



**Science
Societies**

The Societies' Workforce Development campaign launches

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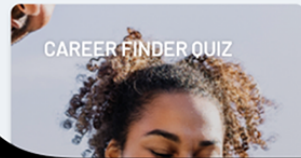
digindogood.com

😊 **DIG IN. DO GOOD.** ☰



Dirty Hands. Clean Conscience.

Dig In and Do Good by choosing a career in agronomy, crop, or soil science.



CAREER FINDER QUIZ

Love science?
Find the

The Societies' Workforce Development campaign—designed to attract the next generation of agronomic, crop, and soil scientists—launched this month! Learn all about it and how you can help get the word out.

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The campaign is focusing on college-bound high school students interested in science as well as current college freshmen and sophomores who are undecided. The goal is to increase enrollment in agronomy, crop science, and soil science programs at post-secondary institutions throughout the United States. How? By raising awareness that our sciences are viable, appealing career choices and that agriculture is grounded in today's technology (while honoring our agricultural roots).

The campaign centers around the theme of "Dirty Hands. Clean Conscience" represented by our website URL, DigInDoGood.com. This campaign platform was extensively tested with real-life high school students as well as our own undergraduate Society members ([SASES](#)). The visuals are rich and engaging, prioritizing authenticity.

Here's how you can help

What can you do? Help us boost the signal by:

- Visiting [DigInDoGood.com](https://www.digindogood.com) and sharing the website with colleagues.
- Engaging with our social media—like, share, and comment on:
 - Instagram: <https://www.instagram.com/digindogood/>
 - TikTok: <https://www.tiktok.com/@digindogood>
 - YouTube: <https://www.youtube.com/@DigInDoGood>
 - SnapChat: <https://www.snapchat.com/@digindogood>
- Sharing a picture of yourself doing your job we can use; students love authentic images instead of stock photos.
- **Universities!** Update or add your university to our searchable database.

To share a picture or to update your listing, please contact us at info@digindogood.com ([send message](#)). You can share comments and feedback at the same email address.

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