Key Objectives for 2022:

• Increasing Profile of CCA Program Among Growers & Employers
• Getting More Universities Involved in CCA Exams & CND Program
• Keeping People Certified
Website Redesign:

• Launched in February 2022
• Main Goals
  • Improve Navigation and CCA Experience
  • Reorganize Content and De-clutter
  • Search Engine Optimization
  • Identify Opportunities for Developing New Content
  • Add More Visuals vs. Copy
Marketing Initiatives:

- Focus more on connection with SASES affiliate student-clubs
  - Pizza Program
  - Student Posters
- Cost-Share Program for New Marketing Initiatives
  - Up to $2,500 per year per board
- Need Marketing Materials? Brochures, posters, etc.
  - Can be customized with local board contact information
- Lapel Pins
  - Email Marta for details ($1.50-1.90 per pin, depending on qty)
Marketing Initiatives (Cont.):

• Social Media (Facebook, Twitter, new--LinkedIn)
  • Created a dedicated CCA LinkedIn page
    • https://www.linkedin.com/company/certified-crop-adviser/
  • Increasing Activity, Posts, Shares
  • Amplify Locally—Tag the CCA!
  • Highlight a CCA
Employer Marketing Campaign

• Goal is to reach out to top employers in your areas (either your admin or us as ICCA) advocating the CCA program and supporting CCAs
  • Easy to use Toolkit
  • Social Media posts with graphics
  • Signs/images for posters, signs, etc. for businesses, individuals, etc.
  • Revamped Press Release
Proud to hire a CCA
Commitment Education Expertise Experience

Reduce your risk:
hire a CCA
Communications:

- The Adviser E-Newsletter (CCAs)
- In the Know (Administrator/Chair/Board Members)
- *Crops & Soils* E-Newsletter (Educational Content)
Awards:

• CCA Conservationist of the Year
  • Nominations open now through Oct 6
  • https://www.agronomy.org/awards/view/214

• ICCA of the Year
  • Nominations open now through Oct 27
  • https://www.agronomy.org/awards/view/131/
Tradeshows:

- Commodity Classic (March 2022, 2023)
- Ag Retailers Association Conference (Dec. 2022)
- Any other conferences we should attend?
Partnership Development:

- Soil Health Institute – *Soil Health*
- Kellogg Company – *IPM*
- Pheasants Forever/Quail Forever - *Sustainable BMP's and Wildlife Habitat Conservation*
- Ag Employer Outreach – *CCA Program & Training*
  - Nutrien Ag Solutions
  - Simplot
  - Wilbur-Ellis
  - Helena Agri-Enterprises
  - Other CropLife 100 Retail
Local Board Marketing Discussion

What is your board doing marketing-wise/what is your main marketing focus?

What has worked? What hasn’t?

We’ll go around the room to each board.