



**CERTIFIED
CROP
ADVISER**

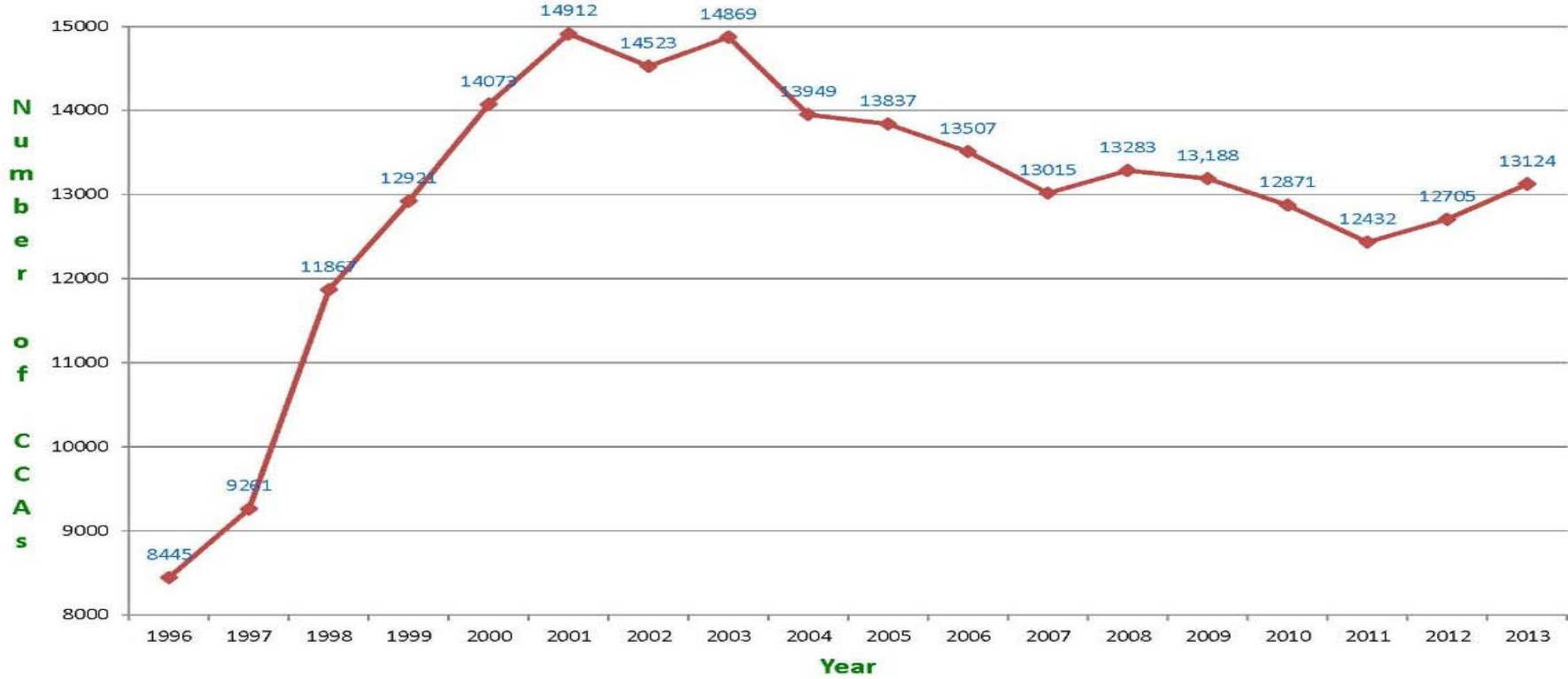


**CERTIFIED
PROFESSIONAL
AGRONOMIST**

ICCA Staff Changes

- 2013 over view – short handed most of the year, new staff added
 - Laurie Karr, long term disability
 - 465 Vorndran Drive, Belleville, WI 53508
- ICCA Representatives
 - Marta Krist (not new) Susan Chapman (operational)
 - Penny Magana (August) Karl Anderson (DC office)
 - Lacey Edwardson (June) Dawn Gibas (exam support)
 - Eric Welsh, Marketing, (February)

Number of CCAs Throughout the Years



2013 Survey

- Builds on survey conducted in 2005
 - Same questions and new ones
- Done electronically in early March
- 6,000 invited, 2,063 CCAs responded, 34% response rate
 - Second survey for Crops and Soils magazine
- Outside firm conducted the survey – ReadEx Research

Survey Findings – Certificant Profile

- Gender
 - 92% male
 - 7% female
 - 1% don't know (did not answer)
- Age
 - average age is 50
 - 36% are 55 and older
 - 16% are under the age of 35

Survey Findings - Profile

- Education
 - 73% have at least a BS degree (55% BS, 15% Masters, 3% PhD)
 - 14% Associate
 - 14% HS
- Work – top mentioned
 - 32% salesperson/agronomist at retail outlet/cooperative
 - 30% seed/chemical/fertilizer company rep
 - 14% Self employed agronomist/consultant
 - 5% government

Survey Findings - Profile

- Longevity – average number of years is 12.2
 - 36% have been a CCA for 16-20 years
 - 28% for 11-15 years (64% more than 10 years, highest dropout group)
 - 14% for 5-9 and 1-4 years
- How they learned about it
 - 65% from employer
 - 14% from a CCA
- Who pays
 - 64% say company pays fees

Survey Findings – Program

- Reasons to become and maintain
 - 74% initially earning and 73% for maintaining it – **conveys professionalism** to customer – consistent with 2005
 - Earning
 - #2 – 70% Personal Sense of Achievement (consistent)
 - #3 – 47% Increased job advancement/employability
 - #4 – **42% makes me a better adviser**
 - Maintaining
 - #2 – 56% Continuing Education
 - #3 – 53% provides an outline to gain agronomic knowledge outside of a formal education
 - #4 – **52% makes me a better adviser**

Survey Findings - Program

- Involvement in Program
 - 88% read print Crops and Soils Magazine (55+ age more likely)
 - 40% highly or somewhat preferred electronic version
 - 82% visited CCA website (35 – age more likely)
 - 42% encouraged colleague or student to become certified

Survey Findings – Importance and Satisfaction

- **ICCA Services/Activities:**
 - 71% building **awareness** of CCA to farmers
 - 28% satisfaction
 - 64% info in Crops and Soils magazine
 - 63% satisfaction
 - 63% building **awareness** of CCA to employers
 - 33% satisfaction
 - 61% **marketing** to increase recognition of CCA in Ag industry
 - 31% satisfaction
- 40% ICCA HQ – CSR responsiveness
 - 55% satisfaction

Survey Findings – Importance and Satisfaction

- **Local Board Services/Activities:**
 - 85% number of **CEUs** available
 - 60% satisfaction
 - 83% quality of **CEUs** offered
 - 53% satisfaction
 - 73% building **awareness** of CCA to farmers
 - 22% satisfaction
 - 70% cost of **CEUs** offered
 - 42% satisfaction

Most Important

- ICCA
 - Building awareness (marketing)
 - Farmers*, employers, Ag industry
 - *high on both
- Local Boards
 - CEUs – availability, quality, cost

CCAs' Customers

- When asked how their customers have responded to being a CCA:
 - 46% say they don't care about training only quality of advice and don't recognize/understand CCA program
 - 20% said they did not know they were a CCA
 - Those CCAs who are neutral or dissatisfied with the program are more likely to have selected these items as are those with 10 or more years experience
 - Those CCAs who are satisfied with the program were more likely to select the following:
 - 25% appreciate my understanding of Ag issues
 - 9% congratulated me on earning my CCA
 - 7% asks for advice more often since earning CCA

Overall

- 78% will likely maintain for next 5 years
- Concerns –
 - 89% in 2005 were likely to maintain
 - 67% likely to recommend, down from 77%
 - 58% overall satisfied, down from 78%

Conclusions

- Top Reasons for obtaining and maintaining
 - Conveys professionalism
 - Sense of personal achievement
 - CEU opportunities
 - Gain agronomic knowledge outside formal education
- Most important for program to do to attract and retain
 - Promote and publicize the high level of professionalism
 - Provide opportunities for learning

Budget Items

- CEU self study articles
 - Total moving to Crops and Soils magazine
- Renewal Fee
 - Increasing in 2014
- CPAg Application Price
 - Increasing in 2014 from \$75 to 100
- CEU Reinstatement Fee
 - New, \$50 total, split, deter behavior

Crops and Soils Magazine

- 2013 Survey ~ 30% response rate
 - 76% useful to very useful
 - Feature article rated highest followed by new products and CEUs
 - 59% give it to someone or place it in a common area when done
 - 45% read 3 or more issues out of 6 per year
 - 40% would somewhat prefer to prefer an electronic version only
 - 31% would not prefer electronic only

- 68% use a smart phone, primarily for email

Crops and Soils Magazine Changes

- Sept/Oct edition – online electronic magazine format
 - Will have both print and electronic in 2014
- Moving the CEU self study articles to online only
 - 95% of the self study quizzes were being done on line already
 - Reduces print costs for the magazine
 - New articles are announced in the magazine with the links
- Moving towards less technical writing
 - Survey comments indicated too technical

Crops and Soils Budget Impact

- 100% of self study CEU article revenue will move to the magazine
 - \$72,986 in 2012, 60/40 split
 - Separates education from certification (ANSI)
 - Connects quality control (reward/punishment) directly with production
 - Should remove need for direct payment from ICCA to ASA

2014 Renewal Fee (ICCA portion only)

- Was \$45 and has been for 8 years (2005 \$40)
- Will be \$50 in 2014
- Need to replace self study revenue and cover new items

2015 renewal season, discussion

- Proposal to change the annual renewal fee to a bi-annual to match with CEU requirements
 - Would pay their renewal fee when their CEUs were due, every two years
 - Reasons
 - Reduces collection costs – 50% less statements sent
 - ~6,500 sent per year, rather than 13,000+ every year – labor distribution
 - Concerns – will it be perceived as a fee increase, company budgets off, would need to tell them it is coming (communications)

2014 CPAg Application Price

- Increasing \$75 to 100
 - Costs have increased
- Last changed in 2006 (\$50)

- Currently annual renewal fee is \$50 on top of CCA fee

CEU reinstatement fee

- Beginning 2014 –
 - \$50 total, split \$30 ICCA and \$20 local board
 - Anyone who does not have their CEUs reported by January 31 and is below the cut line - < 35 total and;
 - They would like to update their CEU records and get back to good standing
- Impact – about 300 CCAs each year (budget \$9,000)
 - ~7-10% of those ending of ~6,500, (455-650)
 - Final drop ~1-3%
 - Positive – change bad behavior and cover added costs

Agro-Forester (specialty opportunity)

- Trees/woody species grown in rotation with row crops/livestock
- SAF – Society of American Foresters – partnership
 - Certified Forester - ~2,500
- Estimate 300 – 400 potential certificants
- Might fit well with CCA as base certification due to alignment with agronomy
- Specialty Certification
- Recommendation- task force to study

CEU requirements

- 40 CCA/50 CPAg every two years
- Minimum of 5:
 - Nutrient Management
 - Soil and Water Management
 - Integrated Pest Management
 - Crop Management
 - Professional Development (CCA optional, 20 max by default)(CPAg required)
 - Professional Service (CPAg only)
 - Professional Study (CPAg only, optional)
- Maximum 20 board approved self study
- Minimum 20 board approved
- Compared to other professions – upper end

CEU rules

- 40/50 is the minimum ... unless ...
 - Have 35 or more then get balance forward record and make up the difference
 - Less than 35 dropped ... unless
 - Extenuating circumstances ... like ...
 - Long term medical situation
 - Active military duty
 - Etc. ????
- ANSI - Raises the question is 40/50 really the requirement?
- Not consistent and fair, too subjective
- Costly to manage and difficult to understand

Proposal for Future

Long Term Health - Change CEU requirements and eliminate the exceptions, simplify the system, respond to CCAs/CPAs comments about CEU requirements being too difficult

Proposal for Discussion

- 30 CCA/40 CPAg every two years
- Minimum of 5:
 - Nutrient Management
 - Soil and Water Management
 - Integrated Pest Management
 - Crop Management
- Optional for CPAg only:
 - Professional Development
 - Professional Service
 - Professional Study
- No Maximum for board approved self study (this includes print and electronic)
- Minimum 20 board approved
- No exceptions except by appeal to board for major medical, military duty, as defined

CEU tracking modernization

- 0.5 = 30 minutes, minimum
- Tracked every 0.5 CEU

- Need to change to 0.1
- Need to review and update descriptions for electronic delivery

Tampa, Florida ASA meetings

- November 4, Monday, 1:00 to 3:00 PM
- 6 to 10 CCAs
- Talk with students in round table discussions
- Anyone interested and going to be in Tampa?