

2013 Certified Crop Adviser Survey How to Review the Data

The CCA survey was developed early this year and builds on a survey conducted in 2005. The participation request emails were sent in early March and the data was collected online. A total of 2,063 CCAs responded (a 34% response rate) and provide statistically valid data. A professional association management research firm conducted the survey and provided the written findings and results.

The results provide a rich set of data to use for analysis and consideration as the CCA leadership plans for the future.

The report contains four sections: Initial Findings, Tables, Comments, and an Appendix. The following information provides guidance in reading through the survey:

The Initial Findings

The initial findings section provides readers with the key highlights of the results and should be reviewed to gain an initial understanding of the results. Where data correlates with data from the 2005 survey, this is also noted.

In this section, the research firm provides a narrative of the results. Highlights include an overview of the demographics of the respondents (certificant profile), findings on the CCA program (how they learned about the certification, reasons for earning/renewing, involvement in program activities, preference for an electronic-only version of Crops & Soils, and importance/satisfaction with both the ICCA and the state/region/province programs).

Also highlighted are findings about how the CCAs view their customers' responses to their certification. The findings also recap overall evaluations of the likelihood to maintain their certification five years from now, recommend CCA certification to a colleague, and overall satisfaction. Overall satisfaction has two components – satisfaction with the program and satisfaction with their certification. The objective with these two questions is to gauge if there was any separation between how they view the program vs. their CCA designation.

Presented next is an overview of certificants concern for current agricultural issues and their social media/communications activities.

Finally, the section ends with conclusions and recommendations, from the perspective of the researchers, based on the data.

Tables

Next is a table section. On the first page of this section is an index to the tables. Each table has a table number – note that the table number does not correlate to the page number at the bottom; rather you'll find the table number in the upper left corner of each page. The Table section provides results cross-tabbed by overall satisfaction, Tenure with the Programs (years certified), Age, and Education.

For each of the following questions (those with a rating scale), an overall table is included and each response option within the question is also broken out in greater detail:

- Importance of ICCA Services/Activities
- Satisfaction with ICCA Services/Activities
- Importance of CCA Activities (state/region/province)
- Satisfaction with CCA Activities (state/region/province)
- Concern for Agricultural Issues

Comments

The comments section captures all of the individual comments to the open-ended questions. The first open-ended question focuses on education:

- Are there any specific topics you would like to see offered through the ASA Educational offerings? (categorized in table 58)

The second open-ended question focuses on the program and is split out by satisfaction with their CCA certification:

- Do you have any additional comments regarding your CCA certification or the program itself?

There are five groupings for this question – very satisfied, somewhat satisfied, neutral, somewhat dissatisfied, and very dissatisfied. *You should read this section carefully as these qualitative responses help inform the quantitative portions of the survey data.* (categorized in table 63)

Appendix

The appendix discusses the sample composition, data collection, data interpretation and includes a copy of the survey instrument.

Additional Notes

- Use the findings and comments to consider certificant concerns and perceptions. You'll see in the initial findings section that it is noted that "the comments section offer many heartfelt thoughts and ideas about the CCA certification and program ..."
- Use the tables for a deeper dive into specific questions, by certificant demographics.
- If you have any questions about the survey data, please contact Susan Chapman, Director of Member Services, at schapman@sciencesocieties.org or at (608) 268-4951.