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
2018 Marketing Review: Tradeshows

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

Any suggestions as to shows we should attend? Is your board attending local shows?
2018 Marketing Review: Webinars

- Sponsorships
  - Adds Value to Certification & Strengthens Industry Relationships
  - Larger, “Industry Advancement or Goodwill” Partnerships would be goal
    - *We do not endorse products, services, or organizations*

- Sponsor & Topic Recommendations Welcome
2018 Marketing Review: Communications

- The Adviser
- NYCU
- Crops & Soils Magazine & Website
- Social Media (Facebook & Twitter)
2018 Marketing Review: Future CCAs

- Student CCA CND Poster Initiative (well received)
  - Over 320 posters distributed (this is the most that have ever distributed!)
  - “Ice breaker” for boards to connect with students (School Ag Departments, Agribusiness/Agronomy Clubs, etc.)

- Student Exams
  - On-Campus, Dedicated Sites
  - Single Exam Date
  - 16 Schools Participating
• 2013: $10,500 → 2014: $9,000 → 2015: $4,500 → 2016: $3,000 → 2017: $1,500→ 2018: $4,500

• Divert funds towards a SASES/Agronomy Club connection program
Marketing Committee

- Each Board Named Marketing Representative
  - Email check-ins, and calls if needed
  - Objectives:
    - Keep marketing a primary focus of the board
    - Entire board should be involved in implementation of any new marketing initiatives
CEU Event Opportunities

- CCA Session at ASA Annual Meeting
  - Nov. 6\textsuperscript{th} in Baltimore, MD
- Sustainable Agronomy Conference
  - June 25-26, 2019
  - Sponsors & Speakers still needed
Re-design Marketing Collateral in 2019

- Theme/Imagery “Facelift”
- Focus on ROI
  - Intangible
  - Tangible
    - AgPro Salary Survey
- Brochures, Specialty Certification Cards, Ads, Banners, etc.
Fine Tuning our Marketing Focus for 2019

- Keeping People Certified
- Getting More Universities Involved in CCA Exams & CND Program
- Increasing Profile of CCA Program Among Growers & Employers
Fine Tuning our Marketing Focus for 2019

• Keeping People Certified
  • Direct calls to CCAs dropped for non-payment of renewal
  • Identifying CEU opportunities and providing the links directly to CCAs short for their cycle (September E-mails)
  • Continuing to provide value through sponsored/free-of-charge CEU opportunities
Fine Tuning our Marketing Focus for 2019

- Getting More Universities Involved in CCA Exams & CND Program
  - “CCA Corner” in SASES Club e-newsletters (monthly)
  - Closer ties to SASES affiliated clubs
  - Pizza Program
    - Funds for Agronomy Club meet & greets (pizza, pop, gas, etc.)
    - Get CCAs/Board Members in-front of these students
    - Helps establish/enhance connection with schools
    - Re-think social media voice/focus for student connection
Fine Tuning our Marketing Focus for 2019

- Increasing Profile of CCA Program Among Growers & Employers
  - Grower Outreach (Advertising) Campaign
    - Fall/Winter 2018, Spring 2019
    - Evaluated costs from DTN/Progressive Farmer, Successful Farming, Precision Reach (programmatic)
- Industry Partners Outreach/CCA Employer Thank Yous
- Expanded Commodity Classic Presence for 25 Year Anniversary
- Re-think social media voice/focus for grower connection
Questions? Comments?
Breakout Discussions

- University offering exams on campus, student groups (Luther/Rachel)
- Social Media (Marta)
- Industry partnerships – encouraging employers to get and reward CCAs for certification (Eric)
- Working with ag groups/agencies (Chris)