



Info/Ed, where are we going?

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Communication Plan

- A detailed plan for delivering a strategic message to a target audience with a specific goal.
- Who, what, why, how?
- Proactive vs. Reactive
- We have created this plan at the state program level
- The plan is the [skeleton](#) that the rest of our communication/information/education/outreach efforts are built on.

SWCP Communication Plan

- This plan attempts to cover everyone the program actively communicates with on all topics
 - Districts
 - Newsletter
 - NRCS
 - DNR
 - Twitter
 - General Public
 - Press Releases
 - Commissioners
 - Legislators
 - Extension

Action Plan

- Two pronged as it relates to districts
 - Communications-Districts (employees, boards) are the customer and end user
 - Newsletter
 - Emails
 - Memos
 - Handbooks
 - [Training/testing/certifications](#)
 - Outreach-(Info/ed)Districts are the message carriers, but not end users.
 - Development of Outreach Toolkit
 - Provide a suite of tools that helps districts do professional, accurate, and consistent outreach
 - Fact sheets/brochures
 - Web sites
 - Templates
 - Training
 - Funding
 - Facilitating

Outreach Toolkit:

Newsletters

- Informal but professional way to communicate about priorities, explain rationale for decisions, establish trust and rapport
- Options available
 - Traditional Print
 - Expensive, no idea who reads
 - [Email \(PDF\)](#)
 - Gov [delivery](#)
 - Can build a template or attach PDF then send out to all subscribers
 - Goes to email and/or text
 - Metrics provided on how many receive, open, etc.

Outreach Toolkit: Web Sites

- Probably the first place a new cooperator will look for you
- Provided at no cost to your district
- More than 30% of districts have outdated contact information for employees/boards
 - [Outdated](#)
 - [Up to date](#)

Outreach Toolkit: Social Media

- Available to all districts
- Free
- Very powerful
 - Use extreme caution
- [Facebook](#)
- [YouTube](#)
- Training needs?

Outreach Toolkit: Fact Sheets

- Department Corporate Branding
- Content is fixed, but districts can add logo and contact information
- Can be shared electronically or printed
- 508 compliant
- [Animal Waste](#)
- [Irrigation Management](#)
- [Cost Share Program](#)

Animal Waste Management

Animal Waste Management Systems are planned to preclude discharge of pollutants to surface or groundwater and to recycle waste through correct soil application on agricultural land. Cost-share for Animal Waste Management is based on the number of applicable animal units present on the property. Cost-share assistance is not available for permitted systems. Cooperators are required to complete a comprehensive nutrient management plan prior to being approved for any Animal Waste Management contract. If a contract is completed, the cooperator may be eligible for a \$2,000 incentive to help defray the cost of obtaining their plan.



N312 Poultry Waste Management: Stack Shed

Eligible Conservation Practices

N312 Beef and Small Ruminant Waste Management practices help to construct a covered feeding and manure storage area. This prevents soil erosion and keeps nutrient-rich runoff from entering streams.

N312 Dairy Waste Management provides cost-share for components such as flush tanks, gutters, storage tanks and solids separators for non-permitted dairy operations.

N312 Poultry Waste Management systems provide a protected area to store poultry waste in a way that prevents environmental degradation.

N312 Swine Waste Management cost-share helps farmers install the flush tanks, gutters, basins and pit storage needed to safely handle the waste associated with farrowing, growing, gestation, feeding, finishing, or nursery buildings.



N317 Composting Facility: Multi-Bin Composter



N312 Beef and Small Ruminant Waste Management: Winter Feeding Facility

N316 Incinerators are used to incinerate livestock and poultry carcasses as part of a waste management system and to decrease nonpoint source pollution of surface and groundwater resources.

N317 A composting facility is a structure used to safely treat organic waste, such as animal carcasses and food waste in a way that creates a humus-like material that can later be used as a soil amendment according to a nutrient management plan.

Irrigation Management

Irrigation management is addressed to help protect water quality through efficient and uniformly applied water. This controls runoff, ensures appropriate application of nutrients and chemicals and conserves water supplies.



N442 Irrigation Systems, Sprinkler

Eligible Conservation Practices

N442 Irrigation Systems, Sprinkler practice provides cost share to install efficient sprinkler nozzles to existing systems. This conserves water and prevents erosion caused by inappropriate application of irrigation water.

N443 Irrigation System, Surface and Subsurface helps with the efficient conveyance of irrigation water from a source to the point of application without causing erosion, water loss or reduction in water quality and allows for more efficient use of irrigation water through improved application methods.

N447 Irrigation System, Tail Water Recovery encourages water conservation by collection and reuse of irrigation run off. This protects surface water and conserves agricultural pesticides and fertilizer.

N430 Irrigation Water Conveyance allows cost-share for a pipeline used to deliver irrigation water to a field. This conserves water and eliminates erosion caused by moving water through open ditches.

N587 Structure for Water Control may be applied as a management component of a water management system to control the stage, discharge, distribution, delivery or direction of water flow. These structures decrease nutrient and chemical loading to downstream surface waters through proper retention of water on agricultural lands.

N554 Drainage Water Management uses underground piping in conjunction with water control structures to drain excess water away from planting areas.



N443 Irrigation System, Surface and Subsurface



N587 Structure for Water Control-Weirbox

Cost-Share Program

Soil erosion threatens one of our richest and most abundant natural resources - our land.



The Soil and Water Conservation Cost-Share Program was developed to provide financial incentives to help cooperators install erosion-control and water quality protection practices. The program has helped conserve and assure the continued productivity of Missouri's soil and water resources, saving an estimated 176 million tons of soil and preventing many tons of excess nutrients from entering streams.

Funds for the program come from the one-tenth-of-one-percent Parks, Soils and Water Sales Tax, which is voted on by Missourians every 10 years. This tax was last on the ballot in 2016 and passed in every county with a total margin of nearly 80%.

What rates are available for eligible practices?

The program provides in excess of \$30 million annually to Missouri farmers. Approximately 6,000 contracts are completed each year on agricultural land to reduce soil erosion and protect water quality. Maximum cost share rates are set by the Soil and Water Districts Commission and generally provide up to 75% of state average cost for eligible components. Local soil and water conservation district boards may set rates lower in order to prioritize certain practices or encourage conservation in specific watersheds.

How can soil and water conservation districts help landowners?

Districts are organized and operated by local citizens who promote protection, maintenance, improvement and wise use of the soil and water resources in their counties. Districts also inform landowners about soil conservation programs.

A five-member board of supervisors governs each district. Four members, who must own farms in the

district, are elected to office; the fifth is an ex-officio member appointed by the University Extension Service. The U.S. Department of Agriculture's Natural Resources Conservation Service provides technical personnel to assist the district in its programs. Those projects most effective in reducing erosion or those areas of the county with the greatest need for erosion control receive priority.

Who qualifies for cost-share?

With a few exceptions, you must be the legal owner of private farmland within the established soil and water conservation district to be eligible for cost-share funds.

The cooperator must have an active conservation plan approved by the district. A conservation plan outlines a farmer's decision on how to most effectively use his land, and how to maintain or improve the soil, water and related resources.

The list of eligible projects and practices consists of more than fifty proven soil and water conservation techniques identified by the Soil and Water Districts Commission. Landowners can obtain the list at their local district offices.

Common Cost-Share Practices

- Terraces
- Rotational Grazing Systems
- Sediment Retention Structures
- Permanent Vegetative Covers
- Water Impoundment Structures
- Cover Crops
- Nutrient Management



Grazing System

Cost-Share Procedures

Step 1: Qualified landowners may apply through their local soil and water conservation district office.

Step 2: A district specialist will evaluate the proposed site and recommend practices to cost-share.

Step 3: District supervisors review landowner applications and conservation plans and will consider the needs of each landowner, the district's priorities and the practicality of the project.

Step 4: Supervisors review applications for cost-share funds and determine how much assistance will be given to selected projects.

Step 5: A district specialist will certify practice completion.

Step 6: A claim for payment, accompanied by proof of expenditures, will be filed by the landowner after the project is complete.

Step 7: The claim will be reviewed by the board of supervisors.

Step 8: The claim will then be forwarded to the Missouri Department of Natural Resources' Soil and Water Conservation Program, which assists the districts at the state level, for processing.

Step 9: Reimbursement will come directly from the state.



Pond

For More Information

Contact your Local District or the
Soil and Water Conservation Program

800-361-4827

dnr.mo.gov/land-geology/soil-water-conservation

**Conserving
Missouri's Soil for
Tomorrow**

Outreach Toolkit:

Press Releases

- Regularly picked up by print and web [publications](#)
- Go out as Department releases so are highly vetted
- Reach people that other methods may not (especially geographically)
- Has to be broadly interesting.
- Would a template help?

What next?

- Gather more data
- Things to determine as they relate to districts
 - What are common statewide priorities?
 - Are there funding needs?
 - Are current tools being maximized?
 - What new tools need developed or old tools need refined?
 - Who is currently doing outreach and is it working?
 - How do we determine success or failure?
- Steering Committee

Communication Needs Survey

Which option best describes your relationship with your local Soil and Water Conservation District?

- District Specialist-technical focus
- District Specialist-administrative focus
- Board member
- Other _____

Which statement best describes the level of outreach that you are personally involved in?

- I don't do any outreach
- I do minimal outreach
- I do a moderate amount of outreach
- I do a large amount of outreach

Which of the following groups are you most interested in contacting with outreach efforts?

- Elementary school children
- High school students
- Current cooperators
- New or beginning farmers
- Minority farmers
- Other _____

What is the largest information/education/outreach need for your district?

- I don't know where to start
- We lack expertise
- We lack funding
- We do adequate outreach and do not have any additional needs
- Other _____

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Which of the following outreach tools does your district currently use regularly? (select all that apply)

- State provided web site
- Social media
- Govdelivery messages
- Newsletter (print)
- Newsletter (electronic)
- Field days
- Other _____

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Are you interested in expanding your information/education activities?

- Yes
- No

Further Questions/Discussion



Learning Management System

- Used to provide training, testing and certification without having to be in a physical classroom with live presenters.
- Complex and takes some time, but allows more flexibility for employees to learn on their own schedule.
- Testing and milestones built in.
- Pilot will be some district specialist training/testing
 - [Info/ed](#)