In Attendance:
Jeffrey Ball      Brian Ganske      Peter Nauman      Jason Worthington
Kelly Boles      Lance Gibson      Todd Rowe         Karl Anderson
Deborah Campbell Logan Haake      Quentin Rund      Dawn Gibas
Armando Campos   Eric Ift          Darryll Smith    Izzy Hill
David Chaffin    Bonnie Laws      Charles Starostka  Marta McCoy
Sterling Clifton Mary Loggan      Fred Strauss      Kelly Murray Young
Mary-Jane Debreuil Paul Luetjen    Samantha Tenpenny Kent Scheske
Steve Evett      Russ Miner        Fred Vocasek      Luther Smith
Sally Flis       Brian Mitchem     Michael Wilson     Scott Thayn
Mandy Fox        Lisa Muirheid Martin Isaac Wolford Eric Welsh

8am Meeting called to order by Mandy Fox, introductions made

Exam and Procedures Review/Update, Dawn Gibas and Scott Thayn (POWERPOINT)
-Exam Process Overview
  -Why do we do what we do? Consistency and Standardization, compliance, and operate/maintain an exam program that is legally defensible.
  -Exam Process cycle: Job Analysis, Job Task Analysis, Item Writing, Review Items, Angoff Analysis, Exam Administration, Item Analysis, Cut Score Equating, Scoring/Administration, Update/Maintenance
-CCA Certification exams are considered Low Volume Exams
-Stats need to be considered carefully with low data sets
-Goal is to have .90 KR20 value for all exams
-Current exams in Progress: Region 3 4R NMS, South Fl/PR/Caribbean, Ontario

-Internet Based Testing and Remote Proctoring
  -Remote proctoring was introduced August 2019 exams, all specialty exams via remote proctor
  -Some suggestions for how to help with exam instructions
    -video or tutorial on how to log in, where calculator is, etc. for online exams
    -still have written instructions
  -Common issues across board included following/reading directions, remembering security questions, invalid government ID, company firewalls, using wrong link, scratch paper
  -Updates: coding issues fixed, everyone took the exam they were scheduled to take, will be allowed scratch paper in February 2020
-Remote Proctoring—Scoring
  -Feb 2020 will still have 4 exams via paper/pencil
  -Can possible cut down time to have scores available from 6 weeks to 3-4 when all exams are on IBT
-IBT Cost Analysis
  -Cost savings
*Motion to approve moving to remote proctoring for all CCA exams in Feb 2020 that are ready. Motion passed.
-Score Reporting (Ontario Request)
  -Would like numerical score or some way that is better way to report how someone did
  -As of right now, if someone did poorly enough in a section, it is highlighted (not with specialty exams or others that don’t have sections); if they did close to passing in that section, it is not highlighted
  -Rational for Pass/Fail Reporting
  -Provide more information to exam committees in order to give an idea on which areas people did poorly on, Dawn and Scott will work with data to provide additional information and report back

USDA Office of the Chief Economist, Izzy Hill (POWERPOINT)
-Survey will aim to give ag experts and growers a voice regarding the benefits of pest management tools
  -Required by the 2018 Farm Bill
  -ICCA is partnering with USDA
  -May reduce unnecessary label mitigations and preserve the use of pest management tools
- Completely voluntary
- How OPMP collects expert feedback
  - Only can ask 9 folks throughout the entire US, so it doesn’t capture niche benefits and usages needs
  - Moving forward, can ask more folks which this survey will ask
- Nature of Requests: very quick turnaround time is within 60 days with EPA
- What to Expect
  - Surveys will likely be sent out via email
  - Can opt out in the future
  - Confidential
  - Results will be aggregated up to the state level
  - If sub-state level niche benefits exist, information will not be relayed in a way that indicates location of operation
- Could Responding Make Matters Worse?
  - No, Office of Management and Budget requires that survey efforts of this nature cannot make responders worse off
- How will you know if you made a difference?
  - Won’t see a change on the label
  - Will do the best to notify ICCA when we know survey comments
  - Especially important to respond to specialty crop inquiries for localized niche uses
- Starting in 2020

Council for Ag Science and Technology (CAST) presentation, Kent Schescke (POWERPOINT)
- Nonprofit formed in 1972 as a result of a National Academy of Sciences Report
- Comprised of scientific societies, universities, nonprofits
- What we do? Disseminates science-based information through print materials, online sources, videos on cast-science.org/Youtube, Spanish and Chinese translations on select publications
- How do we do this? 50 Board members, 200 active task force members, volunteer experts as authors and reviewers (over 800 volunteers since 2007)
- Many upcoming publications include animals, food, and plants
- The Borlaug CAST Communication Award awarded at World Food Prize
- Submit an idea for a webinar or a CAST publication

ASA Update, Steve Evett
- CEO of ACSESS resigned, but a search committee is helping with finding candidates
- Review of meetings that happened in 2018-2019 for societies—separate SSSA meeting, was a success but will do it every set number of years
- Any progress with having more CCAs involved with membership to the societies?
  - Sustainability Conference have been successful for the 2018 and 2019
  - CCA day at the Annual meeting hasn’t been too successful
  - If anyone has ideas on how to get CCAs involved in membership, please contact Steve or Luther

ASA Education Program: Updates and Inquiries, Chris Boomsma (POWERPOINT)
- Education program overview
  - Expand our library, build partnerships, on-demand learning, we are a learning hub for allied science communities
- Subscription model will be introduced end of September/beginning of October 2019
- Webinars
  - Podcasts, videos, and microlearning: able to be downloadable so you can listen/watch without an internet connection, 15 min or 30 min learning. Podcasts 30min to 60min, with a quiz you can take for CEUs.
  - Exam Study Materials: mostly electronic-based, follow the POS, updated graphics, possibly interactive in the future.
  - Competency-based education: time is the seat for CEUs (signed code of ethics)
- ASA Learning Management System (LMS)
- Local board grant proposals: partner with areas around the country in order to collaborate on education/learning/study guides
- Surveys: consensus is to share results of surveys, don’t want too many of them, incentivized
- Sustainable Agronomy Conference: possible change with time of year.
- Agriculture and learning trends

Financial Update, Budgets posted, Luther Smith
- With July 2019, on course with proposed budget
- Idea that came from group: Certificates would be on an Opt IN or OUT (for both Ag & Soils and all certs), all certifications on one certificate
-ICCA office is checking with programming on how to do this  

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

**Communications and Promotions Discussion, Marta McCoy and Eric Welsh (POWERPOINT)**

-Key Objectives for 2019:
  - Increasing Profile of CCA Program Among Growers & Employers
    - attending multiple tradeshows throughout the year
    - redesigned all marketing materials, including booth/banners, and brochures
  - USA Today Special Edition – Department of Agriculture
  - CCA Experts in the Field: Farm Journal collaborative project; Radio, Social Media, Articles (AgPro); No Cost to the ICCA Program
  - Getting More Universities Involved in CCA Exams & CND Program
    - expanded from 11 to 16 participating schools/universities with the exams on campus
    - updated design on CCA Candidate poster
  - Pizza program initiative for 2019-2020: get into schools/universities and talk with students about being certified

-Keeping People Certified
  - call campaign once dropped for non-payment, emailed survey sent to those who were dropped for CEUs or renewals
  - Updated sign-in sheet: QR code more visible, just scan the code and it’s on your record
  - Redesign of certifiedcropadviser.org in 2020 to make it more user-friendly
  - CCA Branded podcast—do we see a need? Yes.
  - Do we want to be a part of the Hemp Agronomy Conference? Yes. Education from reputable sources like ASA is key.

-Ideas from boards:
  - Use CCA App to link podcasts or educational offerings
  - Send out email to admins and chairs if system is down (especially during winter months)

**Policy Update, Karl Anderson (POWERPOINT)**

- CCAs involved in Congressional Visits Day since 2012
- Local boards can nominate a CCA to participate, next CVD will be March 2-3, 2020
- CCA Conservationist of the Year Award first time this year, presented at USDA on Nov 22, 2019
- Farm Bill Implementation: clarified definition of TSP, authorized an alternative certification method, streamlined certification process
- Survey sent to those who indicated they were a TSP with the CCA program, many are not TSPs anymore
- Process of getting TSP certification is cumbersome
- We recommend convening a group of stakeholders to identify specific challenges and opportunities
- Greater coordination between CCA and TSP requirements

**SPARC Presentation, PPT, Kelly Murray Young**

- Vision: By 2022, ag retailers and certified crop advisers provide sustainability services to the majority of U.S. farmers while measuring and continuously improving environmental outcomes.
- Mission: To pre-competitively strengthen the ability of ag retailers and certified crop advisers to deliver services that drive continuous improvement in the productivity, profitability and environmental outcomes of farmers’ operations.
- Why should CCAs promote sustainability?
  - Demonstrate expertise
  - Deepen client relationships
  - Stay ahead of the competition
- Partnering with producers and big brands/retailers to talk about and adhere to Sustainability practices
- Where can CCAs jump in?
  - nutrients, application, seeds, land prep, post-harvest, digital solutions, etc.
- Helped to create online modules for CEU credits which are available on the CCA/ASA website

Meeting adjourned at 5pm.