2020 CCA-NORTH AMERICA VIRTUAL BOARD MEETING

MARKETING REVIEW
PROMOTE THE VALUE OF THE CCA PROFESSIONAL CREDENTIAL

Key Objectives for 2020:

◦ Increasing Profile of CCA Program Among Growers & Employers
◦ Getting More Universities Involved in CCA Exams & CND Program
◦ Keeping People Certified
2020 MARKETING REVIEW: TRADESHOWS

- Commodity Classic (only in-person event)
- All others cancelled or moved to virtual
  - National Association of Farm Broadcasters
  - Ag Retailers Association Conference
- Any suggestions as to shows we should attend? Is your board attending local shows?
2020 MARKETING REVIEW: STUDENT FOCUS

- Student Exams (many cancelled due to COVID-19)
  - Online with Single Exam Date
  - Does your board/school want to participate for 2021?
- “Pizza” Program
  - Funds for Agronomy Club meet & greets (pizza, soda, gas, etc.)
  - Get CCAs/Board Members in-front of these students
- Student CCA CND Poster Initiative
  - Go virtual? Still need physical posters?
2020 MARKETING REVIEW: COMMUNICATIONS

- The Adviser E-Newsletter
- In the Know
- Crops & Soils E-Newsletter (Educational Content)
- Social Media (Facebook, Twitter, Youtube, LinkedIn)
  - New as of March 2020--social media specialist at headquarters to help create more consistent posts
2020 MARKETING REVIEW: Sign-in Sheet Update

- Promote app use!
  - Prominent QR code
  - Smaller signature area to promote app use
  - Use QR code as a slide in virtual meetings
- Targeted emails promoting app use
- Just scan and it’s on your record—no need for another click!
2021 MARKETING INITIATIVES

◦ New Learning Management System (LMS)
  ◦ More user friendly
  ◦ Better opportunities for collaborations
◦ Large Sponsor/Industry “Partner” Initiatives
  ◦ Examples: Bayer CropScience, Kellogg’s, Soil Health Institute, General Mills
  ◦ Further establishes CCAs as the go-to resources for on-farm adoption/implementation
◦ Long-Term: Re-Design Certifiedcropadviser.org
  ◦ Currently creating RFP to evaluate cost & timeline
2021 MARKETING INITIATIVES

◦ Prioritize Student Exam Expansion
◦ More Deliberate/Direct Communication with Local Boards
◦ Increase CCA Presence at Virtual Conferences
◦ Increase Earned-Media Efforts
  ◦ Engage in a long-term media relations effort that connects media influencers with CCAs, so we can tell your stories on a national scale.
  ◦ Leverage target audiences’ current awareness of CCAs to build a more solid understanding of the expertise and value of CCAs to farmers and the environment.
  ◦ Social Media, News Releases, Standing CCA Feature in Farm Journal, etc.
2021 MARKET ANALYSIS

- Part of current strategic plans (ASA & CCA)
- Seeking bids and hope to complete in 2020
- Objectives:
  - Determine market share of agronomists/agri-business professionals
  - More forward-looking analysis
  - What is the industry missing in job skills/training?
  - Is the program aligned with the needs of the industry?
  - Are there gaps we can fill?
QUESTIONS?
COMMENTS?
LAPEL PIN ORDERS?
BOOTH OR BROCHURE ORDERS?