

# International Certified Crop Adviser (ICCA)

## Strategic Plan 2017-2019



### **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 relationship with employers.
3. Reshape and formalize ambassador 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.

*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.
3. Update current CCA App to allow access to an individual's CEU statement.

*Objective #3:* Expand overall opportunities for obtaining CEUs.

Strategies:

1. Expand the use of USDA NRCS and EPA webinars by making available the link on the CCA website.
2. Expand the use of third party CEUs by making available the link on the CCA website.

*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. Assess and identify local board needs through a survey instrument.
2. Organize a task force to develop the survey tool, evaluate survey results and create a plan of action.
3. Evaluate individual boards for operational performance with exam, CEU, credential, and appeal processes.
4. Align standardization of program fees.

*Objective #2:* Improve the standardization of the examination process at all levels.

Strategies:

1. Develop channels to fully engage and encourage coordination between local boards and national staff.
2. Conduct annual assessment of examination process and develop plans to correct deficiencies.

*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:* Require boards to maintain rotation and prevent stagnation.

Strategies:

1. Enforce term limits.
2. Require boards to follow stated policy of conducting elections.
3. Encourage local boards to work with ASA/CCA communities to find and encourage participation by passionate, knowledgeable CCAs outside of board participation.

*Objective #2:* Engage current and future CCAs in leadership development.

Strategies:

1. 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. Partner with programs such as Lead and ALOT to sponsor CCA participation in leadership oriented activities.
4. Create Young Professional (CCA) position on local CCA Board.
5. Follow up with student exam takers to conduct outreach at the college level.
6. Work with academic institution intern program coordinators to notify employers of opportunity for intern work to apply towards student CCA work experience.

*Objective #3:* Recognize stakeholders' support of the CCA program.

Strategies:

1. Recognize employers who allow time for CCA leaders' board participation.
2. Provide appropriate recognition of academic institutions for CCA program support.
3. Recognize support and participation of NRCS, EPA or other government regulatory agencies as appropriate.

### **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 2019 and every 3 years following.