



Timeline

2013 Annual Meeting, Tampa – first meeting of the SSSA IYS task force to begin defining the scope of participation, possible target audiences, and communication options to maximize this once-in-a-lifetime opportunity

2014

- The IYS task force met monthly via conference call. First, key target audiences were determined: members (for soils information dissemination) and
- K-12 teachers (formal and informal)

Then other decisions throughout the year included:

- What is our budget? What activities/events are the best use of our limited resources?
- What are the key messages about soil?
- Can we do a video? What about 12 videos?
- How does our successful I "Heart" Soil campaign fit into IYS?
- What materials should be developed?
- What does a communications/dissemination include?

October, 2014 – Reaching out, a mailing was sent to 20,000 science teachers promoting the SSSA IYS campaign and encouraging them to sign-up to receive an educator's kit and monthly emails throughout the 2015 year. Over 2700 teachers have signed-up (with 2000 receiving kits)

In addition, to keep members informed, periodical messages were included in various Newsflash communications and several special emails were sent to encourage members to plan their own IYS events.



V December 5

Launch of the International Year of Soils!

The Today Show – As we were in New York for the events at the UN, a stop at The Today Show was mandatory. While we didn't get to talk with Matt Lauer, Al Roker, Samantha Guthrie, and the other hosts, Dave Lindbo stood out in the crowd! ATODAY

Events at the United Nations - The FAO launched IYS on World Soil Day (December 5, 2014). Celebrations and proclamations were done in Rome and New York at the United Nations. Representing SSSA and providing remarks (found at www.soils.org/iys) was David Lindbo, SSSA Past President and Chair o the SSSA IYS task force.

Social Media – Facebook and Twitter posts and shares exploded on World Soil Day as we posted about the day's events and the energy took off!

Member Communications – A special IYS/World Soil Day Newsflash was sent encouraging members to celebrate IYS and post what they were doing to social media.

www.soils.org/iys

Launched in December 2014

- Web page for each month
- Video compilation page
- I heart soil stickers map and request page
- Over **114,000** views since it "opened" in Dec. 2014 (Coloring book, stickers very popular!)



Each month in 2015 focused on a different theme and included the following:

- A Theme
- Activities Page + Monthly Overview
- Video/social media
- Two theme-coordinated Soils Matter blog posts/social media
- Three news releases
- Educator email



12 IYS Activity		
C_il		
Science		
Society of America		
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mary	make a	ind share son crayons
get their color from minerals		
rganic matter. In this activity	Soils come i to make cra	
re the various colors of soils.	with a group	
union Obiontius	video demor	
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i.	Method	
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erials Needed	watch	SEPTEMBER 2015
riety of collected colored	Collect Whene	
ls or check with you local	differe	The Soil of Various Environments
s.usda.gov/wps/portal/nrcs/	Ask fri sample	Some soil is covered by buildings, some soil is used for agriculture, and some soil remains in its natural state as part
in/national/contact/local/	2. Dry the s	For example, in grasslands, deep rooted grasses grow, die, and decompose every year. These decomposing roots
king sheet and aluminum foil	 Spread 	give the soils of grasslands dark-colored and nutrient-rich conditions to much deeper depths than other ecosystems. In forests, the tree roots grow for many years, and the soil's only source of organic matter is the needles and leaves
wax paper	Oven	that fall on the soil surface. These soils are only nutrient-rich for a thin layer. In the wet soil of coastal wetlands and
mmer or mortar and pestle	How le the an	ripanan (i.e., hear a river) areas, there is not enough air in the soil for microorganisms to respire (preach) and do emicient decomposition work. These soils experience a buildup of plant material and are made up of more organic matter and
nty hose	3. Crush or	less mineral matter than drier soils. The driest soils, in deserts, have very little organic matter because there is not enough water to support a large or diverse plant community. Desert soils are nutrient poor because of the low organic
rafin or Gulf Wax	Remov	matter and because the lack of water slows the weathering process that can release nutrients from soil minerals.
n or glass jar t water in pap	Use a Or you	Soil's Bole in the Environment
lindrical ice trays	 Or you 	Within these varied ecosystems, soil serves many important roles, such as being home to animals and storing water
stic container for mixing	 Sieve the If you 	for plants. The soil also has specialized roles that help protect nature. For example, a wetland stores a lot of water.
opsticks	mm. C	land, then the water gets slowed down and cleaned by the soil in the wetland before reaching the lake, ocean, or
	 If you the sc 	river. The wetland is also a buffer , or protection, from large waves that may be erosive to land. Wetlands also store large amounts of carbon. The organic matter that makes up wetland soil is carbon rich—if it were decomposed
	 Panty 	by microorganisms, this would release carbon dioxide. By remaining in the soil of wetlands, some of the carbon
	top of soil th	reaching our atmosphere is reduced.
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2015	-continued	
Year of Soils		
soils.org/IYS		
		Grassland Forest Wetlands Desert
		Seil 2015 www.soils.org/IYS
		Society of America Ven of Solis

International Behind the Scenes: Planning and Implementation

24 April 2013: The Food and Agriculture Organization (FAO) of the United Nations member countries endorsed the request from the Kingdom of Thailand to create the International Year of Soils with the stated goal of raising awareness on the importance of sustainable soil management as the basis for food systems, fuel and fiber production, essential ecosystem functions and better adaptation to climate change for present and future generations.

Educators Kit and Outreach

As part of the global IYS celebration, SSSA invited K12 educators to discover the amazing story of soils through our teaching resources. In December 2014, an Educators Kit was sent to teachers who registered for IYS materials with the following:

- Soil! Get the Inside Scoop Book
- Coloring and Activity Book
- IYS Highlights flyer
- Soil Taxonomy Poster Soil Science Careers Poster
- I "heart" Soil sticker template
- Become a "Friend of Soil Science"
- I "heart" Soil Ruler
- Know Soil, Know Life pencil
- Development time to create/update/reconfigure materials was approximately 5 months.
- In addition, SSSA offered a \$1500 travel scholarship for one science teacher to travel to the National Science Teachers Association National Conference in Chicago. Over 60 teachers applied (telling us how they teach soil in their classroom and why it's important). Our recipient was Amy Densborn, Indiana.





Monthly Leader Roles/Responsibilities

The IYS task force asked much of our monthly leaders and they delivered! They were tasked with developing or providing at least three activities for the educator audience, one activity for members to use when engaging with the public, and a guest column for the Soils Matter Blog.

Partnerships

- The success of IYS was a collective effort with other organizations. Partnerships included: • USDA-NRCS on the development of their 2015 Soils Planner (which SSSA sends to its members) using the monthly themes
- California Museum on a *Dig It! The Secrets of Soil* science fair project contest on soil erosion, with a \$1000 scholarship for grade school students,
- California Museum and North Carolina Museum of Natural Sciences which both hosted the *Dig It! Secrets of Soil* exhibit.
- Between Earth and Sky documentary of Alaskan Soils, being produced by member David Weindorf and coming in 2017, with SSSA providing sponsor funds.
- Wine Institute, UC Davis, Washington State and Oregon State hosting Soil, Vines and Wines Capitol Hill reception highlighting soil's important role in the production of wine.
- Partnered with the National Association of Conversation Districts to introduce. and pass in the U.S Senate, a joint congressional resolution recognizing IYS.

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CONCURRENT RESOLUTION Thereas many of the international partners of the Unite States are designating 2015 as the "International Year

Whereas soil is vitally important for food security and essen-

tial ecosystem functions; Whereas soil conservation efforts in the United States are ften locally led; nereas 2015 also marks the 80th anniversary of the signing of the Soil Conservation and Domestic Allotment Act (1 U.S.C. 590a et seq.) on April 27, 1935; Whereas soils, as the foundation for agricultural production essential ecosystem functions, and food security, are key sustaining life on Earth; reas soils and the science of soils contribute to improved ater quality, food safety and security, healthy eco tems, and human health; and Thereas soil, plant, animal, and human health are intricately linked: Now, therefore, be it Resolved by the Senate (the House of Representatives ring), That Congress— (1) supports the designation of 2015 as the "International Year of Soils";

Videos

SSSA worked with Jim Toomey to create 12 two-minute videos based on the monthly themes. Humor, graphics and a quick pace helps explain complex topics such as carbon sequestration and cleaning/ capturing water. The videos are posted on soils.org\IYS and on the SSSA YouTube channel. Distribution was done to teachers, via social media, and with monthly news releases to encourage broader distribution.



Social Media Stats



YouTube videos: January – nearly 11,500 views Feb, March – over 4,000 views each April, July, August – over 2,500 views each The others have over 1,000 views each

Twitter @SSSA_soils – followers now 7,428, up from ~6,000 Mar, 2015

Facebook

SSSA FB page – followers at 8,800+ was 7200 Mar, 2015 Reach doubled in time period after World Soil Day 2014: from average 900 > 2160+ on FB

I Heart Soil FB page – followers at 2,800+ was 2320 Mar, 2015, reach of each post has grown 124%.



Planning Committee

The International Year of Soils Task Force was charged with developing and coordinating SSSA activities to support the participation of SSSA and the dissemination of soils information during IYS. The task force worked closely with SSSA staff.

Members David Lindbo, Chair John Havlin, North Carolina State University Jan Hopmans, University of California, Davis Carolyn Olson, USDA-NRCS

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