ASA Education Program: Updates and Discussion

2020 North American CCA Board Virtual Meeting
September 16, 2020
Today’s Topics

• Program overview, collaborators, and supporters
• Online classroom subscription
• Sponsored and fee-based webinars
• “Local” and specialized content
• *Agronomy Foundations* curriculum
• *Field Lab Earth* podcast
• Virtual event hosting
• Proposals and grants
• Sustainable Agronomy Conference
• New learning management system
Program Overview

• The Certification department traditionally focused on the certification and education of ASA certified professionals
• Education opportunities have dramatically increased in recent years
• The Education Department became a “stand alone” department in 2017 and is now focused on:
  • Meeting the education requirements of ASA certified professionals
  • Supporting ASA certified professionals in the development and delivery of education content
  • Giving members opportunities to train certified professionals, fellow members, growers, students, private-sector professionals, and other audiences
  • Growing its audience, product offerings, collaborations, and revenue opportunities
  • Working closely with Certification and other departments to build a highly collaborative ASA education program
Collaborators and Supporters

Partial List
Online Classroom Subscription

- Major CCA interest
- Value and quality
- Continuous updates
- Some exclusions
- “Local” education option
Sponsored and Fee-based Webinars

- Key education offering
- Large audience (sponsored)
- General and specific topics
- Unbiased and science-based
- Diverse CEU offerings
- Survey and direct CCA input
- Strong sponsor support

**ASSESSING SOIL HEALTH WEBINAR SERIES**
A Soil Science Society of America webinar series produced in partnership with The Soil Health Institute and sponsored by The Walton Family Foundation

**Measures of Soil Nitrogen Cycling**
Thursday, September 17, 2020
12:00 Noon - 1:00 PM Eastern/11:00 AM - 12:00 Noon Central/10:00 - 11:00 AM Mountain/9:00 - 10:00 AM Pacific

Measuring and assessing soil health are critical for understanding how changes in agronomic management practices affect the capability of soil to support cropping systems. In this presentation, the Soil Health Institute will focus on explaining measurements and assessments of soil health associated with soil-nitrogen dynamics. Soil scientists have been working to estimate rates of nitrogen mineralization for use in soil fertility recommendations for generations. The Soil Health Institute has investigated various means of measuring the microbiotically mediated process of nitrogen cycling and will discuss: soil organic carbon and nitrogen, potentially mineralizable nitrogen, microbial respiration, inorganic and organic nitrogen extractions, N-Acetyl-D-D-Glucosaminidase (NAG enzyme), and autoclaved-citrate extractable soil protein (ACE protein). For each measurement, the method or methods will be described and the meaning of the measurement will be discussed, especially as it pertains to on-farm advisors and farmers. Insights and examples from the North American Project to Evaluate Soil Health Measurements will be shared to provide contextual understanding of each measurement.

CCAs and CPAs will receive 1.0 Soil and Water Management CEU. CPSS and CPSC will receive 1.0 Professional Meetings CEU.

Free to all registrants. Register now!

Upcoming Webinars:
- Measures of Soil Nitrogen Cycling (September 17, 2020)
- Practical Measures of the Soil Microbiome (November 17, 2020)
- Standard Measurements for Soil Health (December 8, 2020)
- Soil Health Economics (January 19, 2021)
“Local” and Specialized Content

• Frequent request
  • CCAs
  • Organizations
• Potential grant funding
  • Non-profits and foundations
  • Government agencies
• Local board collaboration opportunities
• Virtual and in-person options
• Special project experience
Agronomy Foundations Curriculum

- Major education offering
- University, college, and industry demand
- Multiple purposes
- Modern learning features
  - Interactivity
  - Strong visuals
  - Self-paced
- Competitive pricing
- Late-fall or early-winter release

Nitrogen Fixation
- Nitrogen makes up 78% of air, but this is unavailable to plants in the form of $N_2$
- $N_2 + 8H^+ + 8e^- \rightarrow 2NH_3 + H_2$
- Atmospheric fixation – lightning
- Biological fixation
  - Free-living bacteria
  - Symbiotic bacteria
  - Industrial fixation – fertilizer manufacturing
Field Lab Earth Podcast

- CEUs available
- Quiz-based education
- External organization interest
- Expanded future focus
- Special episodes
Virtual Event Hosting

- Experience
- Existing capabilities
- Growth area
- Local CCA board collaboration opportunity
Proposals and Grants

- Many grant opportunities
  - Local
  - Regional
  - National
- Collaboration opportunities
  - Local CCA board projects
  - ASA projects
  - Letter of support
  - Grant writing

EDUCATION COLLABORATION OPPORTUNITIES

PARTNER WITH ASA/SSSA EDUCATION AND GROW YOUR REACH AND IMPACT!

Listed below are some current opportunities for you to collaborate with the ASA/SSSA Education Department. If you have interest in exploring these collaboration opportunities, please contact Chris Boomsma, ASA/SSSA Director of Education, at Send Message or 608-819-3917. Please check back frequently as this list is routinely updated with new opportunities.

Grant Proposals: The ASA/SSSA Education Department is constantly searching for grant opportunities and is always eager to partner with ASA and SSSA members on projects focused on the education of certified professionals, growers, students, and/or the public. If you have proposals for which you could benefit from the ASA/SSSA Education Department’s capabilities and services, please reach out. The Education Department is currently seeking collaborators for the following grant opportunities:

- NCR SARE Research and Education Grant Program
- NCR SARE Partnership Grant Program

Webinars: ASA and SSSA are currently searching for webinar presenters for October, November, and December in 2020 and January, February, and March in 2021. Nearly all topics are welcome, but they should be of value to certified professionals in agronomy and/or soil science. Self-nominations are encouraged! At the current time, the Education Department is specifically seeking topics and speakers in the following broadly-defined areas:

- Non-agricultural soil science, management, and/or consulting
- Integrated pest management
- Urban agriculture
- Agronomy and soil consultant ethics
Sustainable Agronomy Conference

Moved to 2021!

Coronavirus update: the Societies have no plans to postpone or cancel the Sustainable Agronomy Conference and CTIC Social & Tour in August and remain focused on the event while also being watchful during this unprecedented situation.
New Learning Management System

- Vastly expanded capabilities
- Custom user and organization experience
- Content hosting
- Virtual event hosting
Questions or Comments?

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