ASA Education: Updates and Discussion

2021 North American CCA Board Virtual Meeting
September 15, 2021
Program Overview

• The ASA Education department focuses on:
  • Meeting the education needs and desires of CCAs
  • Supporting CCAs with the facilitation of their education offerings
  • Supporting the CCA program and the general agronomist profession
  • Giving ASA members opportunities to train various audiences
  • Providing revenue for ASA

• The ASA Education department is growing and improving through:
  • Staff additions
  • Expanded education offerings
  • Service offerings
  • Technology adoption
  • Collaborations, grants, and sponsorships
Collaborators and Supporters

Note: This is only a partial list!
Online Classroom Subscription

- Major CCA interest
- Value and quality
- Continuous updates
- Some exclusions
- Collaboration opportunities

www.agronomy.org/education/classroom/subscribe
Sponsored and Fee-based Webinars

- Key education offering
- Large audience
- General and specific topics
- Unbiased and science-based
- Diverse CEU offerings
- Strong sponsor support
Field Lab Earth Podcast

- Free episodes
- Quiz-based, fee-based CEUs
- Potential expansion
Sustainable Agronomy Conference
Virtual Event Hosting

- Experience
- Existing capabilities
- Growth area
- Local CCA board collaboration opportunity
Foundations of Applied Agronomy

- Major education offering
- ICCA exam preparation
- Foundational agronomy training
- Modern learning features
  - Interactive
  - Self-paced
  - Visual emphasis
  - Print options
  - Practice quizzes and exam
- Competitive pricing
- Imminent launch and routine updates
Proposals and Grants

- Letters of support
- Proposal writing
- Support services
  - Surveys
  - Listening sessions
  - Video production
  - In-person field days
  - Virtual farm tours
  - Webinars
  - Virtual event hosting
  - Publications

EDUCATION COLLABORATION OPPORTUNITIES

PARTNER WITH ASA/SSSA EDUCATION AND GROW YOUR REACH AND IMPACT!

Listed below are some current opportunities for you to collaborate with the ASA/SSSA Education Department. If you have interest in exploring these collaboration opportunities, please contact Chris Boomsma, ASA/SSSA Director of Education, at Send Message or 608-819-3917. Please check back frequently as this list is routinely updated with new opportunities.

Grant Proposals: The ASA/SSSA Education Department is constantly searching for grant opportunities and is always eager to partner with ASA and SSSA members on projects focused on the education of certified professionals, growers, students, and/or the public. If you have proposals for which you could benefit from the ASA/SSSA Education Department’s capabilities and services, please reach out. The Education Department is currently seeking collaborators for the following grant opportunities:

- NCR SARE Research and Education Grant Program
- NCR SARE Partnership Grant Program

Webinars: ASA and SSSA are currently searching for webinar presenters for October, November, and December in 2020 and January, February, and March in 2021. Nearly all topics are welcome, but they should be of value to certified professionals in agronomy and/or soil science. Self-nominations are encouraged! At the current time, the Education Department is specifically seeking topics and speakers in the following broadly-defined areas:

- Non-agricultural soil science, management, and/or consulting
- Integrated pest management
- Urban agriculture
- Agronomy and soil consultant ethics
New Learning Management System

• Vastly expanded capabilities
• Custom user and organization experience
• Content hosting
• Virtual event hosting
Education Type Preferences

- IN-PERSON CONFERENCE: 83%
- WEBINAR RECORDING: 49%
- LIVE WEBINAR: 28%
- PRINT MAGAZINE ARTICLE AND ACCOMPANYING QUIZ: 14%
- PODCAST AND ACCOMPANYING QUIZ: 8%
- OTHER: 3%
# CEU Fulfillment Challenges

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Preferred Education Topics

- Cover Crops: 50%
- Enhanced Efficiency Fertilizers: 46%
- Field-Level Profit Mapping: 36%
- Complex Crop Rotations: 35%
- Conservation Tillage: 27%
- Precision Irrigation and Soil Moisture Monitoring: 20%
- Drainage Water Management: 18%
- Technical and Financial Assistance Program Application: 15%
- Edge-of-Field Water Quality Monitoring: 8%
- Bioreactors: 6%
- Saturated Buffers: 4%
- Other: 4%
Registration Factors

- Topic/Subject Matter: 61%
- CEU Total: 56%
- Event Location, Date, and Time: 50%
- CEU Category: 44%
- Cost: 36%
- Speaker(s): 25%
- Online Accessibility: 10%
- Host/Vendor: 2%
- Other: 1%
Preferred Device and Event Length

- **Work Computer**: 74%
- **Personal Computer**: 15%
- **Tablet**: 6%
- **Smartphone**: 4%
- **Other**: 1%

- **60-120 Min**: 2%
- **30-60 Min**: 60%
- **15-30 Min**: 32%
- **5-15 Min**: 6%
- **2-5 Min**: 0%
Discussion

1. What should we continue doing?
2. What should we start doing?
3. What should we stop doing?
Questions or Comments?

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