

# International Certified Crop Adviser (ICCA)

## Strategic Plan 2014-2016 Third Quarter, 2014, Progress Report

### 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.

**PR: ICCA staff have connected with Field to Market where several food chain suppliers and agribusiness employers are involved around sustainability. The ICCA program has been asked to be involved with the group and that should lead to CCAs being recognized within the companies' sustainability and quality control programs including employment standards.**

- 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.

**PR: March 2014 six CCAs along with the ICCA executive committee participated in the ASA's Congressional Visits Day. This will be an annual opportunity to engage with national legislators. The same should be done at the state/provincial levels.**

- Develop and implement effective promotional efforts directed towards:
  - Producers
  - Future CCAs (current students and new professionals)

**PR: an ICCA program marketing plan has been developed and implemented, web site has been redesigned, market analysis has been conducted, and continuation of the cost share, ambassador, and university exam use programs**

2. Increase value of ICCA program to CCAs.

- Engage CCAs in processes to provide assurance of environmental quality to consumers and the general public.

**PR: new specialty certifications are being developed on 4R nutrient management and Sustainability along with several others being considered on Cover Crops, IPM, Soybean Production**

- 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.

**PR: the CEU requirements task force met in 2014 to evaluate the requirements along with survey data and program data. They are recommending some changes that will improve the CEU standards along with tracking and reporting processes. Their report is part of the 2014 meeting.**

2. Broaden the use of emerging information delivery technologies.

**PR: updates to the certification data management system at ASA have taken place in 2014 – CEU application 2.0 and will continue in 2015 – tracking and reporting CEUs, the renewal process including the generation of certificates. Authorize, exam development and tracking software, is being implemented for all ICCA exams.**

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.

**PR: 4 new communities were formed, one for each of the 4 competency modules that allow CCAs who are not members of ASA to still join one of the communities to increase interactions between agronomists in the field, lab, classroom and public policy arenas. These communities will also help foster continuing education opportunities.**

### **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.

**PR: the CEU requirements task force met in 2014 to evaluate the requirements along with survey data and program data. They are recommending some changes that will improve the CEU standards along with tracking and reporting processes. Their report is part of the 2014 meeting.**

3. Continually improve the standardization of the examination process.

**PR: the ICCA exam and procedures committee is implementing improved standards for exam development, scoring and delivery. This is a 3 year process that includes evaluation of all local board exams to ensure they are meeting the standards. ASA staff will assist local board exam committees to achieve this goal. The process will culminate with computer delivery of exams in 2017.**

4. Maintain and enforce the policies for use of the CCA logo.

5. Continually improve and effectively enforce the CCA Code of Ethics.

**PR: An Ethics Review Task Force is being formed in the fall of 2014 with plans to complete their work by early 2015. They will review the code of ethics, complaint procedures and the logo use policies.**

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.

**PR: annual budget reports are submitted and evaluated quarterly by the executive committee. Currently there is a \$2.1 combined reserve for the ICCA Program.**

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.

**PR: teams and communities were formed in the summer of 2014.**

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.