2019 CCA-NORTH AMERICA BOARD MEETING

Wichita, KS
PROMOTE THE VALUE OF THE CCA PROFESSIONAL CREDENTIAL

Key Objectives for 2019:

◦ Increasing Profile of CCA Program Among Growers & Employers
◦ Getting More Universities Involved in CCA Exams & CND Program
◦ Keeping People Certified
2019 MARKETING REVIEW: TRADESHOWS

- Ag Media Summit
- National Association of Farm Broadcasters
- Ag Retailers Association Conference
- Commodity Classic
- Any suggestions as to shows we should attend? Is your board attending local shows?
2019 MARKETING REVIEW: TRADESHOW MATERIALS

- Re-designed all marketing collateral
  - Brochures, Banners, Handouts
  - Updated imagery/reduced text
  - New booth display for national shows
  - Focus on Education, Expertise, Experience
  - “Better Ask!” Grower Campaign
2019 MARKETING REVIEW:
NATIONAL AG MEDIA

- USA Today Special Edition – Department of Agriculture
  - Print Distribution = 175,000
  - E-mail/Digital = 50 Million Impressions
- CCA Experts in the Field
  - Farm Journal collaborative project
  - Radio, Social Media, Articles (AgPro)
- No Cost to the ICCA Program
2019 MARKETING REVIEW: STUDENT FOCUS

- Expanded from 11 to 16 Participating
  - On-Campus, Dedicated Sites
  - Single Exam Date
- Student CCA CND Poster Initiative
- 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
2019 MARKETING REVIEW: COMMUNICATIONS

- The Adviser E-Newsletter
- News You Can Use
  - Updated! Now called In the Know
- Crops & Soils E-Newsletter (Educational Content)
- Social Media (Facebook, Twitter, Youtube)
2019 MARKETING REVIEW: Sign-in Sheet Update

- New look of sign-in sheets to promote app use
  - Larger, more prominent QR code
  - Smaller signature area to promote app use
- Targeted emails promoting app use
- NEW (as of last week): just scan and it’s on your record—no need for another click!
2020 MARKETING INITIATIVES

- Focus more on connection with SASES affiliate student-clubs
  - “Pizza” Program
  - SASES E-Newsletters (Certification Corner, Quarterly)

- Re-Design Certifiedcropadviser.org
  - Currently creating RFP to evaluate cost & timeline

- Large Sponsor/Industry “Partner” Initiatives
  - Examples: General Mills, Syngenta
  - Further establishes CCAs as the go-to resources for on-farm adoption/implementation
2020 MARKETING INITIATIVES

- CCA Branded Podcast
  - Do you see a need? Survey work could assist in discovery (topics & feedback)
- Hemp Agronomy Conference
  - Do you see a need? Survey work could assist in discovery (topics & feedback)
  - Is this a gap in continuing education that would be received well?
QUESTIONS?
COMMENTS?
LAPEL PIN ORDERS?
BOOTH OR BROCHURE ORDERS?