

# **International Certified Crop Adviser (ICCA)**

## **Strategic Plan 2014-2016**

### **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.

## **GOALS/OBJECTIVES for 2014-2016**

### **GOAL 1:**

Increase the value of CCA Certification.

### **OBJECTIVES:**

1. Increase value of ICCA program to stakeholders.
  - Establish relationships with food industry. (Field through Fork).
    - Seek recognition of the CCA role, in writing from at least 10 major food chain suppliers in their Corporate Social Responsibility (CSR) and/or sustainability programs.
  - Expand relationships with Agri-business Industry.
    - Seek recognition of the CCA role by 10 new major Agri-business employers (including Manufacturers and Retailers) incorporating written statements about employing CCAs.
  - Establish relationships with government agencies, legislators, educators, professional and scientific organizations.
    - Explore potential opportunities for incorporating CCAs in local, regional or national level regulatory or non-regulatory programs. Be actively engaged in the development and implementation of public and private policy.
  - Develop and implement effective promotional efforts directed towards:
    - Producers
    - Future CCAs (current students and new professionals)
2. Increase value of ICCA program to CCAs.

- Engage CCAs in processes to provide assurance of environmental quality to consumers and the general public.
- Create opportunities to engage active CCAs who are retired from employment.
- Education campaign directed to CCAs about the value of certification and the importance of and how to self-promote their certification and skills.
- Promote the importance of the CCA Code of Ethics and the responsibility to uphold it.

### **GOAL 2:**

Improve relevance, quality and delivery of continuing education and life-long learning as the foundation and strength of the ICCA Program.

### **OBJECTIVES:**

1. Maintain and expand relevant educational standards for continuing education.
2. Broaden the use of emerging information delivery technologies.
3. Expand overall opportunities for obtaining CEU's.
4. Continue to work with American Society of Agronomy (ASA) communities, publications and education programs to ensure CCAs remain current in agronomy science.

### **GOAL 3:**

Increase and improve standardization of the ICCA Program.

### **OBJECTIVES:**

1. Improve the standardization of program fees and governance structure for local boards.
2. Continually improve the standardization of continuing education requirements.
3. Continually improve the standardization of the examination process.
4. Maintain and enforce the policies for use of the CCA logo.
5. Continually improve and effectively enforce the CCA Code of Ethics.
6. Work towards ANSI/ISO accreditation.

### **GOAL 4:**

Effectively and efficiently administer the ICCA Program.

### **OBJECTIVES:**

1. Maintain financial accountability to CCAs and the organization.

2. Maintain self-supporting cost-effective structure.
3. Continue to look for quality improvement opportunities.
4. Ensure that budget projections reflect new goals and objectives.
5. Provide guidance and direction to assist local and regional boards in staying operationally sustainable.

**GOAL 5:**

Increase participation of the next generation of CCAs in local, national and international boards and committee activities.

**OBJECTIVES:**

1. Enforce Board structural policies including term limits and the out of compliance consequences to keep local boards and their representation to the CCA – National Boards and CCA – International Council current and open the way for newer CCAs' involvement.
2. Incentivize local boards to nominate qualified board members to participate on committees or task forces.
3. Use the Rapid Response Teams and ASA/CCA communities to find and encourage participation by passionate, knowledgeable CCA's outside board participation.
4. Put a packet together for employers of talented CCA's explaining the cost/benefit of allowing their employee to participate in the larger organization of ICCA.

**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 2016 and every 3 years following.