

**ICCA Board Meeting Agenda**  
**Tuesday, September 20, 2011**  
**Charleston, South Carolina**

In Attendance:

Amy Asmus	Russell Duncan	JK Ladha	Russ Rubert	Bruce Erickson
Ken Barbarick	Janet Fallon	Jeff Leonard	Greg Schwab	Susan Chapman
Steve Beckley	Gary Finn	Christina Lust	Sarah Sexton-Bowser	Marta Krist
Amy Bradford	Roy Gorena	Jeanette Marvin	James Smith	Wes Meixelsperger
DeLon Clarksean	Eric Gregory	Lisa Murheid-Martin	Ross Stone	Luther Smith
Sterling Clifton	Rudy Hancock	Joan O'Brien	Paul Tracy	
Harry Craft	Tina Hanley	Larry Oldham	Fred Vocasek	
David Creech	Nathan Hudson	Robertta Parry	David Wilcox	
Steve Cromley	Tom Kemp	Jim Rogers	Mark Weihing	
Charles Denver	Andrew Knepp	Allan Romander	John Wysolmerski	

All powerpoints are posted on the ICCA board web page along with the webinar recording of the meeting.

**Tuesday, September 20:**

Meeting called to order at 1:00pm.

Russell Duncan welcomed everyone and introductions were made.

Luther Smith gave a program update. POWERPOINT

- review of 2010 numbers of CCAs
- approximately half of CCAs renew every year
- numbers of individuals taking the exam every year are steady
- people coming into program has slumped
- Committee help wanted
  - Steve Cromley will be the new Budget & Finance committee chair
  - Amy Asmus new incoming 2012 Vice Chair

New Board Structure Implementation (see ICCA structure that was approved in Spring 2011)

- explanation of new ICCA structure
- will have national boards, but will continue local boards
- International Council:
  - review of responsibilities if appointed to the board
  - would meet annually or as needed
  - help International expansion of other countries
  - Prairie Provinces and Ontario would like to stay on with the United States as ICCA board of North America
  - new naming criteria: CCA International, CCA National Board, CCA Local Board
  - Action to Consider:

- Designate \$100,000 of the ICCA reserve funds for International expansion and helping countries get started, will need to be repaid (acts like a loan with no interest)—the decision was made that this will be considered at a different time
- Opportunity to Consider: Global relations, International Exchange Program of CCAs
- MOTION**: J. Smith motions to establish a CCA exchange program , seconded by A. Asmus; motion passed
- Motion** for an amendment by A. Romander for some sort of grant program for the exchange program, amendment seconded by J. Wysolmerski
- Discussion on how to fund the grants, who should administer and establish grants? Which board?
- Motion** made by J. Smith to be moved to the International Council for further discussion, seconded by M. Weighing; motion passed
- Crops and Soils* Magazine discussion
  - e-news of *Crops and Soils*, many are not getting it—could be number of factors
- International Expansion of current, under construction, and proposed/new interests

JK Ladha presented India CCA Program update. POWERPOINT

- issues that are being raised in India are issues that the US/Canada was struggling with 10-15 years ago.
- IRRI is in collaboration with ASA and the CSISA, Gates program is funding
- goal is to have the CCA program to be self-sustaining
- India has different regions, just like North American board, just in 2 states right now—which is the ‘bread basket’ of the country
- India CCA has staff to support program in country
- timeline of when CSISA joined CCA program
- India CCA Exams, how many were taken, how many passed, results
- Lessons and Issues: good start, but not the numbers they anticipated, other targets, how to get more participation of the public sector
- Fees are similar to US/Canada
- Language—local language is needed
- Continuing education is ongoing
- third party assessment of program: how it has helped business, how it has helped the person becoming a CCA and how it changed their life for the better.
- Other surrounding countries have interest—Pakistan, Nepal, and Bangladesh, more talk in 2013

Paul Tracy and Wes Meixelsperger presented the budget and investment policy. POWERPOINT

- explanation of numbers, pretty much on track from projected
- analysis of reserve funds
- ICCA Investment policies are out-dated and need to be modernized. ICCA B&F will work with Wes and Luther to update the policies, currently following ASA’s policies.
- the ICCA fund has a portion that cannot be spent, has cash, and has investments
- has about \$800,000 in reserve (½ cash, ½ investments), local boards combined about \$900,000

- possibly want to have International reserve or a different permanent reserve
- review of 2012 projections
- Will vote on approving the 2012 budget on Wednesday, September 21, 2011.

Betty Fishman presented information on ANSI ISO Accreditation. POWERPOINT

- why should we pursue ANSI/ISO standards? Shows validity and integrity of program, it is International, recognized by businesses and government agencies, barrier to competitors
- impartial, transparent, involvement of stakeholders, training of staff/volunteers, must have testing, credentialing, securities, must be fair.
- may need to clarify and separate membership and certification so there is no influence between the two
- everything is documented
- consistency throughout regions in credentialing, examinations, etc. ex: if person took 3 different versions of test, they would get the same result.
- would have to assess eligibility BEFORE testing in case someone would come back and argue about passing test, but can't get certified—this is opposite of current CCA standards, could switch
- confidentiality of exams, scores, content, test administration
- would continue with CEUs, monetary renewal
- 5 year recertification of submittals to insure consistent results
- Staff & volunteers must be “qualified” and have proper training, assessments of performance (periodically)
- WHAT MAY NEED TO BE ADDRESSED:
  - ASA bylaws may need revision
  - needs a policy manual with attachments, procedures, etc.
  - eligibility would have to be approved before testing
  - ICCA would have to grant certifications, not local boards
  - training of staff and volunteers to adhere to ANSI standards
  - explanation of conflict of interest, ex: person who develops test questions could not do the exam training
- SOLUTIONS: would need to explain how things are running consistently now
  - Reduce number of local boards?
  - Separate training functions of certification activities and appoint different volunteers?
  - Provide standardized policies and procedures?
  - Transfer to ICCA office staff all certification decisions currently delegated to local boards, but allow local input?
  - Create a dual certification/certificate program?
- Takes about 2 years to apply and get reviewed by ANSI—depends on action by boards, reviewing, psychometric studies, all certification operations must be documented
- Year 1: review operational policies, procedures, review eligibility and testing protocols, etc.
- Year 2: finalize board actions, develop MSM policies/procedures, publish all policies/procedures, finish studies, compile documentation

-ANSI requires all policies, procedures, and processes MUST BE IMPLEMENTED before organization can be considered for accreditation

-explanation of costs for staff, consulting, studies, clerical time, and design/printing cost for any new publications, ANSI application fees, annual fees once accredited

-commitment has to come from everyone with ICCA

-it is "all or nothing" for getting ANSI accreditation

-**MOTION:** T. Kemp motions to delegate a task force in order to move forward with ANSI credentialing, seconded G. Finn; motion passed

Bruce Erickson and Greg Schwab presented Exam SOP Review and Exam & Procedures Committee.

POWERPOINT

-Bruce made the request of topics for monthly or twice a month webinars to be sent to him

-exam committee is a mix of academia, industry, government, etc.

-roughly 1,000 people per year take the test

-revalidate the exam to make sure questions are consistent

-fill in the blank questions were eliminated and replaced by multiple choice questions

-cut scores are determined by statistician

-online testing is very expensive

-if the states would like Bruce to evaluate or advise on exam questions, they can request that of him

Luther Smith presented CEU and CPAG specialty CEUs. POWERPOINT

-NO changes to CCA requirements

-CPAG now has 50 CEUs and have technical category minimums

-review of categories of CEUs

-new requirements will be implemented on January 1, 2012

-\*\*Letters that were sent to CPAGs should be posted to websites for boards to view\*\*

Susan Chapman presented Operations Update. POWERPOINT

-new activities in the certification department include: online CCA exam registration/checking of scores, credential update emails/when things are received/reviewed, revised/consolidated credential booklet

-reminders are online now for renewals and CEUs

-new communications for boards and certificants

-new request forms for promotional materials

-\*\*check with IT about imbedding CEU information to each certificant instead of logging into a page\*\*

-\*\*make a QR code for CCA webpage\*\*

Russell Duncan presented Jim Smith ICCA Past Board Chair plaque.

Meeting adjourned at 5:15pm.