

EXPANDING HORIZONS

WHERE CONSERVATION MEETS INNOVATION

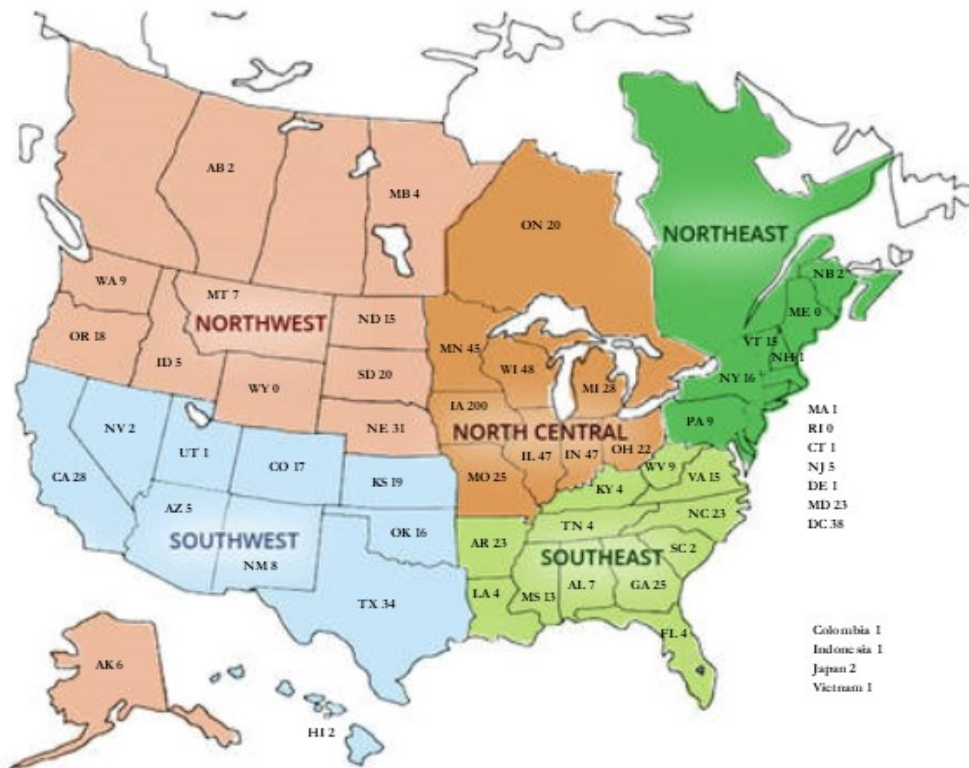


SWCS 75TH INTERNATIONAL ANNUAL CONFERENCE
JULY 27-29, 2020 | WWW.SWCS.ORG/20AC

POST-CONFERENCE REPORT

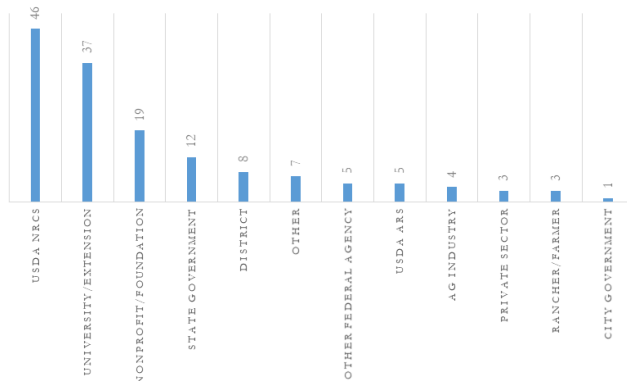
www.swcs.org/20AC

REGISTRANTS BY STATE AND REGION



SURVEY RESPONSE BY SECTOR

This year's survey response rate was **15%** of all registrants and **29%** of live participants



VIRTUAL PLATFORM FEEDBACK

The 75th SWCS International Annual Conference was the Society's first ever virtual event. Thank you to our event platform company Socio for their support in assisting to make the virtual event a success.

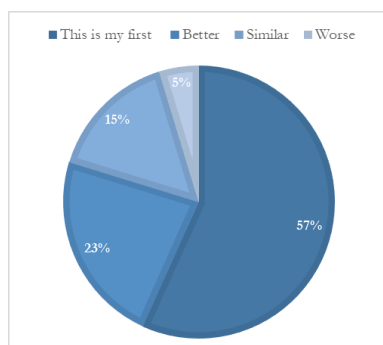
84% ranked the web browser platform
Excellent to Good.

80% ranked the mobile app platform
Excellent to Good.

VIRTUAL EVENT FEEDBACK

57% indicated this was the **first virtual event they had participated in.**

23% indicated the event was **better** compared to other virtual events they have participated in.



PLENARY SESSION FEEDBACK

89% ranked the Pritchard Panel
(Paul Lasley, Tony Maxwell, Linda Prokopy, Roger Wolf)
Excellent or Very Good.



80% ranked the Wednesday Plenary Session Speaker
(Chief Lohr)
Excellent or Very Good.



79% ranked the Wednesday Plenary Session Panel
(Dale Threatt-Taylor and Ebony Webber)
Excellent or Very Good.



AGRICULTURE INNOVATION AGENDA PANEL

Earlier this year, the USDA launched the Agriculture Innovation Agenda, a department-wide initiative with a goal of increasing US agricultural production by 40% while cutting the environmental footprint of US agriculture in half by 2050. To do so, the initiative will align public and private research efforts, integrate the latest innovative conservation technologies and practices into USDA programs, and improve USDA data collection and reporting. SWCS partnered with USDA to assemble a panel this year to discuss items within the agenda pertinent to the conservation community.

69% ranked the AIA Panel
Excellent or Very Good.



WORKSHOPS

This year's conference included three workshops, Training to Use Partial Budget Analysis to Estimate Soil Health Economic Outcomes and Data Collection Methods for NTT and COMET Tools, Watershed Tools at Your Fingertips, and WiNning Strategies for Navigating USAJobs and Building Resumes.

There were a total of 157 workshop registrants.

81% ranked the Workshops
Excellent or Very Good.

PRESENTATIONS

The conference program included 135 symposia and oral presentations, and 59 poster presentations.

This year's specialty topics included Applied Data in Agriculture, Back to the Future, Edge-of-Field Practices and Monitoring, and The Producer and the Plot

82% ranked the concurrent symposia and oral presentations
Excellent or Very Good.

56% ranked the virtual poster gallery
Excellent or Very Good.

WELL ATTENDED SESSIONS

The Zoom platform tracked attendance for each session. **Conservation Economics and Policy; Edge-of-Field Practices and Monitoring; and Soil Health Resources, Indicators, Assessment, and Management** were a few topics that rose to the top. Below are some of the most attended session times (with 115+ total live participants in attendance):

- Soil and Water Conservation: A Celebration of 75 Years
- Tuesday 11:00 AM - 12:30 PM CT Edge-of-Field Practices and Monitoring Oral Presentation Sessions
- Tuesday 1:00 PM - 2:30 PM CT Conservation Economics and Policy Oral Presentation Sessions
- Tuesday 1:00 PM - 2:30 PM CT Social Sciences Informing Conservation Oral Presentation Sessions
- Tuesday 1:00 PM - 2:30 PM CT Soil Health Oral Presentation Sessions
- Wednesday 3:00 PM - 4:30 PM CT Soil Health Oral Presentation Sessions

Survey respondents ranked **Adaptive Management, Outreach, Education, and Community Engagement, and Soil Health** topic areas most relevant to their work.

STATE OF SOCIETY ADDRESS TO THE HOUSE OF DELEGATES AND REGIONAL ROUNDTABLES

This session served as a platform for chapter members to meet with SWCS leadership and others from their region for a discussion on guiding the future direction of their professional society.

There were 176 participants in attendance.

63% ranked the State of Society Address to the House of Delegates and Regional Roundtables session
Excellent or Very Good.



PROFESSIONAL AND CHAPTER DEVELOPMENT SESSIONS

This year's professional development session was hosted by Women in NRCS (WiN) and featured a successful women in conservation career panel and discussion.

There were 121 participants in attendance.

77% ranked the Professional Development Session
Excellent or Very Good.

This year's chapter development session featured lightning presentations of the activities of this year's chapter achievement award winners.

There were 118 participants in attendance.

79% ranked the Chapter Development Session
Excellent or Very Good.

PHOTO CONTEST

Attendees during the virtual 75th SWCS International Annual Conference had the opportunity to vote in the 5th SWCS Annual Photo Contest.

The 2020 People's Choice winner was Lisa Blazure with her yellow canola flower photo taken in Clinton County, Pennsylvania!



The 2020 "Expanding Horizons" winner, chosen by a panel of judges, was Chris Lee with his battery urban farm photo taken in New York City, New York!



VIRTUAL SILENT AUCTION

Thank you to all who participated!

The Iowa Chapter SWCS brought in over \$1,700 to support the local chapter activities.



OTHER CONFERENCE ELEMENTS

The virtual event offered many elements aside from presentations. Below are stats from these activities.

73% ranked the Social Zoom Rooms
Excellent or Very Good.

64% ranked the Photo Contest
Excellent or Very Good.

71% ranked the Historical Displays
Excellent or Very Good.

44% ranked the Exhibit Hall
Excellent or Very Good.

83% ranked the Resource Library
Excellent or Very Good.

50% ranked Connecting with Attendees
Excellent or Very Good.

67% ranked the Awards Gallery
Excellent or Very Good.

View this year's award winners at www.swcs.org/awards.

MEMBER STATS

When registering for the SWCS International Annual Conference, attendees had two registration options aside from the sponsor, senior, farmer, student, and volunteer discount:

- Member - \$75 (in honor of 75th anniversary)
- Nonmember - \$99

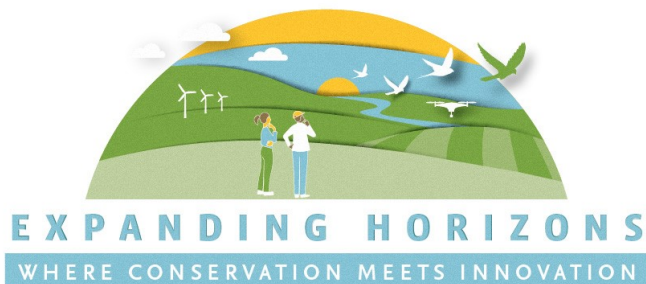
The original breakdown of attendees was as follows:

- 372 Members
- 355 Nonmembers

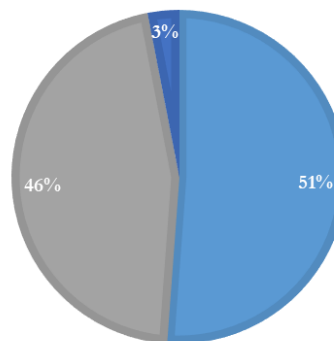
8 individuals or **2%** took the advantage of adding the option to join SWCS on their registration.

In an attempt to ensure the ability to join the Society was taken advantage of, two email blasts were sent to the individuals who registered as nonmembers.

Through this campaign, **14** individuals or **4%** of the original nonmembers took advantage and joined as a member of the Society.



■ Member ■ Nonmember ■ Joined SWCS



Due to current circumstances, SWCS will be waiting to release the 2021 International Annual Conference details until late fall.

75th SWCS International Annual Conference

Expanding Horizons: Where Conservation Meets Innovation

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We would like to extend a big thank you to the **Iowa Chapter SWCS** for all the work they put in to make this year's Annual Conference a success!