

2017 North American CCA Board Meeting

Saskatoon, SK



THAT'S SOUND ADVICE

Strategic Plan Goals supported by Marketing Initiatives



Goal A: Promote the value of the CCA Certification

Goal B: Improve relevance, quality, and delivery of continuing education as the foundation and strength of the ICCA Program

Goal D: Increase participation of CCAs in local, national and international boards and committee activities



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2017 Marketing Review: Tradeshows

- Ag Media Summit
- National Association of Farm Broadcasters Convention
- Ag Retailers Association Conference
- Commodity Classic



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2017 Marketing Review: Webinars

- Sponsorships
 - Adds Value Certification
 - Strengthens Industry Relationships
- Sponsor & Topic Recommendations Welcome



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2017

Marketing Review: Communications

- The Adviser
- News You Can Use
- Crops & Soils Magazine
- Social Media (Facebook & Twitter)



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2017 Marketing Review

- Student CCA-CND Poster Initiative (well received)
 - Over 200 posters distributed
 - “Ice breaker” for boards to connect with students (School Ag Departments, Agri-business/Agronomy Clubs, etc.)
- Student Exams
 - On-Campus, Dedicated Sites
 - Single Exam Date
 - 11 Schools Participating



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2017 Marketing Review

- ICCA of the Year Award Ceremony @ Commodity Classic
 - Presentation is back in front of growers & other agronomists
 - Exhibiting
 - Presenting a Learning Center Session (Continuation in 2018)
 - ICCA is the featured sponsor (along with TFI & NACHURS)
 - Highlight 4R NMS
 - Award Presentation to follow



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Cost-Share Program



**CERTIFIED
CROP ADVISER**

- 2013: \$10,500 → 2014: \$9,000 → 2015: \$4,500 → 2016: \$3,000 → **2017: \$1,500**
- **Budgeted for every year, rarely used**
- **Estimating increased submissions for 2018**
- **Marketing Rep should increase marketing efforts & need for funding**

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New Marketing Initiatives for 2018

- Each Board Names Marketing Representative
 - Quarterly Calls
 - Objective:
 - Keep marketing a primary focus of the board
 - Facilitate planning
 - Entire board should be involved in implementation



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New Marketing Initiatives for 2018

- Sustainable Agronomy Training Course (development sponsored by CHS, Inc.)
 - Public release Early-2018
- CCA Day at ASA Annual Meeting
 - Oct. 24 in Tampa, FL
- Sustainable Agronomy Conference
 - June 2018 (Madison, WI)
 - Sponsors & Speakers still needed



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New Marketing Initiatives for 2018

- ICCA Annual Update?
 - Targeted to Agricultural Retailers Association members
 - Ready by ARA Conference (Nov. 28, 2017)
 - Features:
 - Highlight Specialties
 - Educational Opportunities
 - Customized Training Development
 - Sustainable Agronomy Conference



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New Marketing Initiatives for 2018: ROI

- Intangible
- Tangible
 - AgPro Salary Survey
 - Insurance Premium Reductions for Employer
- Continuing to enhance the visibility of CCAs in Press-Releases and success stories (Local & National)



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Local Board Social Media

- Social Media Intern (Community Manager)
- Standard Operating Procedures



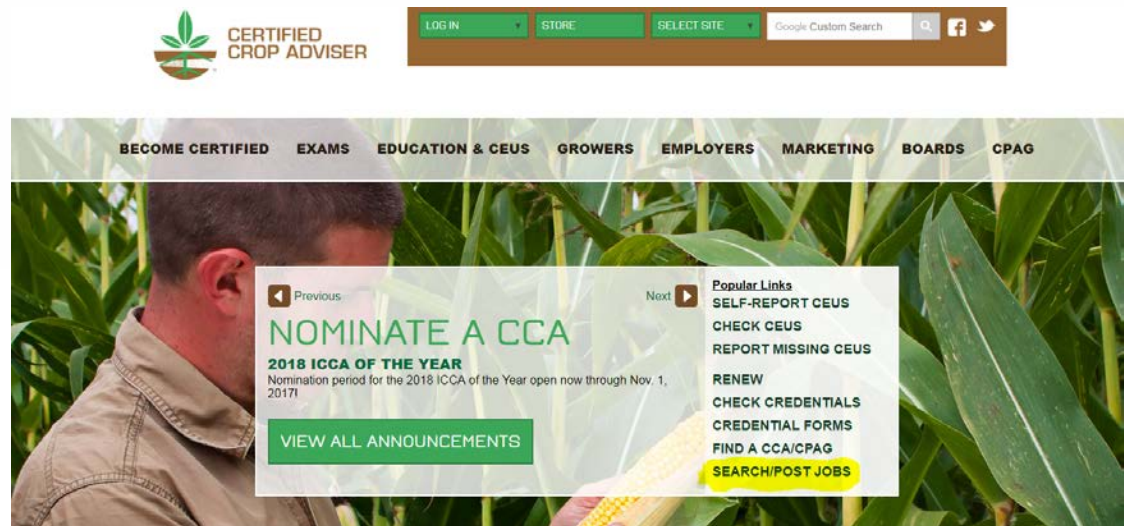
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Career Center

New! Search/Post Jobs link
on CCA homepage

Links to:

[https://www.certifiedcroppr
adviser.org/career-info](https://www.certifiedcroppr adviser.org/career-info)



The screenshot shows the Certified Crop Adviser (CCA) homepage. At the top left is the CCA logo, a green leaf with a brown stem. To its right is the text "CERTIFIED CROP ADVISER". Further right is a navigation bar with "LOG IN", "STORE", and "SELECT SITE" buttons, followed by a "Google Custom Search" box and social media icons for Facebook and Twitter. Below this is a horizontal menu with links: "BECOME CERTIFIED", "EXAMS", "EDUCATION & CEUS", "GROWERS", "EMPLOYERS", "MARKETING", "BOARDS", and "CPAG". The main content area features a large image of a man in a tan shirt looking at a corn cob. Overlaid on this image is a white box with a green border containing the text: "Previous", "NOMINATE A CCA", "2018 ICCA OF THE YEAR", "Nomination period for the 2018 ICCA of the Year open now through Nov. 1, 2017", and a green button that says "VIEW ALL ANNOUNCEMENTS". To the right of this box is a "Next" button and a "Popular Links" section with the following items: "SELF-REPORT CEUS", "CHECK CEUS", "REPORT MISSING CEUS", "RENEW", "CHECK CREDENTIALS", "CREDENTIAL FORMS", "FIND A CCA/CPAG", and a yellow button that says "SEARCH/POST JOBS".

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Thank you!

Questions? Comments?



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