Certifications

- Certified Crop Adviser (CCA), 13,522, - 0.41% (~$1.8 mil annual revenue; ~$1.6 mil reserves combined ICCA and local boards)

- Specialties:
  - Certified Professional Agronomist (CPAg): 432 (- 2%)
  - 4R Nutrient Management Specialist (4RNMS): 392 (+18%)
  - Sustainability Specialist (SSp): 135 (+21%)
  - Resistance Management Specialist (RMS): 119 (+21%)
  - Precision Agriculture Specialist: 84 (+41%)
Certification

“A voluntary process, by which an organization grants recognition to an individual who has met certain predetermined qualifications or standards.”

(The business of certification, Knapp, Knapp)
<table>
<thead>
<tr>
<th>Year</th>
<th>CCA</th>
<th>% Change from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>14,523</td>
<td>2.38%</td>
</tr>
<tr>
<td>2003</td>
<td>14,869</td>
<td>-6.19%</td>
</tr>
<tr>
<td>2004</td>
<td>13,949</td>
<td>-0.80%</td>
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<tr>
<td>2005</td>
<td>13,837</td>
<td>-3.64%</td>
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<tr>
<td>2006</td>
<td>13,507</td>
<td>2.06%</td>
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<tr>
<td>2007</td>
<td>13,015</td>
<td>-0.72%</td>
</tr>
<tr>
<td>2008</td>
<td>13,188</td>
<td>-2.40%</td>
</tr>
<tr>
<td>2009</td>
<td>12,871</td>
<td>-2.15%</td>
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<tr>
<td>2010</td>
<td>12,594</td>
<td>1.68%</td>
</tr>
<tr>
<td>2011</td>
<td>12,862</td>
<td>0.44%</td>
</tr>
<tr>
<td>2012</td>
<td>13,123</td>
<td>2.03%</td>
</tr>
<tr>
<td>2013</td>
<td>13,352</td>
<td>1.75%</td>
</tr>
<tr>
<td>2014</td>
<td>13,357</td>
<td>0.04%</td>
</tr>
<tr>
<td>2015</td>
<td>13,503</td>
<td>1.09%</td>
</tr>
<tr>
<td>2016</td>
<td>13,577</td>
<td>0.55%</td>
</tr>
<tr>
<td>2017</td>
<td>13,522</td>
<td>-0.41%</td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Going Paperless

- Credentials: being worked on by IT, end of 2020 estimate

- CEUs: application being updated to be more virtual friendly (end of Sept 2020) and approval process in place, sign-in sheets – increasing the use of the CCA app, 50%+ (process in place for virtual meetings)

- Exams: Internet Based Testing (IBT)

- Renewals: option is in place, 2 emails followed by paper
Sustainability Task Force - update

- Met earlier this year before COVID but progress was slowed
- Determining what might already exist for standards
- ASABE (American Society of Agricultural and Biological Engineers)
  - Standards on the process
  - Standards on components such as tillage, equipment, irrigation
  - Further investigation needed
CCA – Mexico update

- Juan Manuel Osorio Hernandez
- rega.jmoh@hotmail.com
International Opportunity

- **Brazil Update** – (traditional set up)
  - Partnership with CONFEA – registration program for all Agronomy Engineers in Brazil
  - CCA would be a voluntary “plus” program
  - BS degree and 5 years of experience to be registered – CONFEA provides the education and experience approval (registration with CONFEA)
  - ICCA provides the exam working with local subject matter experts – POs and exam
  - Code of ethics
International Opportunity – New Process

- Not for a specific country – individual focused
- Full document posted
- IBT provides the opportunity to test anywhere
- Would need a process – International Committee

- Form a Task Force to study and develop a recommendation?
Continuing Education (CEUs)

- Receiving some questions about extension of time due to COVID
  - Appeal process – individually, covers it from a medical perspective
  - Kentucky
  - Numbers: CCAs short CEUs
    - Sept 2018: 3,048 51.9%  Sept 2019: 3,912  61.5%  Sept 2020: 3,825  63.4%
    - Total CCA: 5,870  6,358  6,038

Review:
- Last year: did not approve Self-Directed Study – research, report, approval, project focused
- Two years ago: did approve serving on boards/committees, up to 5 CEUs/2 yrs in PD
- We do allow instructors to claim the same CEUs for an event
CEUs continued

- Illinois Suggestion: writing articles/materials to promote and/or educate – this would be new, it could be part of the service item

- Iowa suggestions: (document posted)
  1. Content creation – could include IL suggestion, new
  2. Giving presentations – might be covered by instructor being able to claim equivalent CEUs as mentioned
  3. Mentoring – sharing knowledge with others, new
  4. Volunteering – might be covered, service
  5. Reading – CPSS, new for CCA
Potential Motions:
1. Motion: Content creation

- To allow CEUs for educational content creation.
  - Tabled, move to committee for further discussion
- They would be instructed to keep records in case audited. (licensing states)

- Self-report, Effective January 1, 2020
2. Motion: Mentoring

- To add mentoring to the CEU category of volunteering for services such as serving on boards and committees.
  - Passed but include agronomy/agronomic capacity

- This is currently set at 5 CEUs per two-year cycle in professional development.

- Any adjustments needed beyond adding mentoring?
- Self-reported, Effective January 1, 2020
3. Motion: Reading

- To allow reading articles, books, or other educational materials related to agronomy, soil science, crop science and professional development as self-reported CEUs.

- Tabled, committee discuss more

- Effective January 1, 2020
4. Motion: COVID related – CEU cycle

- No global change
- Recommend handling on an individual basis – CCA contacts office, COVID is the reason, staff extends time to earn CEUs by one year.

- This would be a one-time extension.

Revised Motion: To allow CCAs who are short on CEUs and ending their two-year CEU cycle in December 2020 to request a 12-month extension due to COVID. Request will be reviewed by local board.

Passed
FFA project

- CCA Apprentice Program (document posted)
- Connecting high school students interested in ag to CCA
- Started with the ICCA POs and exam questions to update the FFA agronomy CDE (targeting 2021)
- Talks expanded to adding an overall educational program and mentorship component at the high school level connected to the FFA CDE but available to all students
- Still under consideration, more details to follow
- Thoughts?
Opportunities

Ecosystem Services:
ESMC - Ecosystem Services Market Consortium
  - providing Technical Assistance
  - doing verification services
USDA-NRCS Technical Services Provider (TSP)
  - evaluating for improvements, part of 2018 Farm Bill – allowing ag-retail to do more, slow process
2020 ICCA Program Survey

- March – April 2020
- Builds on 2005 and 2013 surveys
- All CCAs who allow email contact, 11,117 (82%)
- 2,181 responses, 19.6%, 16.1% of the total CCAs