

**2022 ICCA Board Meeting
Tuesday, September 13, 2022
Ft Wayne, Indiana and Virtual**

Meeting called to order. Welcome and introductions made.

USDA Update, Betsy Dierberger POWERPOINT

Ensure equity in delivery and implementation of NRCS services

USDA Priorities include Climate Smart Agriculture and Forestry

Expand conservation tools and support to urban farms and communities

Diversity in the workforce

Leverage partnership to expand NRCS conservation efficiently

New initiatives: urban ag, organic production, nutrient loss action plan, program flexibilities, climate focused practices

Program and Financial Update, Luther Smith and Isaac Wolford POWERPOINT

Certification update: Overall number of CCAs is only down 0.7% over the past year. Exam numbers have declined significantly especially in 2022. (see graphs in ppt)

Government: seeing CCA as a resource, USDA TSP program is being reimplemented/updated
CCA Apprentice Program—FFA members, predominantly high school age, the program is getting started after a delay due to COVID

***Motion to approve 6 months experience toward their CCA application for CCA Apprentices who complete the ASA Foundations in Agronomy online course as part of the CCA Apprentice Program. Motion passed.**

Value: #1 reason is creditability/professionalism

Reminder for Digital Badging will be implemented with the 2023 Certificates and renewal process, about half of the CCAs renew each year

2022 mid-year and proposed 2023 budgets were reviewed

Primary issue with 2022 is that exam numbers are down about 50% compare to prior year and what is budgeted, this could result in a large deficit for 2022 if not improved. 2023 budget projections follow 2022, no significant changes

***Motion to approve 2023 budget as presented. Motion passed.**

Exam Update, Dawn Gibas POWERPOINT

Consistency and Standardization

Compliance with Accepted Standards for Credentialing Exams

Operate and maintain an exam program that is legally defensible

IBT and Continuous Testing: immediate results, official results dependent upon proctor report, official results sent by Michele (our office) every 7-10 days

Boards can ask for data on exams (how many pass/fail) whenever they'd like (maybe have Michele schedule it twice per year?)

Many boards are already on continuous testing, about 1/3 yet to go

How is Continuous Testing Working? Overall, well, examinee numbers are down though

Suggestions: No specific dates may be part of people procrastinating the event, may need to recreate specific dates to encourage people to test

shorten window from 6 months to 120 days to take and pass the other exam, remind folks more of exams, maybe have exam window times?

Example of Local Board Exam: going through stats/demographics (see slides for details)

FFA Project: CCA Apprentice Program offering first exam in October at FFA national event

Exam Workload: Large number of exams and is growing; combining local board exams with similar agriculture; link with continuing education

***Motion to add the exploration of merging local exam committees and exams where feasible to strategic plan. Motion passed.**

***Motion to explore merging the ICCA exam and the local board exam where we would move to one exam standard covering both exams. Motion failed.**

CCA Policy Committee Update, Rachel Owen and Isaac Wolford POWERPOINT

ICCA Policy Mission to expand (see slide for details)

Requirements: must be a CCA to serve on the committee

Structure: one standing committee, members serve for a 3yr term with no more than 2 consecutive terms, regional task forces, rapid response teams

Accomplishments: Comments submitted, Nominations, Coalitions/Stakeholder Meetings, CCA Conservationist of the Year

Farm Bill Priorities: reauthorization in 2023, surveyed CCAs and society members to identify priorities, working on recommendations

Scope of CCA Policy Work: advocacy, comments on legislation and proposed rules, outreach to CCAs for their input and involvement with their legislators

Suggestions: Likes idea of providing educational and training for advocacy programs at the state level, utilize the CCA profiles where they indicated what they were strong in and willing to be on a rapid response (check on what is in the system currently and what would need to change if anything)

***Motion to explore having a CCA focused Congressional Visits Day in 2023. Motion passed.**

Marketing Update and Discussion, Marta McCoy POWERPOINT

Local Boards sharing what is working or what needs improvement:

NW: stickers for every CCA to use, small lapel pins, visiting with local farm bureaus to get in their publications, local marketing boards getting into their publications

Iowa: stickers, signs – I am and I hire most will display it, radio commercials on ISU football – people coming up to CCAs saying they heard the ad done very well with it – 8 games this year, youth crop scouting give the buckets with CCA on it also have it Ag Bus Association event, hand trowels, scholarships – 4 \$1,000, annual conference longevity 5 years – plaque adding 5 year tags

IL: partnership with FB for CCA of the year award, partner with IL Soy for topic discussions, free to do, CCA articles in their newsletters, created conservation agronomist and soy agronomist, hired all CCA agronomy team, corn is adding a CCA on staff, IL sustainable Ag coalition, crop scouting had CCAs talk to younger people to go into the profession, Todd – working with FFA groups in the state to utilize the CCA exam for their program and link to junior colleges/ colleges, get their curriculum lining up with the CCA program

SC: awareness to students, reaching out to schools

IN: partner with state magazine to do a crops corner, scholarships for students, conference annually partner with Purdue, summer field days, partnering with FB and commodity groups

AR: challenge to reach younger people, social media to reach them, no print, all electronic

PP: video of using a tool with built in second videos if they get to the a certain point in the original 40 sec video, regional reps have a budget to work with undergrads, face book ads for exams, job posting ads, trade shows but not so well, posters for companies, pizza parties

CB: scholarships for students, offer free CCA exam for the winners of the scholarships, scholarship is advertised to all FFA advisers, pizza parties, MD Dept of Ag reached out and included the CCA to be a mentor, social media, quarterly newsletter to CCAs and potential CCAs

WR: intense marketing, annual conference copying mid-west versions, complaint that they were not hearing from local boards, social media – they improved communicating to CCAs, farm radio to have CCAs be on, invite only CCA networking session at the conference, scholarship program, struggled converting older folks PCA to become CCAs as well, building board bench depth

FL: Sugar saw value in CCA, developed educational program about CCA for their employees, did pre covid and now approached again to do it, pizza parties, social media, biannual educational event with U of FL,

MS: new to position, learning, struggle with recruitment

ON: marketing com, developing plan for next three years, utilizing pizza program, getting into colleges and universities, one every month, Board meets twice per year, new strategic plan, every new CCA gets the stickers, have mugs for purchase, improve website

SD: every fall go to tech schools to explain program to students, free local exam for students in their second year, need new video still using the 20 year version, CCA jacket when they become certified, agronomy conference each year, SW CEUs are featured due to feed back on availability, stickers when renew

NC: booth display for commodity conferences, involving CCAs, apparel

KS: pizza parties KState – covid had stopper this for a while, recognition event for 5 year installments,

30 year anniversary in 2023

Logoed Clothing: some states have a state specific logo

PA: inject enthusiasm at local educational programs reception, displays at farmer events, op
ed piece in FB newsletter

Strategic Planning, Luther Smith, see revised document

Meeting adjourned.