

ICCA North American Board Meeting

ICCA Program Update

SEPTEMBER 12-13, 2023
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DIRECTOR OF CERTIFICATIONS



Let's Talk, Listen, Consider, and Look Forward



- 30 years!
- Successful!
- What does the next 30 look like?
- What do we need to think about?
- How do we continue to grow and develop to remain a respected and successful program?

2023 CCA & CPAg Program Participants



2022 Numbers:

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
 CA NSp 899

Total Certified

CCAs 12,871
 CPAgs 400
 CCA Retired 356
 CPAg Retired 29
 CCA Candidates 82
 4R NMS 493
 SSp 151
 RMS 158
 PASp 174
 MM 21
 NSp 904

All Certificants																	
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
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	12,871
% Change from previous year		-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%	-3.57%



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Jun-23
ICCA Exams	1382	1181	1009	1050	948	1030	1066	1127	1062	1266	1561	1712	1747	2042	2152	1834	1619	1429	1187	608	468



Certification

Voluntary process

- Agronomy – Certified Crop Adviser (CCA)
- Agronomy – Certified Professional Agronomist (CPAg)
- Specialties: 4RNM, PASp, SSP, RMS, NSp, MM

Granted by a Certifying Organization

- American Society of Agronomy – International Certified Crop Adviser Program
- Soil Science Society of America – Soils Certifying Board

Recognition of Individuals Meeting Qualifications and Standards

- Exam, Education, Experience, Ethics
- Recertification with CEUs (continuing education)

Certification has Value

Value for the Certified Professional

- Formal Recognition
- Validation by a Third Party
- Professional Credibility
- Career Opportunities/Compensation
- Continuing Education/Learning
- Portable Credential

Value for the Employer

- Employee Credibility
- Risk Management
- Continuous Learning – Technology
- Marketing of Expertise
- Employee Performance and Turnover
- Ethical Conduct Standards
- Potential Justification for Compensation

Certification has Value

Value to Producers

- Validation of consultant
- Trusted Resource: Knowledge and Competence
- Innovation and Technology
- Continued learning
- Recertification process required
- Accountability: ethics, discipline

Value to the Public and Environment

- Third Party Assessment of Competence / Qualifications
- Standards
- Commitment to consumer protection
- Commitment to environment
- Recertification process required
- Accountability: ethics, discipline

Certification Overview

- US, Canada, Mexico
- CCA International
- Brazil
- NRCS Technical Service Provider (TSP) Program
- Opportunities
 - International Inquiries
 - Military
 - Others - Workforce Development

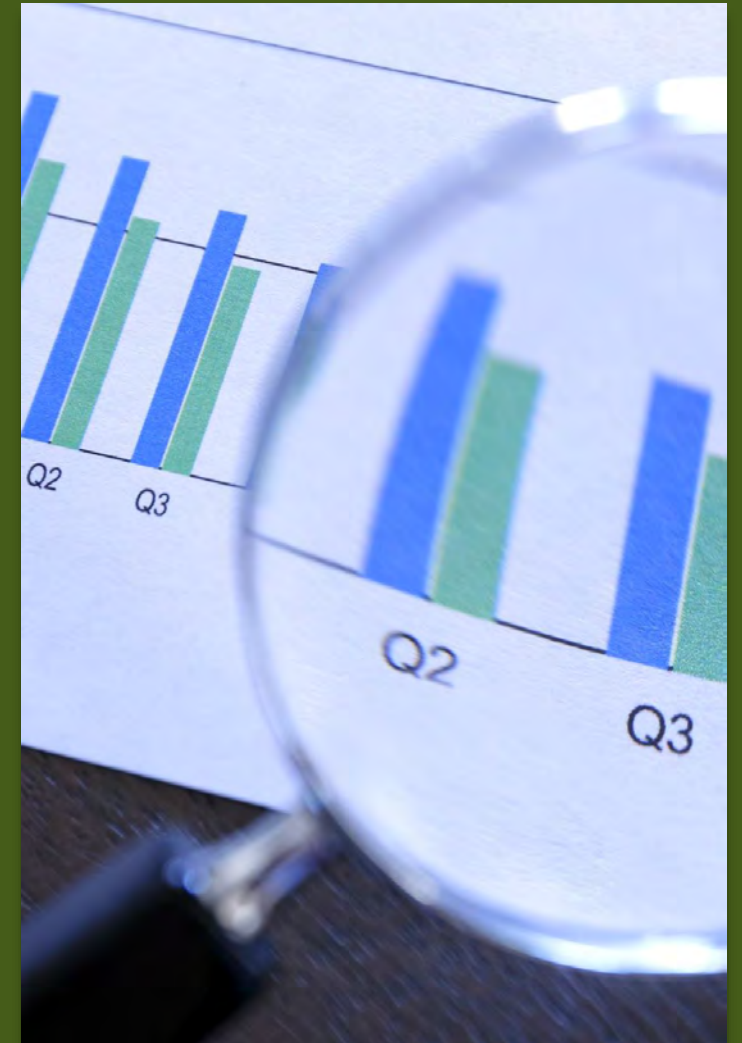
Operations/Staffing

Operations

- Computer Upgrade is complete
- Fillable Forms are now available!
- Exams
 - IBT/Remote Proctoring
 - Immediate results
 - Returning to Window Testing
- Digital Credentials are in use with renewals for 2023

Staff and Structure Changes

- Added Certification Representatives staff
- Customer Support Center



Looking Forward to Discussions

- Budget and Finance
 - Policy and Procedures Manual
 - Exam Program
 - Policy Committee
 - Marketing
 - Opportunities
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- ASA Strategic Planning
 - Revisit 2023-2025 ICCA Strategic Plan

