8am Meeting called to order by Armando Campos, introductions made

Program and Task Force Update, Luther Smith (POWERPOINT)
- 13500 CCAs currently, 1% increase
- Voluntary organization standards: definition of certification
- upward trend of CCAs coming into the program
- exam numbers have dropped off by 300 examinees from 2017 to 2018, don’t know if it’s going to be downward trend or not—time will tell
- Opportunities for growth: Soil Heath Institute Partnership (create a board position?) and Sustainable Agronomy (Field to Market)
- Strategic Plan Update
  - Task force is reviewing surveys now, about 20 returned so far, timeline to get done is before next strategic plan
  - how would someone get involved in a Task Force? Tell Luther ASAP and he’ll put the person on the list to receive information on servicing

USDA-NRCS Update, Giulio Ferruzzi (POWERPOINT)
- Guilio is the acting US National Agronomist
- Main updates, CCAs will continue to deliver NMPs and CNMPs
  - become familiar with new standards/practice requires
  - get on the state tech reg site (TSPs) to make sure they are all registered, etc.
  - does that eliminate training? Some people can test out of the requirements.
  - RUSLE 2 will not be used, continuing to use WEPP (WEPP to go live Dec 18/Jan 19)

US- EPA Update, Erika Larsen (POWERPOINT)
- National Water Quality Initiative has been around since 2012, and extension on NWQI thru 2023, expansion to include source water protection, including surface and ground water
- Office of Ground Water and Drinking Water—did webinars with board members earlier this year as well as one for EPA staff to learn more about relationship between CCA and EPA
- Successful Agricultural Projects:
  - FY2017 uptick since inception, 60% of 700 restored water projects are ag related
- Engagement Opportunities
  - CCA Board members can participate at state level
  - how CCAs can be a part of watershed planning, water quality conservation practices, what are the priorities at your local level?
Examples and descriptions for experience form will be updated with a page added for more examples.

The forms will be updated and then made to be online fillable so the credential process could be done all electronically without printing but the print option will still be available. Approximately $15,000.

**Motion:** To direct the ICCA staff with oversight by Executive Committee to use ICCA reserve funds as outlined to create online fillable credential forms. Passed.

**Financial Update, Wes Meixelsperger, ASA CFO (POWERPOINT)**
Reviewed ASA and ICCA financial situation including local boards. Very stable.

**Budget Update and Approval, Mandy Fox**
Reviewed 2018 mid-year numbers, exam numbers are down from 2017 impacting revenue.
2019 budget proposed, no significant changes.

**Motion:** to approve budget as presented, passed.

**Marketing Update, Marta McCoy and Eric Welsh (POWERPOINT)**
- Attending Tradeshows throughout the year, Ag Media, National Association of Farm Broadcasters, Ag Retailers, Commodity Classic, Other suggestions?
  - Info Ag (mid-July) for Precision Ag Certification
  - National Association of County Ag Agents
- NYCU will stay as-is on a monthly basis
- Marketing campaign discussion on what is best for the program to create awareness of the ICCA program and CCAs among farmers.
National/international advertising campaign to increase awareness among farmers, about $50,000.
Discussion – don’t do a national advertising campaign but have the Madison office staff work with the local board staff to do a localized campaign.

**Motion:** To invest ICCA reserve funds as outlined to conduct a national advertising campaign to further build awareness of the ICCA Program and CCAs among farmers. Failed.

Breakout groups to discuss marketing efforts:

1. Universities offering exams on campus, student groups
   a. Highlights: Discussed current programs offered to the students through the Societies, and how the CCA program can better connect. Discussed what is currently being done within ICCA on the national and local level to connect with students. There was a wide range of experience from the participants in the group, from visiting multiple universities to discuss the CCA Program to those looking for ways their board can start engaging. Some of the main highlights included the Greenfield Scholar Program (recruiting applicants and finding willing mentors), University Exams on campus (included discussion of boards covering exam cost for students), and connecting with clubs to increase awareness (agronomy clubs are always looking for speakers). One of the main challenges identified was getting the buy-in of the department heads. Usually the students and advisors are on board, but it takes full support to connect and implement on-campus exams.

2. Social media
   a. Highlights: ICCA create a Social Media ‘Kit’ may be useful for boards starting out (what to post on FB, Twitter, YouTube, what kind of content is best, when to post/schedule), incorporate hashtags on posts in order to hit a wider audience. Go live on FB at annual meetings, tradeshows/at booths. Make things more interactive with a Q&A, users group, etc. Hit ‘Hot Topics’ like club root, diseases, where to get CEUs and the kind (like Soil and Water), job postings, etc.

3. Industry partners and Ag groups
   a. Highlights: Need to work with both private- and public-sector organizations to promote, expand, and advertise the CCA program. Working locally is the best option, but local board must be engaged for this
approach to work. Some of the board members voiced ways in which they are working locally to promote the program and network with local groups.

Exam and Procedures, Dawn Gibas and Scott Thayn (POWERPOINT)
Presented remotely,
Reviewed process working with exam committees to bring all exams up to date, about 75% of the way to completion, exams are not to be shared outside of the committee, committees have at least 5 people, meet about 1 hour every 2 weeks to complete the process.
-2019 new exams: Precision Ag Specialty, 4R NMS Region 1, South FL/Caribbean exam
-current testing vs Internet Based Testing (IBT)
Reviewed demos – if you are interested in seeing the demo please contact your rep in Madison
IBT potentially would reduce the time to report scores from 6 weeks to 4 weeks
Costs for IBT at a location would be $10/examinee but cost savings would offset that. Remote proctoring (individual is anywhere alone) would add about $40/examinee and this cost would be passed to the examinee. Pilot test will be done at the ICCA office in Madison in February 2019 followed by several local board sites pilot testing in August 2019 with full implementation for February 2020.

Motion: To direct the ICCA staff with oversight by the Executive Committee to further explore and implement Internet Based Testing (IBT) for the ICCA Program beginning when determined achievable. Passed.

5:32pm Meeting adjourned for day.