



# 2023 – 2025 Strategic Plan

- ▶ Draft has been provided
- ▶ Things to consider:
  - ▶ What's important for the future?
  - ▶ Who is best equipped or in a position to do it?
  - ▶ How does one enhance the other?
  - ▶ What opportunities and challenges do we face in the coming years?
  - ▶ All things should increase the value of being a CCA!

# Certification

“A **voluntary** process, by which an **organization** grants recognition to an individual who has met certain predetermined qualifications or **standards.**”

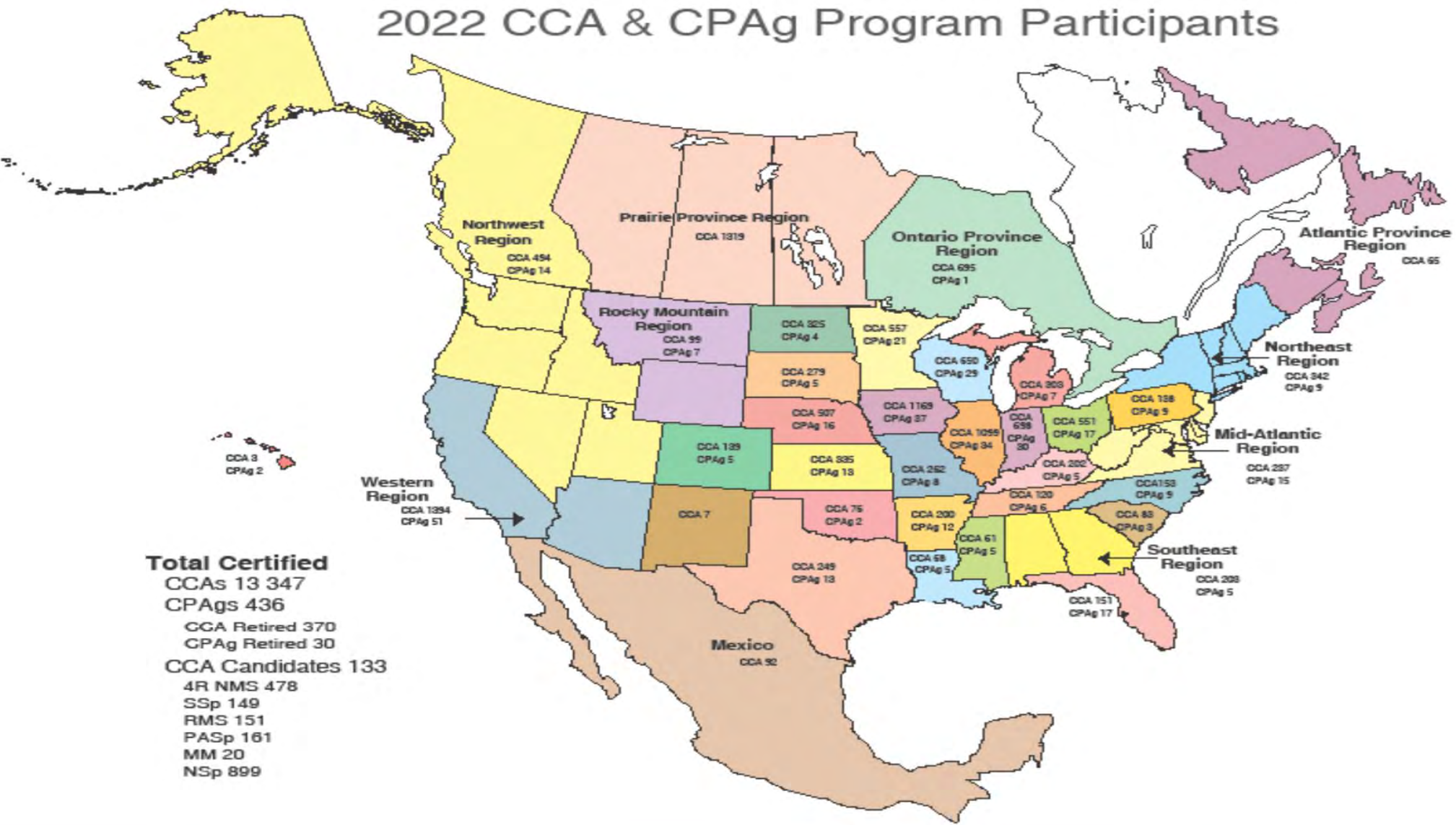
- ▶ (The business of certification, Knapp, Knapp)



# Certifications

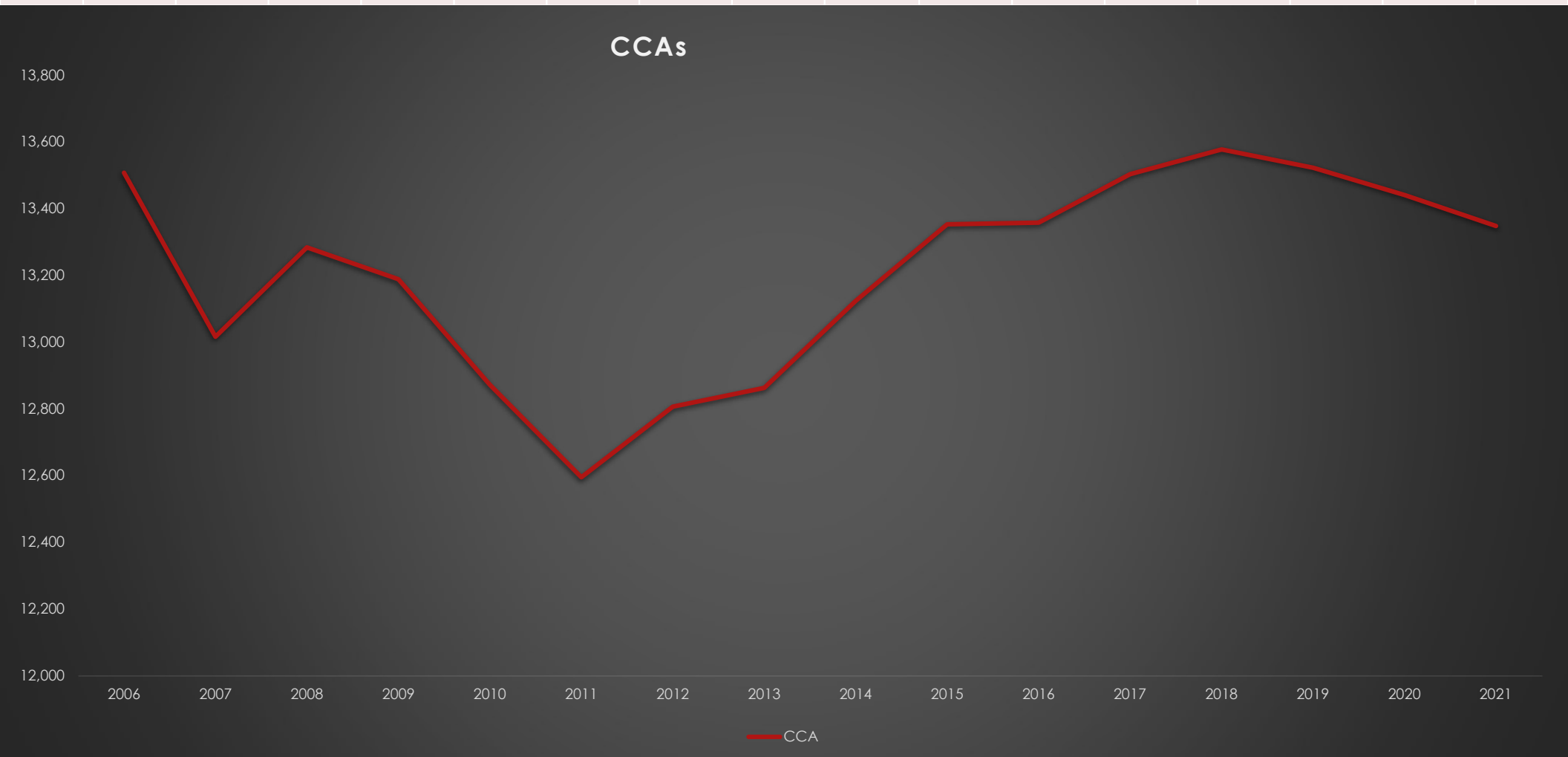
- ▶ Certified Crop Adviser (CCA), 13,347, - 0.70%
  - ▶ ~\$1.9 mil annual revenue combined
    - ▶ ~\$1.1 mil ICCA and ~\$800,000 local boards
  - ▶ ~\$4.0 mil reserves combined ICCA and local boards
    - ▶ ICCA \$2,278,507 and local boards combined \$1,739,015
- ▶ Specialties:
  - ▶ Certified Professional Agronomist (CPAg): 436 (-0.7%)
  - ▶ 4R Nutrient Management Specialist (4RNMS): 478 (+10.7%)
  - ▶ Sustainability Specialist (SSp): 149 (0.0%)
  - ▶ Resistance Management Specialist (RMS): 151 (+11.0%)
  - ▶ Precision Agriculture Specialist (PASp): 161 (+36.3%)
  - ▶ CA only: Nitrogen Specialist (NSp): 899, new in 2021, CDFA

# 2022 CCA & CPAg Program Participants



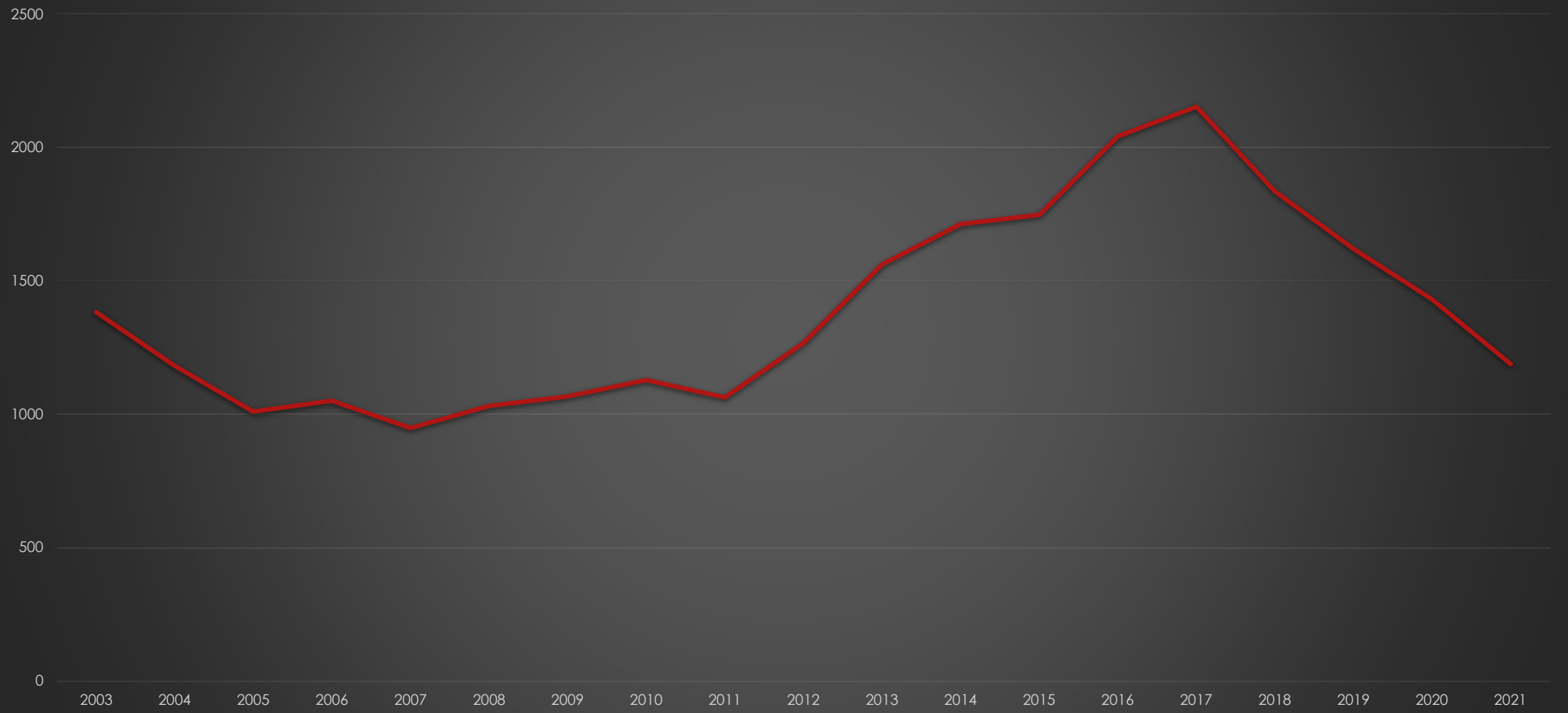
**Total Certified**  
 CCAs 13 347  
 CPAgs 436  
 CCA Retired 370  
 CPAg Retired 30  
**CCA Candidates 133**  
 4R NMS 478  
 SSp 149  
 RMS 151  
 PAsp 161  
 MM 20  
 NSp 899

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
CCA	13,507	13,015	13,283	13,188	12,871	12,594	12,806	12,862	13,123	13,352	13,357	13,503	13,577	13,522	13,440	13,347
% Change		-3.64%	2.06%	-0.72%	-2.40%	-2.15%	1.68%	0.44%	2.03%	1.75%	0.04%	1.09%	0.55%	-0.41%	-0.61%	-0.69%



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
ICCA Exams	1382	1181	1009	1050	948	1030	1066	1127	1062	1266	1561	1712	1747	2042	2152	1834	1619	1429	1187

### ICCA Exams



# Exit Survey Data



**121 CCAs  
completed it,  
about 35% of those  
not renewing  
(~350)**



**Years as a CCA:  
#1: 21+ (45%),  
#2: 5 – (19%)**



**Reasons not:**

**50%: Retired (38%), lost  
job 3%, no longer in  
profession 9%**

**34%: not enough value  
for requirements**

**15%: too costly for  
benefits**

**0%: employer did not  
support or did not meet  
needs**

**0.9%: customers don't  
care**



# Outlook

- ▶ **43.5% of CCAs are 44 years old and younger (24% < 35)**
- ▶ **45.4% are 45 to 64**
- ▶ **10.0% are 65 and older**
  - ▶ **30 – 35% of the CCAs will be reaching retirement over the next ~5 years, about 4,000 – 4,500**
  
- ▶ **Total CCAs are down about 1.7% over the past 3 yrs**
- ▶ **Exam numbers have been declining**
  
- ▶ **#1 area - marketing / communications / promotions**
  - ▶ **Employers (Marta)**
  - ▶ **High school/college age (FFA – CCA Apprentice)**

# CCA Apprentice

- ▶ Started in 2020 but delayed due to COVID
- ▶ FFA – CDE: aligns with ICCA exam
- ▶ First class will be in October
- ▶ Outline of process:
  - ▶ Pass the exam: have the option to be a CCA Apprentice
  - ▶ Complete ASA's Agronomy Foundations Course
  - ▶ New: Receive equivalent of one internship or 6 months experience
    - ▶ Motion needed for this item to be implemented
  - ▶ Move to CCA Candidate after completing the normal application process and passing the exams, depending on experience

# Value

- ▶ Creditability
  - ▶ Professionalism (#1 reason)
- ▶ Opportunities
  - ▶ Jobs, advancement
- ▶ Motivation
  - ▶ Continuing education (life long learning) and Ethics
- ▶ Ability
  - ▶ Performance (certified out perform non-certified)
- ▶ Validation
  - ▶ Peers/profession (ASA) says you are ...





# Operations update

- ▶ Computer upgrade to entire system
  - ▶ Delayed responses / processes, better now
- ▶ Added new staff
- ▶ IBT Exams – moving to continuous with immediate results
- ▶ Moving to paperless – our goal is by end of 2022

# Reminder: Digital Badging / Certificates for 2023

- ▶ Enhanced Branding – logo in signature box becomes hot link to social media (LinkedIn) or others, web pages, CCA website and information
- ▶ Create sense of community, more control over credentials
- ▶ Less time and expense printing/ mailing certificates

# CCA International (Int'l)

- ▶ CCA Int'l – 3
  - ▶ Interest – but not large numbers
  - ▶ Committee – could use more members
- ▶ Brazil
  - ▶ Exam should be ready in 2023

# USDA – NRCS TSP Program

- ▶ working on new MOU about ready for signing
- ▶ Interested in streamlining the process and promoting it
- ▶ Needs a communications plan due to history
- ▶ Evaluating current education requirements, willing to utilize ASA courses as equivalents
- ▶ Willing to post courses on ASA site rather than use AgLearn

# TSP Practice Areas

- ▶ 116-Soil Health Management Plan
- ▶ 138-Conservation Plan Supporting Organic Transition
- ▶ 101-CNMP Design and Implementation Activity
- ▶ 140-Transition to Organic Design and Implementation Activity
- ▶ 157-Nutrient Management Design and Implementation Activity
- ▶ 159-Grazing Management Design and Implementation Activity
- ▶ 161-Pest Management Conservation and Implementation Activity
- ▶ 162-Soil Health Management Design and Implementation Activity



# Financial Review

- ▶ 2022 mid year summary
- ▶ Primary item to watch is Exam Revenue
  - ▶ behind by about \$196,000 at the end of June
  - ▶ Numbers have picked up in August
- ▶ Renewals up about \$35,000
- ▶ Isaac will review the 2023 projections





# Betsy Dierberger

USDA – NRCS UPDATE