

Celebrating 75 Years of Conservation



VISION
To engage all citizens
as stewards of clean
water and fertile land.

1944 – Licking County Soil Conservation District organizes on March 17 to improve land use and management, control erosion, enhance flood control, organize ditch and farm drainage, provide educational programs, and cooperate with other agencies.

1947 – On October 2nd, the Second Frontier event draws 40,000+ people to the Rodman and Latham farms in Brownsville to watch conservation practices be installed on 208 acres. Soil & Water continues to demonstrate conservation practices during field days.

1951 – The first educators’ tour allows 130 teachers to learn first-hand about “soil and water problems.” The school’s superintendent travels the state to tell the story of soil conservation as viewed by the teachers. Soil & Water still hosts an extensive workshop series for educators.

1954 – A quarterly newsletter, *On the Level* has a mailing list of 625 addresses. The current quarterly newsletter, *Conservation Notes*, reaches over 5,000 people through mail, email, and a monthly electronic newsletter supplement.

1954 – Licking County Commissioners appropriate funds to Soil Conservation District for the first time. The Commissioners still provide financial support for operations in addition to state matching dollars from the Ohio Department of Agriculture.

1963 – To more fully describe their conservation work, Soil Conservation District applies to the Ohio Soil and Water Conservation Committee for a new charter and name change. The new official title is Licking County Soil & Water Conservation District.

1966 – For beautification and conservation, Soil & Water offers a package of 50 trees and shrubs for sale as part of the *Operation Conservation* program. Over the years, millions of trees have been distributed in Licking County, through what is now known as the Tree Sale.

1969 – South Licking Watershed Conservancy District forms. Soil & Water is an original sponsor and continues to be involved with watershed planning today.

1971 – Soil & Water took on the responsibility of reviewing proposed development under joint authority of the County Commissioners and the Planning Commission. Soil & Water continues to review construction plans and inspect sites for erosion and sediment control in unincorporated areas.

1972 – Charlie Arnold of Franklin Township receives the first *Cooperator of the Year* award. Soil & Water honors individuals and families that demonstrate exemplary conservation on their land at the Annual Banquet each fall.

1972 – *Keep it under cover! For Land’s Sake!* billboards

promote the use of cover crops. Today, Soil & Water offers technical assistance and a cost-share program for producers to invest in cover crops in partnership with Muskingum Watershed Conservancy District.



1975 – Soil & Water is instrumental in calling a meeting of community leaders and the Soil Inventory Review Board. The Unified Soil Survey is scheduled to begin in 1977 and be completed in 1982. Today, Soil & Water uses the Web Soil Survey to assist landowners.

1987 – Albert Ashbrook receives the Ohio Conservation Achievement Award presented by Ohio Governor Richard Celeste. Ashbrook served on the Soil & Water Board of Supervisors for over 20 years and is a past president of the Ohio Federation of Soil and Water Conservation Districts (OFSWCD). Several Soil & Water Supervisors have served on the OFSWCD Board over the years including current Supervisor, Bill Goodman.

1992 – County Commissioners open the Agriculture Service Center to provide one-stop shopping for farmers seeking assistance. Original agencies include Soil & Water, USDA Soil Conservation Service, OSU Extension, and Farm Credit.

1996 – Soil & Water holds the first Farmland Preservation information meeting. Today, the robust Farmland Preservation program has over 30 easements totaling more than 3,100 acres.

2001 – Soil & Water begins the process to restore habitat and stop the dramatic streambank erosion on the North Fork Licking River in St. Louisville. The almost \$1 million project was funded by many federal and state agencies and completed in the spring of 2005.

2006 – In partnership with other county agencies, Soil & Water spearheads the Natural Resources Area at the Hartford Fairgrounds to demonstrate conservation practices and connect people to the natural world. Each August, family-friendly programming includes fishing, archery, kayaking/canoeing, and programs about natural resources during the “Biggest Little Fair in the World.”

2011 – City of Newark and Soil & Water bring back the River Round Up. Today the Licking County River Round Up includes cleanups along over 30 miles of rivers and streams with the help of hundreds of volunteers.

2014 – Soil & Water partners with County Commissioners to coordinate all aspects of federally-mandated stormwater management. Soil & Water has formal agreements with multiple cities, villages and townships to provide stormwater management services.

2019 – Soil & Water celebrates 75 years of land and water conservation. With strong roots in agriculture and expanding expertise for conservation in urban areas, Soil & Water looks forward to another 75 years of conservation in Licking County.



www.LickingSWCD.com

MISSION
To promote conservation of
natural resources through
local leadership, education
and technical assistance.





2019–2021 STRATEGIC PLAN

Licking County Soil & Water Conservation District is committed to providing responsible leadership and good stewardship of the county’s soil, water, and natural resources. In 2017, the Soil & Water Board members engaged Ohio State University (OSU) Extension to facilitate a comprehensive three year strategic planning process for Soil & Water.

Through a web-based community survey and a series of focus group discussions with stakeholders, partners, landowners, educators, residents of Licking County and Soil & Water staff, information was compiled on a variety of topics. These topics included garnering their perceptions and experiences related to the purpose, role, and expectations of Soil & Water; the land and water issues they deemed most concerning; ideas for education and outreach related to soil, water, natural resources, and agriculture; and opportunities for collaboration and partnership with Soil & Water and other community organizations.

The Board met with staff, and members of the Associate Board to compile the strategic plan. Following is a summary of the two focus areas, objectives, and goals which will be implemented from 2019–2021.

Focus Area: Organizational Sustainability

Objective: Elevate the value of Soil & Water for all community stakeholders

Goals:

- Educate community stakeholders on responsible land and water management
- Develop a specific communication strategy to clearly communicate that Soil & Water is the leading voice of land and water conservation in Licking County
- Strengthen partnerships with local leaders
- Provide professional development for all staff and board members to increase efficiency and credibility in their job/role

Focus Area: Community Collaboration

Objective: Maximize partnerships with public and private entities to share, promote, and provide Soil & Water services

Goals:

- Implement strategies to enhance existing partnerships with community organizations
- Implement strategies to establish new partners and partnerships

Find the full strategic plan at: www.LickingSWCD.com
 Stop by the office at 771 E. Main Street, Suite 100 Newark, OH 43055
 or call 740-670-5330

