ASA and ICCA
Partnering for Prosperity

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About me……

☐ Native of Wisconsin
☐ Attended the UW-Madison for BS in Agronomy/Natural Science
☐ MS and Ph.D. from the University of Missouri-Columbia; Crop Physiology
☐ Professor at Purdue: works in all three mission areas of research/teaching/Extension
☐ Emphasis on crop physiology, nutrition, stress tolerance, input use efficiency,…
☐ Enduring interest in evidence-based knowledge translation
A little bit about ASA ….

- Founded in 1907, ASA supports its members and certified professionals by providing peer-reviewed research publications, educational programs, certifications, meetings, and science policy initiatives.

- ASA is the professional home for 7,000+ members and 13,000+ certified professionals.

- Organized by sections covering: agronomic production, biometry and statistical computing, climatology and modeling, education and extension, environmental quality, global agronomy, and land management and conservation.
Key Highlights in the History of ASA and the CCA Program

- 1908: ASA has 101 charter members. ASA holds its first regional meeting at Cornell University. The first president is M.A. Carleton. Dues are $2.
- 1936: The Soils Section of ASA and the American Soil Survey Association merge to form the Soil Science Society of America.
- 1955: ASA’s Crops Section becomes the Crop Science Society of America.
- 1976: The American Registry of Certified Professionals in Agronomy, Crops and Soils (ARCPACS) is officially initiated on September 24.
- 1993: Certified Crop Adviser program begins.
- 1997: CCA Program expands to include Canadian provinces.
- 2010: Transitioned to the new Section/Community structure in place of ASA Divisions.
Certification of Expertise has been an Important Goal of ASA Since its Founding

“The qualifications of an agronomist should, therefore, be of the highest order. There is a prevailing impression otherwise, partly because of the plain fact that so many aspirants have obtained admission to the ranks before being ready to wear the badge, because of insufficient training. They may be fitted for farm superintendents, but not for agronomists.”

M.A. Carlton, Bureau of Plant Industry
Engagement of Certified Professionals in ASA

☐ Agronomic Production Systems Section
  ■ Commodities: corn, soybean, cotton, energy crops, ...
  ■ Systems: irrigated, organic, precision ag., dryland, ...

☐ Soil and Water Management Professionals: .....provides a framework for CCA's, ASA members, industry, government, and related groups to network and collaborate.....

☐ Nutrient Management Professionals: .....a venue for ASA members and certified professionals (CCAs and CPAs) to discuss, evaluate and communicate issues.....

☐ Education and Extension Section

☐ The 2021 election for ASA President: Andrew Knepp, Bayer Crop Science and a CCA-SSp
Three new editors appointed in the last month: Northern Great Plains, Southwest US including CA; Mountain West

Updating the design of the print magazine

Special series: The magazine will expand opportunities to publish multiple-article series on various topics.

Partnerships: Expand collaborations with groups to bring in new series and promote content with webinars and podcasts.

Expanded CEU offerings
Education Department-Chris Boomsma et al.

- Launched a new Learning Management System.
- Launched the Foundations of Applied Agronomy curriculum
- More sponsored webinars for CCAs that provide free CEU opportunities
- Tech/admin support for local CCA board conferences during the COVID disruption
- Surveying CCAs audiences on high-impact educational topics that meet CCA needs
Meetings- Wes M. and staff

- Virtual options will be part of ASA meetings programming going forward
- We also anticipate having an expanded, client-driven portfolio of meeting topics; some highly focused, in response to emerging issues, and short duration
- Greater opportunities to engage CCAs and provide meetings relevant to their needs.
- Reduced costs, more efficient-less travel time/expenses
Climate Survey:

- Respondents scored 11 categories of ag-related actions from 1 to 10 on how effective they are at mitigating or adapting to climate change.

- There were 656 responses with good representation from each Society; 36% of respondents were CCAs.

- Protect or Enhance Soil, Improved Water Management and Improved Nutrient Management were deemed the most effective categories.

- Barriers: economic, research, and technology/translational research.

Technical Service Providers for Federal programs

Foundation for Food and Ag Research (FFAR) “AgMission”: 1 climate-smart practice per farm; CCA’s verify/advise.
ASA Strategies Going Forward

- Engagement, inclusion, and diversity: Promote and enhance diversity and inclusion throughout ASA.
- Enhanced business model: Create innovative business model(s) to serve members, the profession and ensure financial stability of ASA.
- Knowledge to action: Translate research into practice, driving solutions to relevant societal issues.
Research Theme Map of 20,000+ Studies Funded by USDA and the EPA on Nitrogen: “All Over The Map” & Interconnected!!!

Circle diameter = relative number of studies mentioning this term

From: Madsen & Nielsen, 2015
“We are drowning in information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely.”

*the scientific study of ants*
Knowledge to action: Translate research into practice, driving solutions to relevant societal issues.

- Increase the number of research translational products produced by ASA for use by practicing agronomists to promote sustainable production of food, feed, fiber, and fuel.
- Partner with the CCA program/leadership to identify topics where there is critical need for knowledge synthesis.
  - Short-term, rapid response articles (C markets article; Lee Briese)
  - Longer-term, in-depth reports on an issue of critical interest to CCAs, producers, and other stakeholders
CEO Search Update

Project Overview: TIMELINE

Q3 2021

STRATEGIC PLAN MID-POINT REVIEW

COMPLETE

Q4 2021

NEEDS ASSESSMENT

IN PROGRESS

Q1 2022

CEO RECRUITMENT

Q2 2022

CEO ONBOARDING

By October 15
Phase 2: Needs Assessment Completed

November 7-10 at Annual Meeting
Findings & recommendations presented to ETTF/3rd Meeting

Summary Presentation to Societies' Boards
Presentation to membership at Townhall
Questions??

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