

North American Board Meeting Agenda
Monday, September 17, 2012
Boise, Idaho

In Attendance:

Karl Anderson	DeLon Clarksean	Carson Harmon	Lisa Muirheid-Martin	Sarah Sexton-Bowser
Amy Asmus	Steven Cromley	Tom Kemp	Rao Mylavarapu	Luther Smith
Kenneth Barbarick	Mary-Jane Debreuil	Keith Kennedy	Joan O'Brien	Ross Stone
Steven Beckley	Russell Duncan	Andrew Knepp	Roberta Parry	Paul Tracy
Amy Bradford	Gary Finn	Marta Krist	Kim Polizotto	Fred Vocasek
Sebastian Braum	James Fitzgerald	Jeff Leonard	Allan Romander	Mark Weihing
Carl Cassidy	James Griffin	Christina Lust	Russell Rubert	Thomas Weir
Andrew Clark	Tina Hanley	Jim McDermott	Quentin Rund	David Wilcox

All power points are posted to the ICCA Board web page.

Monday, September 17:

Marketing portion of meeting called to order at 9:00am.

Allan Romander and Steven Beckley gave an update on marketing the CCA program. POWERPOINTS

- Review of growth/loss in CCAs from 2000-2012
- Review of CCA Marketing survey with responses
- 612 current CCAs in California - constant growth since 2008
 - 80% CCAs in CA are PCAs
 - Puts ad in CAPCA
 - Constant monthly emails
 - Sign up people for CCA exam at annual CAPCA meeting
 - Do press releases
- Consider doing national exam registration announcement from Madison office – already being done to some degree but should be expanded
- Individual local boards should consider more marketing through social media – Face book, LinkedIn

Andrew Clark presented marketing strategies for the CCA Program.

- How he strategized and created "thatssoundadvice.com"
- How individual boards need to market to the CCAs/clients within their states/provinces
- Review of steps to marketing
- How to reach your target audience

Allan Romander and Luther Smith reviewed different marketing strategies for CCA program. POWERPOINTS

- 3 levels to get money for local board marketing plans
- Who should do the Marketing: local boards only? Only ICCA Office? Combo of both?
- Combo of both based on discussion would be best
- Ambassadors Program: Kim Polizotto-Midwest, Tom Kemp – South, Allan Romander-West

CCA Board meeting called to order at 1:00 PM

Paul Tracy welcomed everyone and introductions were made.

Luther Smith gave an ICCA Program update. POWERPOINT

- Exam participants are the highest since 2004
- Review of CCA participants since 2000
- Market share based on 1990 survey of about 30,000 in the total market yields a 43% market share but the original survey is now 22 years old and the market has changed, probably less than 30,000 today
- Retired CCA status: Who should qualify?

- Not working at all
- Not practicing Ag anymore
- Possibly add explanation of why they are requesting status
- Form will be updated to add more details to the application
- ICCA of the Year: 2012 – Mike Wilson, CCA, Illinois
 - Should it be within National boards or should it be kept as International
 - Is the application currently too complicated to fill out?
 - Keep it at the international level but streamline the application process
- CEU Application
 - Currently no fee is charged
 - Is fee deterrent?
 - Needs to change?
 - Discussion: fee would still be viewed as a deterrent and not necessary
 - Results: No fee for CEU Application
- review CCA App for smart phones, etc.
 - Almost ready for testing
 - CEU App
 - Must be submitted 30 days prior to the meeting date
 - Board must approve 7 days prior
 - All must be done electronically
 - Why? Codes on sheets need to be created, no paper sheets
 - Could be 1 year transition
 - Board supportive of App but need one year transition where both paper and App are being used
- ICCA Exam held at Universities
 - Used as an outcomes assessment for students
 - Talk to Luther if you would like more information on this
- Help Wanted on Committees – if interested, contact Luther
- Continuing Education Committee
 - Education Areas Document has been updated and will be reviewed every other year
 - Measurements – does the CEU process need more formal measurements whether someone is learning? Do on a voluntary basis, no interest in changing requirements
- Future online sessions for local board members and administrators
 - Exams- September
 - CCA & CPAg credential review
- Water Quality/Quantity
 - Opportunity for CCAs to be part of the solution?
- 4 R Specialty Certification: Steps
 - Complete online course (8wk)
 - Complete adaptive management implementation project 1-3 years as continuing education
 - OH as pilot state
 - certification would be called “CCA 4R specialist”
 - Supported by NRCS, EPA, TFI, EDF, state groups
 - ASA & SSSA Educational opportunities on websites

Steve Cromley presented the 2013 budget for the Budget and Finance Committee.

- Current year budget on track
- Proposed budget for 2013
- Review of revenues and expenses
- MOTION:** S. Cromley motions to accept proposed budget for 2013, seconded F. Vocasek; motion passed

Tom Kemp presented information for Standards & Ethics Committee. POWERPOINT

- S&E reviewed ANSI ISO Task Force
- All boards must follow all rules the same (standardize processes)
- Have a checklist of what each board should do according to Policy & Procedures Manual
- Exam area will be first functional area to be reviewed

Bruce Erickson presented information from the Exam & Procedures Committee. POWERPOINT

- Goals of CCA Programs
- How do we accomplish these goals?
- Hallmarks of Good Education Programs
 - Stay up to date with changes
 - keep stakeholders in mind
 - Set bar of passing score
- Keep up to date- Performance Objectives (POs) updated every 4 years
 - Update at least 25% of it every year
- Reviewed by stakeholders
 - End user review sent in survey form
- Test reflect expectations
 - Survey sent
- Reasonable minimum level of achievement determined
- Standard Operating Procedures
 - Main dates: have new POs ready to post after August test date
 - 2nd is to have new exam done by December for Feb exam
 - Checklist given to board regarding exam & POs when they were update
- Motion:** B. Erickson motions to implement the new exam PO procedures and posting these to the exam procedures website, seconded by A. Romander; motion passed
- General exam information
 - ICCA exam went from 188 to 150 questions (all multiple choice, no fill in the blank)
 - 2.5 hours time frame. Start time is 9:30
 - Photo ID required
 - Where examinees sit (proctor places exams)
 - What to do with late arrivals
 - Streamlined wording
 - all Proctor Instructions will be updated for the February 2013 CCA exams
- Upcoming PO Reviews (Soil & Nutrient Management)
- Exam software review – ICCA exam committee will be implementing new exam software that will eventually be made available to local boards to also use, probably not until late 2013

Fred Vocasek and Karl Anderson presented Policy Updates. POWERPOINT

- Eras of Ag: Efficiency, Energy, Economics, Environment, Empathy
 - Role of CCA
 - Value to the CCA
 - Value of the CCA
- Water Security for Agriculture
- Symposium to be held at AAAS “Green Dreams, Blue Waves, and Shades of Gray: The Reality of Water”
- What is the CCA involvement?

Allan Romander presented information for the Promotions & Communications Committee. POWERPOINT

- Review of levels of contributions from local boards to give money for marketing program
- possible action: ICCA create a monthly marketing Newsletter
 - Point to press releases
 - Blogs
 - Logos

Paul Tracey presented the CCA Program Turns 20! POWERPOINT

- Comprehensive Program Review

 - History – where did CCA come from?

 - Impact – CCA Vs Acres? How are they both affected/touched?

 - Success – recognizable now, i.e. gov't

- What should we do?

 - Historical article?

 - Advertising & Marketing (faces of CCA? Highlight people in programs for 20 year/breakout by state)

 - Promotional ideas--Contest, etc.

 - Other ideas?

- Who should implement this?

 - Cost & Budget?

 - Local Vs International - both

 - Timeline – 2013, throughout the year

Meeting adjourned at 5:32 pm.