

International Certified Crop Adviser (ICCA)

Strategic Plan 2020-2022



ICCA Mission

The International Certified Crop Adviser (ICCA) Program validates the credentials of professional crop advisers by upholding standards for knowledge, experience, ethics and continuing education.

ICCA Vision

The International Certified Crop Adviser (ICCA) Program is the globally recognized certification held by professional crop advisers establishing their leadership role in the responsible management of agricultural production systems.

ICCA Goals

GOAL A: Promote the value of the CCA Certification.

GOAL B: Improve relevance, quality and delivery of continuing education as the foundation and strength of the ICCA Program.

GOAL C: Effectively and efficiently administer the ICCA Program.

GOAL D: Increase Participation of CCA's in local, national and international boards and committee activities.

GOAL A: Promote the value of the CCA Certification.

Objective #1: Maintain robust marketing effort around the awareness of the CCA program.

Strategies:

1. Develop marketing plan for farmers, encouraging cooperation with grower and commodity groups for promotion of CCA.
2. Maintain and expand relationships with employers.
3. Maintain and expand relationships with universities, community colleges, tech schools, etc. through student exams and candidate status program.

Objective #2: Strengthen CCA program through strategic partnerships.

Strategies:

1. Continue to establish relationships with food industry.
2. Continue to expand relationships with agri-business industry.
3. Continue to establish relationships with government agencies, NGOs, legislatures, educators, professional and scientific organizations, encouraging CCA involvement in other local and regional agriculture-related boards as well as engagement in the development and implementation of public and private policy.

Objective #3: Promote the value of certification to CCAs.

Strategies:

1. Engage CCAs in processes to provide assurance of environmental quality to consumers and the general public.
2. Communicate the benefits of ASA membership, relationship and resources to CCAs.
3. Promote CCA program to practicing agronomist members of ASA.
4. Determine and communicate the ROI for CCAs.
5. Enhance visibility of CCAs in press releases, success stories, etc.

GOAL B: Improve relevance, quality and delivery of continuing education as the foundation and strength of the ICCA Program.

Objective #1: Maintain and expand relevant educational standards for continuing education.

Strategies:

1. Review websites annually for relevant material and provide feedback to the host group or agency for any changes and new or additional topic areas to fulfill competency areas.
2. Offer more webinars and meetings to achieve CEUs for specialty certifications (4R NMS, RMS, SSp, PAsp) at ICCA and local levels.

Objective #2: Ensure the use of emerging information delivery technologies.

Strategies:

1. Keep current on available social media sites to advertise available CEUs and find new opportunities to promote CCA.
2. Look for new and innovative remote learning opportunities.

Objective #3: Expand overall opportunities for obtaining CEUs.

Strategies:

1. Expand the use of ASA education library.

Objective #4: Continue to work with and expand alliances with the American Society of Agronomy (ASA) and third-party education programs.

Strategies:

1. Reach out and work with universities, researchers, extension, and industry to expand CEU opportunities to maintain current and relevant science.

GOAL C: Effectively and efficiently administer the ICCA Program.

Objective #1: Improve the standardization of governance and operational structure for local boards.

Strategies:

1. Fully implement and maintain the continuous improvement plan where ICCA staff work with local boards to develop the plan based on what was learned from the board administrative review survey.

Objective #2: Maintain the continuous improvement of the examination process at all levels.

Strategies:

1. Fully implement Internet Based Testing (IBT).

Objective #3: Provide guidance, direction and plans to assist local boards.

Strategies:

1. Create orientation packet for new local board members.
2. Develop recommended best management standards.

Objective #4: Ensure that budget and program fees reflect new goals and objectives.

Strategies:

1. Ensure budgets are submitted by annual deadline.
2. Continue to monitor annual budgets and report recommendations to local boards.

GOAL D: Increase participation of CCAs in local, national and international boards and committee activities.

Objective #1: Engage current and future CCAs in leadership development.

Strategies:

1. Continue to encourage student agronomy club leaders to attend local board meetings and promote the Greenfield Scholars Program to undergraduate students.
2. Increase CCA participation in Congressional Visits Day, organizing teams with student, professor, and CCA representation.
3. Create Young Professional (CCA) position on local CCA Board.
4. Follow up with student exam takers to conduct outreach at the college level.
5. Work with academic institution intern program coordinators to notify employers of opportunity for intern work to apply towards student CCA work experience.

Objective #2: Recognize stakeholders' support of the CCA program.

Strategies:

1. Develop a recognition plan for employers, academic institutions, and government agencies as appropriate.

Objective #3: Increase the value of being certified for the CCA, employer, and farmer.

Strategies:

1. Have CCA booth or partnering industry booths at trade shows
2. Have CCA booth at career fairs at tech schools/universities to promote CCA program
3. Offer ribbons at trade shows or conferences to differentiate who is a CCA (talking piece/recognition)
4. Emphasize Code of Ethics, visible to growers.
5. Work on how prep time for CEU programs would work into self-reporting CEUs.

Implementation and Review Process:

The ICCA Program strategic plan will be distributed to all local boards. Each goal will be assigned to an appropriate committee or task force who will be responsible for its implementation.

The ICCA Program Executive Committee will review progress quarterly and the CCA – National Boards and CCA – International Council will review progress annually.

The strategic plan will be reviewed and revised by a strategic planning task force in 2022 and every 3 years following.