

Certified Crop Adviser Program Information for CCAs

www.certifiedcropadviser.org



istock

Continuing Education Units for Certified Crop Advisers

Overview

To maintain CCA certification, registrants must follow the Code of Ethics and participate in an extensive continuing education program. The primary purpose for continuing education is to further enhance the skills of CCAs and routinely update their knowledge as new information and technologies become available. With the unprecedented pace of change and innovation in agriculture, the demands being placed on CCAs have expanded to meet these challenges. It is brought on, in part, by growing environmental concerns, consumer demands, international trade liberalization, and the use of science and communications technologies that were unthinkable a decade ago.

To insure that the primary purpose of continuing education is achieved, specific requirements have been adopted that must be followed by CCAs to receive credit for continuing education activities. Continuing education activities are measured in Continuing Education Units (CEUs). One (1) CEU is defined as one (1) hour of quality contact time in training or other qualifying activity addressing the Continuing Education Standards. You may begin accumulating CEUs from the day your certification becomes effective.

To ensure that the quality of continuing education meets high standards, CEUs are subject to review by a local CCA board that must pre- or post-approve half of all submitted CEUs. Self reported CEUs are subject to random audit and will be reviewed in conjunction with all complaints.

Outlined below is information on cycle dates, numbers of CEUs required, and types of CEUs. Failure to comply with the CEU requirements will result in suspension or revocation of certification.

Cycle Dates

You have a two-year CEU cycle. However, new CCAs may have a slightly longer initial cycle if their certification begins mid-year. Cycle dates are:

If the Date of Your Certification is between:	The 1st year of your 2 year CEU cycle is from:	And the 2nd year of your 2 year CEU cycle is from:
January 1, 2010 and December 31, 2010	January 1, 2011 to December 31, 2011	January 1, 2012 to December 31, 2012
January 1, 2011 and December 31, 2011	January 1, 2012 to December 31, 2012	January 1, 2013 to December 31, 2013
January 1, 2012 and December 31, 2012	January 1, 2013 to December 31, 2013	January 1, 2014 to December 31, 2014
January 1, 2013 and December 31, 2013	January 1, 2014 to December 31, 2014	January 1, 2015 to December 31, 2015

Number of CEUs Required

As a CCA, you must participate in 40 hours of Continuing Education Units (CEU) every two years to maintain your certification. One CEU is equal to one hour that is relevant to the Continuing Education Standards. You may review your CEU statements online at www.certifiedcropadviser.org at any time during the year. Because your board may audit your CEUs, you should keep a record of the meetings you attend keeping on file a copy of the meeting agenda or handouts as proof of attendance.

By the end of your cycle date, you must have the following:

- A minimum requirement of 40 CEUs. Of the 40 CEUs, you must have a minimum of 5 credits in each of the following categories:
 - Nutrient Management,
 - Soil & Water Management,
 - Integrated Pest Management, and
 - Crop Management
 - A minimum of 20 of the 40 CEUs you obtain must be pre- or post-approved by a local CCA Board.
- A portion of your CEUs may be self reported courses that have not been board approved. Only 20 self reported CEUs will count towards your total until the above board approved minimum requirement is met. After the board approved minimum is met, any amount of self reported CEUs will count.
- A maximum of 20 *self study* board approved CEUs may be obtained in each 2 year period.
- The final category is Professional Development. Traditionally, the CEU component for the CCA program has focused solely on agronomic topics. In recognition of the multi-faceted services required of CCAs, designated professional development topics may be available in the following areas:.

Professional Development Categories

Seminars should provide the CCA with opportunities to expand their knowledge and expertise in the following areas:

- **Ethics training** - ethical and professional conduct, liability and employment law
- **Computer courses** - computerized accounting packages, specialized agronomic applications (nutrient management assessment tools, soil analysis, etc.), GIS/GPS mapping or interpretative software training, multi-media presentation training, Graphics or desk top publishing programs, word processing applications
- **Business courses** - financial analysis, business planning and budgeting, resource management, financial and credit management, marketing and production decision-making, time management, leadership skills
- **Economics seminars** - micro and macro-economic topics, global supply and demand forecasts, international trade policies, commodity marketing and trade
- **Legislative and policy related training or information sessions** - discussion of proposed or pending legislative and or policy changes affecting the business environment in which CCAs operate
- **Communications** - communications in the work place, business writing, interpersonal communications, dealing with difficult people, presentation skills

Types of CEUs

Board Approved CEUs: To receive credit for these CEUs, you will need to attend meetings that have been board approved. Board approved CEUs are from meetings that have been reviewed by and given a CEU tracking number by any CCA Board. (*continued next page*)

If a meeting has been approved for CCA CEU credit, the meeting will be assigned a CEU tracking number which will be indicated at the top of a CCA sign-in sheet. You will need to indicate your name and CCA certification number on the sign-in sheet. Once the meeting has ended, the meeting sponsor will collect the sign-in sheets and send them to the CCA Office where the CEU credits will be posted to each individual's CCA record. You may want to contact meeting sponsors to determine if a meeting has been assigned CCA board approved CEUs or visit www.certifiedcropadviser.org/meetings/calendar

Self-Study CEUs: Another form of board approved CEU is the self-study CEU. A self-study CEU is either an audio/visual medium or a written article that has been pre-approved by a CCA Board. After the video has been viewed or the article has been read, you will be required to complete the accompanying exam. The self study articles and exams are available on our website at www.certifiedcropadviser.org, in the Crops & Soils magazine, or the Crops & Soils E-News. The number of CEUs awarded to a self-study video/article will depend upon the length and will be stated at the beginning of the video/article. Exam participants will need to answer 70% of the questions on the exam correctly to achieve a passing score and earn the CEU credits assigned to the video/article. You are allowed to accumulate a maximum of 20 self-study board approved CEUs during your 2-year CEU cycle. If you would like a listing of self-study CEUs, visit our website at www.certifiedcropadviser.org/certifications/self-study.

Self Reported CEUs: Self reported CEUs can be reported for meetings that have not been approved by a CCA Board. You can receive credit for attending meetings that are related to the Continuing Education Standards. Activities that are eligible for credit are classroom training, workshops and field days. Self reported CEUs can be reported on our website at www.certifiedcropadviser.org.

Questions?

If you have questions about CEUs, you may view the complete Continuing Education Standards at: www.certifiedcropadviser.org/continuing-education, titled CEU Standards Booklet, or contact your representative at the CCA office www.certifiedcropadviser.org/contact



CCA Logo Use Guidelines

The CCA logo is available for use by our Certified Crop Advisers to promote their status as a CCA and demonstrate their support for the program – to both colleagues and clients. The logo is provided in both color and black/white in both a high resolution tif file and low resolution jpg file. To use the logo, you'll need to electronically agree to these guidelines. You will then be taken to a webpage to download the logo. If you have any questions, about use of the logo, please contact your CCA representative.

- Only Certified Crop Advisers who have received a certificate from their local CCA board and hold a current CCA certification may use the logo.
- The logo may be used in advertisements and on business cards, stationary or items designed to promote the CCA or Certified Crop Adviser Program.
- The logo can only be used to indicate the firm or business employs Certified Crop Advisers, to indicate a person is a CCA, or to promote the CCA Program.
- The logo may not be used to indicate that a firm is certified or endorsed by the CCA Program or the American Society of Agronomy, its officers, board, or committees.
- There are no restrictions on the location of the logo in the ad, stationary, business card, or promotional item as long as it is used in a professional manner.
- The logo design may not be altered but may be appropriately scaled in size for use.
- The logo may be used in a black & white format or in color (logos are provided for download with color specifications embedded in the file). The logo should not be printed in any other colors.

www.certifiedcropadviser.org/promotionalmaterials/logo



YOUR CCA/CEU ONLINE INFORMATION

www.certifiedcropadviser.org

Within the CCA website (www.certifiedcropadviser.org), you can manage your personal information, education history, professional expertise and change your password. You can also check CEUs, get a detailed CEU statement, submit self-reported CEUs, report missing CEUs, and access self-study articles and quizzes.

Login Information

1. On the right side of the home page, click Login at My Account.
2. Enter email address you have on file with us and your password.
3. Your password is set as a default of your certification number followed by the first initial of your first name.
4. To update your information, then click again on My Account to be taken to your profile.

Check CEUs | Get a Detailed CEU Statement

1. You can check your CEUs and get a detailed CEU statement on the CCA Website.
2. Once you have logged in (see above), click "Check CEUs" in the blue box titled CCA Certification. You can also click "Check CEUs" without logging in first and the system will ask you to then login.
3. A report will automatically be provided for you. There is a print button at the bottom of the report.
4. An email is also sent annually in early fall reminding you to check your CEUs.

Reported CEUs

1. You can submit self-reported CEUs online.
2. Once you have logged in (see above), click on "Report" in the blue box titled CCA Certification. You can also click "Report" without logging in first and the system will ask you to then login.
3. You'll be taken directly to the reporting form. Follow the instructions, complete the form, and submit.
4. Once submitted, a confirmation page may be printed.

Accessing Self-Study Articles and Quizzes

The self study articles and quizzes in Crops and Soils magazine are also available on-line.

1. Articles may be accessed by selecting "Self Study" in the brown navigational bar on the home page. No login is required.
2. To access a quiz, login is required. Select the quiz and provide your login information (see above). You'll be required to read and accept the self-study statement.
3. After completing the quiz, submit your answers and the payment (via credit card). You will have the option to print the results screen for your records.

Other Links of Interest

The following web pages can be accessed without logging in by clicking on the wording:

Report Missing CEUs– www.certifiedcropadviser.org/continuing-education

You can report any missing board approved CEUs on-line by selecting "Report Missing CEUs" on the right in the section titled In This Section. (Please only report missing CEUs that were held more than 60 days prior.)

Future Meetings

If you would like a list of future CEU meetings that have been submitted/approved for CCA CEU credit, you can access the CEU calendar online by selecting "Calendar" from the top green Quick Links bar.

Your International and Local Board Contacts – www.certifiedcropadviser.org/boards

The International and Country board rosters and minutes are available online, as are the state/province board rosters (also known as local boards).

Contact Us – www.certifiedcropadviser.org/contact

All CCAs have a direct contact with the CCA offices in Madison, Wisconsin, for any questions or assistance you might need. View the list online for your representative and their contact information.

Promotional Materials – www.thatssoundadvice.com/



In conjunction with our marketing team, we have developed a site for use with any promotional activities you might do when promoting your certification to clients and/or others interested in obtaining their CCA. To access the materials, select the Are You a CCA? Tab and then Marketing Support.

Sample News Release for New CCAs

Directions: Insert appropriate information into the parentheses. If the CCA does not hold an advanced degree, delete the last sentence of the first paragraph.

(Full name) Earns CCA Certification

(Full name) of (company) has recently been certified by the American Society of Agronomy as a Certified Crop Adviser (CCA). To attain this prestigious certification (first name) passed both an International CCA Exam and the (state, province or region) CCA Exam, has worked for (# years) years as a crop adviser, and has provided documentation of professional competence. (He/she) also holds a (list degree) from (school).

As a Certified Crop Adviser (first name) has signed and agreed to uphold the CCA Code of Ethics. This means (he/she) makes informed recommendations that protect the interest of the client, the public, and our natural resources.

To maintain her/his CCA Certification (first name) must earn 40 hours of approved continuing education units (CEUs) every two years. CEUs must be divided between nutrient management, soil and water management, integrated pest management, crop management, and professional development. Research scientists at land grant universities provide much of this cutting edge training.

The Certified Crop Adviser Program is administered by the American Society of Agronomy in Madison, Wisconsin. Since 1993, only 13,500 in the United States, Canada, and India have earned and maintain their CCA designation.

CCAs are recognized by the U.S. Department of Agriculture Natural Resources Conservation Service (USDA-NRCS) as eligible to register as Technical Service Providers (TSPs). They will provide assistance to farmers in protecting resources through conservation planning in soil and water, nutrient, crop, and pest management. CCAs are also recognized as Agricultural Experts by the USDA Risk Management Agency which administers the Federal crop insurance programs.

To learn more about the benefits of working with a Certified Crop Adviser contact (name) at (000-000-0000) or by email: (your email address). You may also find more information about the CCA program and a CCA Directory at www.certifiedcropadviser.org.

This sample news release may be downloaded and customized at:

www.certifiedcropadviser.org/promotional-materials



Certified Crop Adviser Program

5585 Guilford Road, Madison, WI 53711-5801 • FAX (608) 273-2081
www.certifiedcropadviser.org