Getting out the Soil Message: National Cooperative Soil Survey Marketing Plans

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What's involved in getting the word out about the importance of soil and careful soil management? Following is a look at a portion of the approved National Cooperative Soil Survey (NCSS) Marketing Plan for 2001 through 2005.

2001 Goal: Inclusion of soils in natural resource education
Target audience: Science teachers

2002 Goal: Improved soil management
Target audience: Land managers and consultants within and outside of agencies

2003 Goal: Reduced loss of life and property
Targeted audience: Land use planners and contractors

2004 Goal: Understanding the function of soil in using and protecting wildlands
Targeted audience: Wildland managers, ecologists

2005 Goal: Illustrate the role of soils in international development and trade
Targeted audience: Land policy leadership

2001 NCSS Marketing Plan

Goal statement: Incorporation of soil science into natural resource education at all grade levels from K to 12.

Groups that can help accomplish purpose:
National Science Teachers Association (NSTA), State Science Teacher Associations, Soil Science Society of America (SSSA), Soil and Water Conservation Society (SWCS), American Geographical Institute (AGI)

Actions that you want the customer to carry out:
- NSTA—issue publication with lesson plans and host annual convention.
- State Assoc. Science Teachers—utilize available resources for teacher workshops.
- SSSA—develop material and share information with science teachers.
- SWCS—print and distribute publications.
- AGI—print and distribute publications.

Specific product needs:
Educators want to include soils in teaching but have lacked resource materials and lessons plans to do so. Maps, lesson plans, references, Web sites are desired.

Specific objectives:
“This program is a success if ...”
- In the long term, soil science is included in every science class.
- In the short term, there is a 20% increase in soil study in science classes.

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