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!
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
### Market Share Survey

**Doane**

<table>
<thead>
<tr>
<th>Database</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vance Publishing-Crops Master Database</td>
<td>7,463</td>
</tr>
<tr>
<td>AgProfessional Database</td>
<td>26,116</td>
</tr>
<tr>
<td>University Graduates in CCA Disciplines (1yr)</td>
<td>6,797</td>
</tr>
</tbody>
</table>

**Total Market for potential CCAs**: 40,376

**Total CCAs (9/1/2014)**: 12,850

**32% Market Share**
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?
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)
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
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
College Student Program

Student Benefits:

- Enhanced Marketability to employers
- Increased Income Potential
- Creates opportunity for advancement
- Raised Reputation in the Community
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
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
• “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)
<table>
<thead>
<tr>
<th>Topic</th>
<th>Total</th>
<th>CCA</th>
<th>ASA</th>
</tr>
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<tbody>
<tr>
<td>Nutrient Management</td>
<td>126</td>
<td>44</td>
<td>82</td>
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<tr>
<td>Integrated Pest Management</td>
<td>89</td>
<td>38</td>
<td>51</td>
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<tr>
<td>Soil &amp; Water Management</td>
<td>143</td>
<td>31</td>
<td>112</td>
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<tr>
<td>Crop Management</td>
<td>109</td>
<td>33</td>
<td>76</td>
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</tbody>
</table>
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?
Direct E-Mail Campaigns

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

THANK YOU!