Improving our
electronic delivery of content

By Matt Nilsson, Managing Editor of Magazines for ASA, CSSA, and SSSA

Three years ago, we launched a digital magazine/app version of *Crops & Soils* magazine. Readership of this version has been very low, and so last winter, we conducted a survey among a portion of our readers to determine how we could improve our digital offerings. Most survey respondents indicated that they preferred email delivery of new content and more CEUs, organized by topic and region.

As a result, after consulting with our editorial board, we decided to phase out the digital magazine version and develop an enhanced website in its place that would allow us to better deliver content in the way our readers like. The digital magazine/app version will still be available through September. We recognize that there are a small number of you who may really like the app, but most readers are not utilizing it, and so we cannot justify continuing it.

In October, we will be launching the new website (https://dl.sciencesocieties.org/publications/crops-and-soils), which will organize content by CEU topic, region, and issue. Eventually, we will be posting new content to the site about once a week, and then each month, we’ll send an email out to all certificants/subscribers with links to the new CEUs/articles. This will allow us to be more timely with content delivery. The print edition will continue to be distributed as well.

We hope you enjoy these changes. Let us know what you think!

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