2015-16
Marketing & Promotions Committee

- Regular Planning Calls
- Review/Prioritize Plan of Work
- Approve/Deny Larger Marketing Initiatives
- 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
Marketing Programs

- Cost-Share (2013: $10,500, 2014: $9,000, 2015: $4,500)
- Ambassador (32 of 34 Boards)
- College Student (CCA-CND)
- Greenfield Scholars
- ICCA/ASA Joint Communities

We still have them all!
Marketing Programs

- Local level push (most effective)

- Assessment period during 2015

- Reviewing 2 Years: How have your results been locally?

- My New Role: Adds touchpoints for Industry/Corporate Member Connections
Improved Communications
Providing Value

• Marta Krist -- Communications
• “News You Can Use” (monthly)
• Crops & Soils is Digital
• “The Adviser” (e-Newsletter)
Self-Promotion

Providing Value

- New “Marketing Packet” Initiative
- Vehicle Exterior, Vinyl Decal
- Helping CCAs market themselves!
Trade Shows

Employer, Ag Media, College & Grower Focus

- Ag Media Summit (Scottsdale, AZ-July 2015)
- Ag & Food Industry HR Roundtable (St. Louis, MO-August 2015)
- National Association of Farm Broadcasters Conf. (Kansas City, MO-Nov. 2015)
- Ag Retailers Association Conf. & Expo (Palm Desert, CA-Dec. 2015)
2015 Annual Meeting

Events

• Sustainability in the Food Supply Chain (Panel Event)

• 2 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
ICCA Marketing & Promotions

Questions?

THANK YOU!