In early 2017, the C522 Communications Committee began creating a communications plan for the 2017–2019 planning cycle. One of the objectives in the 2017–2019 CSSA Strategic Plan is to create a forum for a more robust understanding of plant science information. The outreach audience is the general public. In September, the plan was finalized and presented to the CSSA board.

Two key tactics were completed in 2017:

1. The webpage www.crops.org/about-crop-science was re-worked. Our goals were to improve the visibility of the weekly website stories to the general public as well as to make navigation easier. There is a new “slideshow” at the top of the page featuring the web stories. There is also a button promoting the content created for the International Year of Pulses pages (which alone received nearly 14,000 views in 2016). This C522 team (list below) worked with division leadership to re-write all the content on the public pages with similar formats, examples, and more photographs.

2. In partnership with ASA, a new blog was created. Sustainable, Secure Food (https://sustainable-secure-food-blog.com) launched on 7 January. Bloggers were recruited from membership divisions and communities. (See the related article in this issue for more information.)

Upcoming activities include a video series highlighting the work of our member scientists and promotional crop weeks starting in 2018.

If you are interested in joining the C522 Committee’s efforts for public outreach, watch for News Flash announcements for the call for volunteers!

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Many Thanks to Our 2017 Committee Members

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