve discretionary allocations

Based on the survey results and Board discussions, follow up items include:

- Determine annual discretionary budget for the Executive Committee
  - B&F Committee will make a recommendation
- Consider reducing annual meeting registration fee and page charges for early career members
  - Headquarters will review the potential impact and present to B&F Committee
- Begin financial planning for a soils conference and/or separate SSSA meeting
  - Explore with ESA for co-sponsorship of Ecosystems Services Workshop in May or June 2012. Headquarters will develop a proposal for B&F Committee
  - NSF GEO conference to develop new concepts for grants
  - Develop model for a soils stand alone meeting – 2013 and beyond
- Consider increasing support for continuing education
  - Soil Science Program Coordinator staff position was a front-end investment
- Increase Science Policy Office budget (See ACS536 #3 in these minutes)

S290 Headquarters
Department Directors reported on staff activities, highlighting the following:

Susan Chapman, Director of Member Services
- 2010 year-end membership was 6,367 – an increase of 615; 2011 renewals in line with 2010 except undergrads are down 4.9%
- Historical trends and membership demographics
- Corporate Membership program
- Membership/Certification Department merger and activities
- Strategic Plan activities – provide educational opportunities; increase value of career service at annual meeting; targeted educational materials and higher profile soils education website; revisit/evaluate/restructure divisions; enhance communications to SSSA members

Rebecca Funck, Managing Editor, *SSSA Journal*, Publications Department
- *SSSA Journal, VZJ, JEQ, Soil Survey Horizons* Statistics
- Books – 2 published in 2010; 6 books projected to be published in 2011
- Outreach – cooperative publishing efforts being solicited; content aggregation via electronic format
- Retention – depth of content; books as e-pubs being developed; switch to XML format; RSS feeds
• Influence – addressing current environmental issues; option to publish position papers; promote published research
• Rebranding – exploring separate communication piece for SSSA; efforts to expand publication audience
• Future activities – MarkLogic platform; e-books; mobile app

The Board recommended staff explore opportunities to put journals on Amazon. Also, the archive package needs to be marketed to key members/faculty in order to promote this to university libraries.

James Giese, Director of Science Communications
• Goals
  • 75th Anniversary activities
  • Soil Survey Horizon revision
  • CSA News features; new focus on soil science in Crops & Soils; new blog; new social media
  • Outreach/media relations based on position papers
  • CSA News content into MarkLogic server/XML

Karl Glasener, Director of Science Policy
• Educating and Advocacy – Grand Challenges, CCST, R&D funding and legislation, etc.
• 1st Quarter Activities
  • Congressional Soils Caucus/Hill visits
  • Executive Committee White House/Federal Agency/Congressional visits
  • Climate Science Education Day
  • Position Statements
  • AAAS R&D Report
  • Rhizosphere Workshop
  • Ag and Natural Resources R&D Roundtable
  • FY2011 Continuing Resolution
  • FY2012 Budget Review
  • FY2010 Spending Bills
• Educational and Advocacy activities for May-December
  • NSF GEO Sustainable Soil Systems Workshop
  • Congressional Soils Caucus
  • Position Statements
  • Annual Meetings
  • FY2012 Spending Bills
  • FY2013 Admin. Budget and priority development
  • 75th Anniversary activities
• Regular FY2012 302(b) suballocations

The House expects to finish the budget cycle by September 30, thus Karl was requested to explore the potential for July meetings in DC with the Executive Committee and new Board members.
Ian Popkewitz, Department of IT and Operations
• Overview of daily operations
• Current project highlights
  • Smart Phone app for journals; NAPT on-line system for labs and program administrator;
    form for submitting videos for 75th anniversary video contest
• Network configuration

Keith Schlesinger, Department of Meetings and Conventions
• Strategic Plan Goal C
  • Online recordings; Virtual posters; Meeting app for 2011
• Strategic Plan Goal D
  • Canadian Society of Soil Science meeting in 2011
  • Entomological Society of America meetings, 2006-2013
• Highlights for 2011 Annual Meeting in San Antonio
  • Meeting app
  • Paper numbers, keynote speakers, Plenary session

Luther Smith, Director of Certification and Licensing Programs
• Strategic Plan Strategy A1- Soil Science Program Coordinator hired to focus on exams,
  education and certification/licensing
• SSSA Education Programs – Fundamentals in Soil Science; Soil and Water Management;
  Selected Topics in Applied Soil Science
• Strategic Plan Strategy A4 – CPSS/CPSC programs
• CPSS and CPSC trends and current numbers
• 2011-2012 activities
  • CPSC no longer offered beginning 2012
  • Communication activities
  • CPSS task force meeting in June
  • Licensing states; certification states; exam locations
  • NSCSS considering merger with SSSA

Wes Meixelsperger, Chief Financial Officer
• Net income from operations for three months ending March 31, 2011
• Revenue sources – subscriptions, sales, publishing, meeting registrations, other meetings,
  program, member dues, certification, other
• Trends for subscriptions, publishing and member dues revenue
• Total revenue and income from annual meeting trends
• Operating income trends
• Assets/liabilities/equity
• Profit/loss by cost center

The Board encouraged Wes to attend the Division business meetings to help educate members on
the budget, particularly income and expenses.
S300 Publications
The Board continued previous discussions on the potential for a separate soils specific
communication piece for SSSA, including the possibility of expanding *Soil Survey Horizons*.

ACTION: It was moved by Nick Comerford that staff develop a concrete proposal for an SSSA
news component to *CSA News* along with costs for print and electronic. Seconded by
Dan Neary. Carried.

The proposal will be presented on the June 16 Board conference call or as soon as it is available.

S301 Editorial Affairs, Policies and Practices
1. Sally provided an information report on various editorial activities. A major emphasis has
been working with the ASA and CSSA Editors-in-Chief on a proposed stipend policy for
recognizing efforts by journal editorial board members. The proposal will be available for
review at the August B&F Committee meetings.

2. Sally will complete her second term as Editor-in-Chief on December 31, 2011. A call for
nominations appeared in the February 2011 *CSA News* with applications due to Chuck Rice by
April 30. Sally will encourage individuals to apply as no applications have been received.

S500 Profession Advancement
Chuck encouraged Board members to participate in the country-wide seminar program by
contacting neighboring universities to get on their seminar schedule. Chuck has done several
seminars and his template will be posted on the Board website. The Ambassador Program web
page – [https://www.soils.org/membership/ambassadors](https://www.soils.org/membership/ambassadors) - provides a variety of promotional
material as well.

ACS536 Science Policy
1. Action was taken on the March 17, 2011 Board conference call to approve the ASA-CSSA-
SSSA Working Group recommendation to approve the climate change position paper.

It was clarified that as a member of the Climate Change Coalition, the Society was specifically
requested to participate in a position paper addressing climate change on agriculture. As CSSA
and ASA are also members of the Climate Change Coalition, the Executive Committee explored
the possibility of a joint paper and reported to the Board that a joint paper would be prepared.
SSSA still has the option to develop a position paper specific to soils, ecosystems, etc. Several
Board members requested the position paper process be more open and suggested the use of
discussion boards on the Society website. In addition, the composition and charge to the S592
Policy Development Committee will be reviewed as this is the appropriate committee to identify
issues for position papers.

2. Chuck reported that the Methodology of Carbon Credit white paper is close to completion.
The Ecosystems white paper is pending as the author did not work out.

3. Action was taken on the February 17, 2011 Board conference call that the Executive
Committee work with the B&F Committee to develop a short-term budget amendment to the
Science Policy Office budget to meet the near-term Federal budget situation and to also deal with
long term budgetary needs of the Science Policy Office.
The Board discussed the pros and cons of an FTE or a shared position and their desire to retain the intern program.

ACTION: It was moved by Nick Comerford that SSSA support increased activity in the Science Policy Office via addition of personnel. Seconded by Dan Nearly. Carried unanimously.

S711.08 SSSA 75th Anniversary Committee
Chuck provided an update on 75th Anniversary activities being planned including a special area in the exhibit hall at the annual meeting, several symposia at the annual meeting, speakers bureau, historical and forward thinking articles in the journal, K-12 website update, etc.

James presented the PSA power point from Paulsen Marketing focusing on four proposed concepts which were developed based on input from the Anniversary Committee - Reflecting, The Story of Soil, Good Things Come From Soil, Stream of Consciousness. The goals of the PSA’s are to celebrate SSSA’s 75th Anniversary, grow the profession, and bolster SSSA’s image and brand. Several Board members expressed concern with the proposed scripts, lack of diversity, and lack of international dimension. The general consensus was not to move forward with concept 1 – Reflecting.

ACS732 Annual Meetings Planning Committee
ACTION: Per the recommendation of the ACS732 Annual Meetings Planning Committee, it was moved by Harold van Es to approve Phoenix as the location for the November 6-9, 2016 annual meeting. Seconded by Dan Neary. Carried unanimously.

S890 North American Proficiency Testing Program (NAPT)
Don Suarez and Harold van Es expressed concerns with some of the procedures of the NAPT program. The Board encouraged greater interaction with the Oversight Committee and requested a report from the Committee at the October Board meeting. There is potential for this program to generate revenue rather than break even.

Meeting adjourned.