ICCA North American Board Meeting

ICCA Program Update

SEPTEMBER 12-13, 2023
DAWN GIBAS, PHD, CPSS
DIRECTOR OF CERTIFICATIONS
Let’s Talk, Listen, Consider, and Look Forward

• 30 years!
• Successful!
• What does the next 30 look like?
• What do we need to think about?
• How do we continue to grow and develop to remain a respected and successful program?
<table>
<thead>
<tr>
<th>Year</th>
<th>CCA</th>
<th>% Change from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>13,507</td>
<td>-3.64%</td>
</tr>
<tr>
<td>2007</td>
<td>13,015</td>
<td>2.06%</td>
</tr>
<tr>
<td>2008</td>
<td>13,283</td>
<td>-0.72%</td>
</tr>
<tr>
<td>2009</td>
<td>13,188</td>
<td>-2.40%</td>
</tr>
<tr>
<td>2010</td>
<td>12,871</td>
<td>-2.15%</td>
</tr>
<tr>
<td>2011</td>
<td>12,594</td>
<td>1.68%</td>
</tr>
<tr>
<td>2012</td>
<td>12,806</td>
<td>0.44%</td>
</tr>
<tr>
<td>2013</td>
<td>12,862</td>
<td>2.03%</td>
</tr>
<tr>
<td>2014</td>
<td>13,123</td>
<td>1.75%</td>
</tr>
<tr>
<td>2015</td>
<td>13,352</td>
<td>0.04%</td>
</tr>
<tr>
<td>2016</td>
<td>13,357</td>
<td>1.09%</td>
</tr>
<tr>
<td>2017</td>
<td>13,503</td>
<td>0.55%</td>
</tr>
<tr>
<td>2018</td>
<td>13,577</td>
<td>-0.41%</td>
</tr>
<tr>
<td>2019</td>
<td>13,522</td>
<td>-0.61%</td>
</tr>
<tr>
<td>2020</td>
<td>13,440</td>
<td>-0.69%</td>
</tr>
<tr>
<td>2021</td>
<td>13,347</td>
<td>-3.57%</td>
</tr>
<tr>
<td>2022</td>
<td>12,871</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>ICAS Exams</td>
<td>1382</td>
<td>1181</td>
</tr>
</tbody>
</table>

**ICCA Exams**

![Graph showing the number of ICAS Exams from 2004 to 2022](image-url)
Certification

Voluntary process
- Agronomy – Certified Crop Adviser (CCA)
- Agronomy – Certified Professional Agronomist (CPAg)
- Specialties: 4RNM, PASp, SSP, RMS, NSp, MM

Granted by a Certifying Organization
- American Society of Agronomy – International Certified Crop Adviser Program
- Soil Science Society of America – Soils Certifying Board

Recognition of Individuals Meeting Qualifications and Standards
- Exam, Education, Experience, Ethics
- Recertification with CEUs (continuing education)
Certification has Value

Value for the Certified Professional
- Formal Recognition
- Validation by a Third Party
- Professional Credibility
- Career Opportunities/Compensation
- Continuing Education/Learning
- Portable Credential

Value for the Employer
- Employee Credibility
- Risk Management
- Continuous Learning – Technology
- Marketing of Expertise
- Employee Performance and Turnover
- Ethical Conduct Standards
- Potential Justification for Compensation
Certification has Value

Value to Producers
- Validation of consultant
- Trusted Resource: Knowledge and Competence
- Innovation and Technology
- Continued learning
- Recertification process required
- Accountability: ethics, discipline

Value to the Public and Environment
- Third Party Assessment of Competence / Qualifications
- Standards
- Commitment to consumer protection
- Commitment to environment
- Recertification process required
- Accountability: ethics, discipline
Certification Overview

- US, Canada, Mexico
- CCA International
- Brazil
- NRCS Technical Service Provider (TSP) Program

- Opportunities
  - International Inquiries
  - Military
  - Others - Workforce Development
Operations/Staffing

Operations
• Computer Upgrade is complete
• Fillable Forms are now available!
• Exams
  • IBT/Remote Proctoring
  • Immediate results
  • Returning to Window Testing
• Digital Credentials are in use with renewals for 2023

Staff and Structure Changes
• Added Certification Representatives staff
• Customer Support Center
Looking Forward to Discussions

• Budget and Finance
• Policy and Procedures Manual
• Exam Program
• Policy Committee
• Marketing
• Opportunities

• ASA Strategic Planning
• Revisit 2023-2025 ICCA Strategic Plan