2023 – 2025 Strategic Plan

- Draft has been provided
- Things to consider:
  - What’s important for the future?
  - Who is best equipped or in a position to do it?
  - How does one enhance the other?
  - What opportunities and challenges do we face in the coming years?
  - All things should increase the value of being a CCA!
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)
Certifications

- Certified Crop Adviser (CCA), 13,347, -0.70%
  - ~$1.9 mil annual revenue combined
  - ~$1.1 mil ICCA and ~$800,000 local boards
  - ~$4.0 mil reserves combined ICCA and local boards
    - ICCA $2,278,507 and local boards combined $1,739,015

- Specialties:
  - Certified Professional Agronomist (CPAg): 436 (-0.7%)
  - 4R Nutrient Management Specialist (4RNMS): 478 (+10.7%)
  - Sustainability Specialist (SSp): 149 (0.0%)
  - Resistance Management Specialist (RMS): 151 (+11.0%)
  - Precision Agriculture Specialist (PASp): 161 (+36.3%)
  - CA only: Nitrogen Specialist (NSp): 899, new in 2021, CDFA
Total Certified
CCAs 13,347
CPAgS 436
CCA Retired 370
CPAg Retired 30
CCA Candidates 133
4R NMS 478
SSp 149
RMS 151
PASp 161
MM 20
NSp 899
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<td>13,507</td>
<td>13,015</td>
<td>13,283</td>
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<td>12,871</td>
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<td>13,522</td>
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<tr>
<td>% Change</td>
<td>-3.64%</td>
<td>2.06%</td>
<td>-0.72%</td>
<td>-2.40%</td>
<td>-2.15%</td>
<td>1.68%</td>
<td>0.44%</td>
<td>2.03%</td>
<td>1.75%</td>
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<td>1.09%</td>
<td>0.55%</td>
<td>-0.41%</td>
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CCAs
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## Exit Survey Data

- **121 CCAs** completed it, about 35% of those not renewing (~350)

- **Years as a CCA:**
  - #1: 21+ (45%)
  - #2: 5 – (19%)

- **Reasons not:**
  - 50%: Retired (38%), lost job 3%, no longer in profession 9%
  - 34%: not enough value for requirements
  - 15%: too costly for benefits
  - 0%: employer did not support or did not meet needs
  - 0.9%: customers don’t care
Outlook

- 43.5% of CCAs are 44 years old and younger (24% < 35)
- 45.4% are 45 to 64
- 10.0% are 65 and older
  - 30 – 35% of the CCAs will be reaching retirement over the next ~5 years, about 4,000 – 4,500

- Total CCAs are down about 1.7% over the past 3 yrs
- Exam numbers have been declining

- #1 area - marketing / communications / promotions
  - Employers (Marta)
  - High school/college age (FFA – CCA Apprentice)
CCA Apprentice

- Started in 2020 but delayed due to COVID
- FFA – CDE: aligns with ICCA exam
- First class will be in October
- Outline of process:
  - Pass the exam: have the option to be a CCA Apprentice
  - Complete ASA’s Agronomy Foundations Course
  - New: Receive equivalent of one internship or 6 months experience
    - Motion needed for this item to be implemented
  - Move to CCA Candidate after completing the normal application process and passing the exams, depending on experience
Value

- **Creditability**
  - Professionalism (#1 reason)
- **Opportunities**
  - Jobs, advancement
- **Motivation**
  - Continuing education (life long learning) and Ethics
- **Ability**
  - Performance (certified out perform non-certified)
- **Validation**
  - Peers/profession (ASA) says you are …
Operations update

- Computer upgrade to entire system
  - Delayed responses / processes, better now

- Added new staff

- IBT Exams – moving to continuous with immediate results

- Moving to paperless – our goal is by end of 2022
Reminder: Digital Badging / Certificates for 2023

- Enhanced Branding – logo in signature box becomes hot link to social media (LinkedIn) or others, web pages, CCA website and information
- Create sense of community, more control over credentials
- Less time and expense printing/mailing certificates
CCA International (Int’l)

- CCA Int’l – 3
  - Interest – but not large numbers
  - Committee – could use more members

- Brazil
  - Exam should be ready in 2023
USDA – NRCS TSP Program

- working on new MOU about ready for signing
- Interested in streamlining the process and promoting it
- Needs a communications plan due to history
- Evaluating current education requirements, willing to utilize ASA courses as equivalents
- Willing to post courses on ASA site rather than use AgLearn
TSP Practice Areas

- 116-Soil Health Management Plan
- 138-Conservation Plan Supporting Organic Transition
- 101-CNMP Design and Implementation Activity
- 140-Transition to Organic Design and Implementation Activity
- 157-Nutrient Management Design and Implementation Activity
- 159-Grazing Management Design and Implementation Activity
- 161-Pest Management Conservation and Implementation Activity
- 162-Soil Health Management Design and Implementation Activity
Financial Review

- 2022 mid year summary
- Primary item to watch is Exam Revenue
  - behind by about $196,000 at the end of June
  - Numbers have picked up in August
- Renewals up about $35,000
- Isaac will review the 2023 projections