ICCA Exam at Universities

• Used as an outcomes assessment
  – And gets students started toward certification
• Expand to your state/province

• Currently:
  – Idaho, Kansas, Indiana, Arkansas, Tennessee
  – Talks – Texas, Oklahoma, Illinois, Ohio, Iowa
CEU out of compliance

- 6,187 CCAs ending their CEU cycle 12/31/10 about 48% of the CCAs

- 502 had between 35 and 40 CEUs 8%
  - Stayed in but in danger of being out

- 325 were dropped 5% (3% of the total CCCAs)
New / Renewing CCAs 2010

• Newly certified: 445
  – 2011 so far: 380
  – ICCA Exam passing rate has been 51-52%
  – Local board exams average between 20% to 70%
New / Renewing CCAs 2010

• Did not renew - $ and CEUs: 677
  – Fee: 204
  – CEUs: 400
  – Voluntarily: 73
Not Renewing 2010 Survey

• 58 responded – 52 CCAs and 6 CPAgs
• Years certified:
  • 1 – 5: 5%
  • 6 – 10: 16%
  • 11 – 15: 22% *
  • 16 – 20: 16%
Not Renewing Survey

- Why did you not renew?
  - Employer not supportive 4%
  - No longer employed in professions 6%
  - Retired 9%
  - Certification did not meet my needs 2%
  - Certification did not add enough value 23%
  - Too costly for the benefits received 8%
  - Customer does not care so why should I 7%
Not Renewing Survey

• Too Costly –
  – Annual renewal fee 2%
  – Earning CEUs – everything 7%
  – Earning CEUs – time away from work 2%
  – Earning CEUs – registration and event fees 4%
  – Earning CEUs – reporting and record keeping 3%
Help Wanted - Committee Members

• Standing Committees
  – Continuing Education – Harold Watters
  – Exam and Procedures – Greg Schwab
  – Promo’s and Communications – Allan Romander
  – Standards and Ethics - ?
Committee Members

Members are designated:

Budget and Finance – Steve Cromley (2012)

   Executive Committee and chairs of the standing committees submit financial requests
Executive Committee

- Chair – Russell Duncan
- Past chair – Jim Smith
- Vice chair – Paul Tracy

- Vice chair elect – Amy Asmus
New in 2011 - 2012

• Staffing:
  – Susan Chapman, ASA Director Membership
    • operational aspects of certification
  – Dr. Bruce Erickson, ASA Agronomic Education Manager
    • Exams, ASA educational programs

• Interactive, online CEU application
  – Launched in fall 2010
  – New features in 2011-2012
2011-2012

• Marketing consultant (key focus, funding?)
  – WOW Marketing – Andrew Clark

• CPAg specialty certification
  – Implementation 2012
  – CCA/CPAg local board members – work out this fall with local board chairs

• ICCA Board Structure changes
New Structure

• **New naming criteria:**
• CCA will precede the description to reinforce the connectivity and brand, CCA is the focal point and everything else supports CCA
  – CCA – International Council
  – CCA – National Board
  – CCA – Local Board
Action to Consider

• Designate $100,000 of the ICCA reserve funds as International Expansion
  – New countries may request funds but it will need to be paid back in 3 years
  – CCA – International Council will review requests
  – Process is in place for how a country evaluates the feasibility of starting the CCA program
Opportunity to Consider

• Global relations – increased food production
• International Exchange Program of CCAs –
  – To enhance educational experiences and develop long term relationships for exchange of ideas
  – Groups would travel to other countries
  – Self funded, educational opportunity
  – ASA staff coordinated
  – Some CCAs have asked about it
Crops and Soils Magazine

• Monthly e-news version launched earlier this year
  – Shorter version of the magazine
  – Exclusive self study CEU article

• Should crops and soils eventually go all electronic for delivery?
International Expansion

Current Programs:
   USA, Canada, India

Under Development:
   Argentina, Mexico

Expressed interest:
   See the map
India CCA Program

• Dr. J.K. Ladha
  – Chair India CCA Board