Motion to Expand the Opportunities to Earn Certified Crop Adviser Continuing Education Units

Unanimously passed by the Iowa CCA Board on June 12, 2020

Motion: Recommend the International Certified Crop Adviser Board expand the opportunities to earn Continuing Education Units (CEUs) by accepting the following educational and professional activities for CEU credit.

Content Creation

- Creating new knowledge resources for use by crop advisers and growers
- 1 hour spent creating content equals 1 CEU
- Must be supported by copies of publications, sample educational materials, or course agendas

Giving Presentations

- Give formal presentations to others that shares knowledge related to crop advising
- 1 hour presenting equals 1 CEU
- Must be supported by date, time, and copies of presentations

Mentoring

- Sharing crop advising and agronomic knowledge to help others learn and grow
- 1 hour equals 1 CEU
- Must be supported by dates and description of mentoring activities

Volunteering

- Provide volunteer services to non-employer or non-client organizations related to crop production and advising
- 1 hour of non-compensated volunteer service equals 1 CEU
- Must be supported by a letter or certificate from the organization acknowledging participation

Reading

- Reading books, articles, whitepapers, or blogs to stay informed on crop advising
- 1 hour equals 1 CEU
- Must be supported by dates and summary notes

Rationale – Some CCAs leave the program mid-career because the value of having the certification and attending approved meetings has diminishing returns for them. In many cases, these mid-career professionals are just starting to take a leadership role in the crop advising industry. Expanding the CEU opportunities by adding the activities proposed in this motion will reward as well as incentivize actions that contribute to the advancement of the profession and help retain mid-career CCAs.