

2014 North American CCA Board Meeting

Sacramento, CA



Eric Welsh, PMP

*Program Manager-Marketing & Communications
(Certification & Education)*

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2013 Marketing & Promotions Committee

Dave Wilcox, CCA-Kansas

Walter Armstrong, CCA-Iowa

Amir Faghih, CCA-Indiana

Thomas Kemp, CCA-South Carolina, Ambassador

Andrew Knepp, CCA-Illinois

Lisa Muirheid-Martin, Illinois CCA Administrator

Kim Polizotto, CCA-Indiana, Ambassador

Allan Romander, CCA-California, Ambassador

Matthew Scuffham, CCA-IA

Thomas Weir, CCA-PP

Thank You!



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Marketing Objectives



1. Increase the value, of the professional credential, for both the CCA and the grower/client
2. Support marketing efforts at the local-board level
3. Connect future agronomy professionals to our credential program at an earlier stage in academic development
4. Work at a national level to increase our exposure and connection to industry employers

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Market Share Survey

(Doane)



Vance Publishing-Crops Master Database	7,463
AgProfessional Database	26,116
University Graduates in CCA Disciplines (1yr)	6,797
Total Market for potential CCAs	40,376
Total CCAs (9/1/2014)	12,850
32% Market Share	



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Market Share Survey Assessment



- Doane Graduate Numbers vs. USDA Graduate Numbers
- Opportunity to reach out to new industry sectors:
 - Food Safety & Security
 - Renewable Energy
 - Environmental Sciences
- “Back-End” Losses
 - How do we stem the tide?



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Certificant Retention



- Consulting Database
 - 10 Years – 2,668
 - 15 Years – 5,937
- Free to CCAs of a certain tenure with the program
- Draw more attention to our long-time certified professionals (Added Value)



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Cost-Share Program Participation



- Designed to compliment the ambassador program and be used as a resource to expand local-board marketing efforts.
- 50% cost-share on marketing projects up to \$1,500 per calendar year per board.
- Funds will not be granted to replace local-board funds, they will be used to augment or initiate local marketing.

Participation has been great over the last 7 months!

Total Spend on CS Program for 2014: ~\$9,000



Ambassador Program Participation



- Re-evaluating
- Designed to facilitate the development of a locally focused marketing plan.
- Assess needs, brainstorm ideas, and identify opportunities. Implement and track results.
- Follow-Through & Continue Tracking Progress
- Availability



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College Student Program



School Involvement: (CCA-Candidate Status)

1. Put a CCA in the classroom or club activity (agronomy, agri-business, and other related majors)
2. Use existing curriculum to shape a Certified Crop Adviser Candidate (CCAC) Program
3. Potentially contribute to discounting examination fees for enrolled students
4. Proctor the ICCA and Local-Board exams (closed just to students)
5. Receive and Evaluate the data received from ASA/ICCA

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College Student Program

Student Benefits:

- Enhanced Marketability to employers
- Increased Income Potential
- Creates opportunity for advancement
- Raised Reputation in the Community



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College Student Program



Educational Institution Benefits:

- Exams used as an Outcomes Assessment (no need to recreate a system and exams that are already in place)
- Evaluate Departmental Learning Objectives
- Data generated from student testing is sent back to the school
- Use data to aid in curriculum development
- Aligns department objectives with education legislation

22 Schools Participating

A photograph of a dirt road winding through a green field, with the text "THAT'S SOUND ADVICE" overlaid in large, white, bold letters. The road is in the foreground, leading towards a horizon line. The field is lush green, and the sky is a clear, light blue. The text is centered across the width of the image.

Greenfield Scholars Program



- Inaugural Class has been selected
 - Annual Meeting Attendance
 - In-Field “Shadowing” with Mentor or a CCA Meeting
- 2 Mentors are still needed
 - Melissa Golden, Oklahoma State University
 - Steve Parker, Ohio State University

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Improved Communications

CCA Value Focus



- “News You Can Use” (monthly)
- Crops & Soils is Digital
- More direct communications from the international office to CCAs (announcements & marketing)- “The Adviser”
- New Website (Demo)



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ICCA/ASA Joint Communities

(ASA Professionals)



**CERTIFIED
CROP ADVISER**

	Total	CCA	ASA
• Nutrient Management	126	44	82
• Integrated Pest Management	89	38	51
• Soil & Water Management	143	31	112
• Crop Management	109	33	76

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Trade Shows

Employer, Ag Media, College &
Grower Focus



- Ag Media Summit (Indianapolis, IN-July 2014)
 - Theme: Profitable Land Stewardship
- Ag & Food Industry HR Roundtable (Minneapolis, MN-August 2014)
- National Association of Farm Broadcasters Conf. (Kansas City, MO-Nov. 2014)
 - Theme: Profitable Land Stewardship
- Ag Retailers Association Conf. & Expo (New Orleans, LA-Dec. 2013)
 - Risk reduction, increase efficiency & profits, Specialty Certifications?



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Direct E-Mail Campaigns



- CEU & Event Focused
- Too Many?
- Effective at drawing interest?

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2014 Annual Meeting Events



- 3 Days of Live-Streaming CEUs
 - ICCA/ASA Communities will be cosponsoring related events
 - ICCA/ASA Communities will have business meetings
- CCA Career Accelerator Roundtable
- Crops Contest (CCA & Potential Employer Designed)
- Leadership at ICCA of the Year Awards Breakfast

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ICCA Marketing & Promotions

Questions?

THANK YOU!



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