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<td>CCA</td>
<td>14,073</td>
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<td>13,174</td>
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<tr>
<td>CPAg</td>
<td>757</td>
<td>665</td>
<td>675</td>
<td>665</td>
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<tr>
<td>% Change from previous year</td>
<td>5.04%</td>
<td>-2.43%</td>
<td>2.21%</td>
<td>-5.46%</td>
<td>-1.02%</td>
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**CCAs and CPAs**

- **CCA**
- **CPA**
- **Total Certifications**
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<td>-2.13%</td>
<td>1.57%</td>
<td>0.19%</td>
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No India

![Graph showing trends in CCA, CPAg, and Total Certifications over years 2000 to 2014 Aug 31.](image-url)
ICCA Exams
International Update

• India – suspended, 468 CCAs but none renewed
• Mexico – growing, getting organized
• Argentina – still suspended

• Country Review
  • Top 3 – Peru, Australia, Brazil
  • Followed by: South Africa, South Korea, (Paraguay tied w/SK)
  • Plan of Work developed along with targets
Agenda Items

History is not on a forward march

“Duty of Foresight” - ... just as important as their recognized legal duties of care, loyalty and obedience. Association Management.

Blackberry example – ... thought they knew better ...

2010 - 43% market share in the US
2014 - 3%
We are living in times in which the rate of change is unprecedented

• Exams
  • Dawn Gibas, PhD, CPSS, ASA Assessment Specialist
  • Updating procedures to nationally accepted standards
  • Technology adoption

• CEU Requirements Task Force
  • Survey of CCAs and CPAgs
  • Currently on the high side compared to other programs
  • Relevant, Creditable and Attainable
CEU potential changes

• Currently are good but retention is poor for veterans
  • ~13% and 6% with Grace

• CCA Surveys
  • Supports lower totals and enforcing requirements
  • Categories are good but difficult to meet in SW
  • Supports ethics requirement

• Compared to similar professional certifications
  • High end, average ~15/year

• New Requirements – keeps creditability, lessens severity (burden)
'You need to skate to where the puck is going to be‘

**Specialty Certifications**
- “Certification programs are good but to be suitable for microcredentialing they need to be broken down to focus on discrete skills acquisition.”

**CCA (agronomy) = generalist**
- NM, SW, IPM, CM

**Specialist – deeper knowledge and ability, narrower focus**
- NM
- SW
- IPM
- CM
If you don’t like change, you are going to hate being irrelevant

Not accepting that things may change leads to obsolescence
Strategic Plan