

# International Certified Crop Adviser (ICCA)

## Strategic Plan 2023-2025



### **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:** Increase collaboration with key stakeholders to grow the recognition of CCAs as leaders in the industry and provide a bridge between science, production and certification end-users.

**GOAL C:** 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 ICCA program.

Strategies:

1. Develop marketing plan for farmers, encouraging cooperation with grower and commodity groups for promotion of CCA.
2. Expand relationships with employers.
3. Expand relationships through enhanced outreach with universities, community colleges, tech schools, FFA, 4H and other youth oriented activities through student exams, CCA Apprentice and Candidate status programs.
4. Expand relationships with Extension personnel.

*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. Develop online discussion groups for CCAs who are members of ASA and also for those who are not and are only CCA.
3. Look for new and innovative remote learning opportunities.

*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 public.
2. Communicate the benefits of ASA membership, relationship and resources to CCAs.
3. Promote CCA program to practicing agronomist members of ASA.
4. Communicate the ROI for CCAs.
5. Enhance visibility of CCAs in appropriate media outlets.

**GOAL B:** Increase collaboration with key stakeholders to grow the recognition of CCAs as leaders in the industry, provide a bridge between science, production and end users.

*Objective #1:* Identify stakeholders by:

- a. Science
- b. Production
- c. End users (farmers, landowners)

*Objective #2:* Develop and implement a plan on how to effectively work with stakeholders for a mutually beneficial relationship.

*Objective #3:* Evaluate the effectiveness and value of stakeholders that approach the ICCA Program.

*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.

*Objective #5:* Recognize stakeholders' support of the ICCA program.

Strategies:

1. Develop a recognition plan for employers, academic institutions, CPG (Consumer Packaged Goods companies) and government agencies as appropriate.

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

*Objective #1:* Investigate and develop if needed a CCA focused Congressional Visits Day.

Strategies:

1. Charge ICCA Policy Committee with completing objective 1.

*Objective #2:* Investigate and develop if determined viable a CCA focused annual meeting.

Strategies:

1. Form a task force to perform this function.

*Objective #3:* Charge the ICCA Exam Committee with exploring the potential of merging local exam committees and exams where feasible.