



**CERTIFIED  
CROP ADVISER**



# Board of Directors Meeting

March 12, 2026

# Agenda

01	<b>Welcome &amp; Consent Agenda</b>	
	<ul style="list-style-type: none"> <li>Approve ICCA Board Minutes, Dec. 11, 2025 (Document 2)</li> </ul>	<b>Noon</b> <b>Breimer</b>

02	<b>Introduce: Local Boards Best Practices</b>	
	<ul style="list-style-type: none"> <li>Pennsylvania CCA Survey Summary (Document 3)</li> <li>Chair Frank Schneider, Admin Jennifer Reed-Harry</li> </ul>	<b>12:02 PM</b>

03	<b>Announce: ASA-CSSA-SSSA Regional Meeting</b>	
	<ul style="list-style-type: none"> <li>CANVAS in the Field Regional Meeting: July 20-22 at Penn State, University Park, PA</li> </ul>	<b>12:15 PM</b> <b>Bryant</b>

04	<b>Discussion: CEU Requirements &amp; Compliance</b>	
	<ul style="list-style-type: none"> <li>Concerns with CCAs falling out of compliance due to CEUs</li> <li>Minnesota Chair Isaac Anderson</li> </ul>	<b>12:20 PM</b> <b>Anderson</b>

05	<b>Discussion: QR Codes CEU Scanning</b>	
	<ul style="list-style-type: none"> <li>Concerns that QR Codes do not expire</li> <li>Prairie Provinces Chair David McKerchar, Admin Mary-Jane Debreuil</li> </ul>	<b>12:35 PM</b> <b>McKerchar</b> <b>Debreuil</b>

06	<b>Digital App Task Force</b>	
	<ul style="list-style-type: none"> <li>Report from the Digital App Task Force</li> </ul>	<b>12:45 PM</b> <b>Bryant</b>

07	<b>Application &amp; Credentials Task Force</b>	
	<ul style="list-style-type: none"> <li>Recommendations from Task Force (Document 4)</li> <li>Ohio Chair Jason Hartschuh</li> </ul>	<b>12:50 PM</b> <b>Hartschuh</b>

08	<b>Next Steps: Strategic Plan, Operational Plan</b>	
	<ul style="list-style-type: none"> <li>Documents 5 &amp; 6</li> </ul>	<b>1:05 PM</b> <b>Bryant</b>

09	<b>Putting our Plan into Action: Marketing</b>	
	<ul style="list-style-type: none"> <li>3 Breakout Rooms on Zoom, Report out</li> </ul>	<b>1:16 PM</b> <b>Cudahy</b>

10	<b>CCA Board &amp; Admin Orientation</b>	
	<ul style="list-style-type: none"> <li>Orientation Manual &amp; Presentation (Documents 7 &amp; 8)</li> </ul>	<b>1:50 PM</b> <b>Bryant</b>

11	<b>Next Steps &amp; Adjourn</b>	
	<ul style="list-style-type: none"> <li>Request for Volunteers: Survey Task Force</li> </ul>	<b>1:55 PM</b> <b>Breimer</b>



# Pennsylvania Certified Crop Advisor Summer 2025 Survey

Frank X Schneider

President, Keystone Chapter



# The Keystone Chapter

- There are approximately 134 Certified Crop Advisers in Pennsylvania.
- The chapter works closely with Penn State University and other agricultural organizations to maintain high standards of agronomic advising.



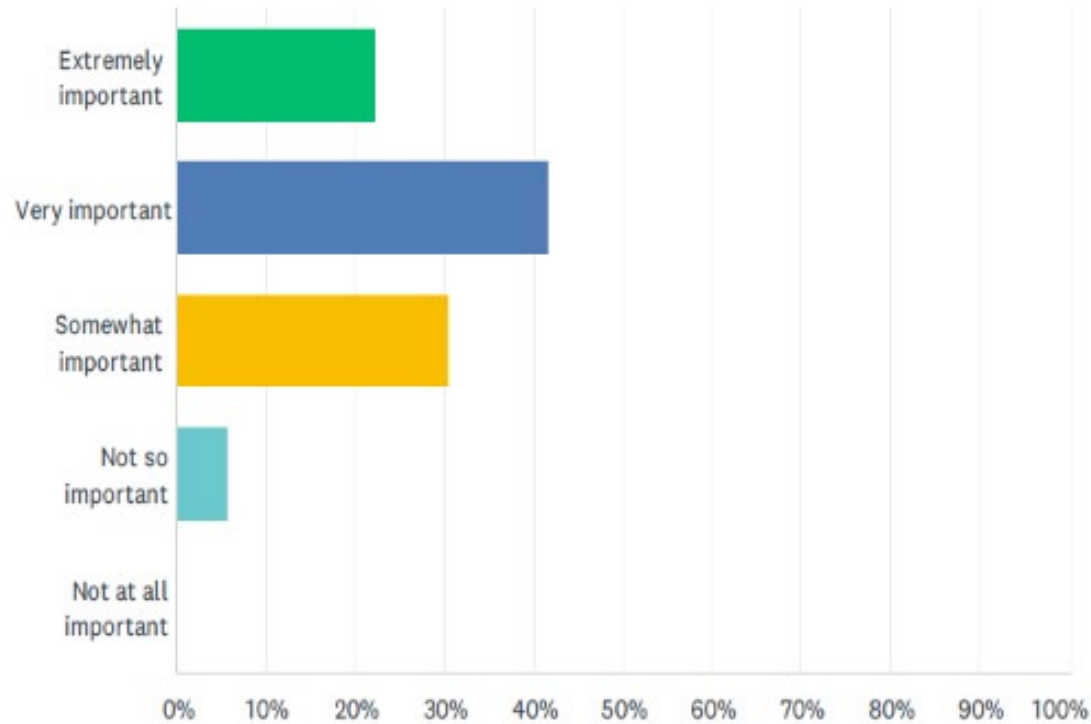
# 2025 Survey

- The PA survey is conducted to gather feedback from crop advisers on:
  - program effectiveness,
  - continuing education needs,
  - and professional experiences,

All in an effort to improve certification standards and support agronomic advising in Pennsylvania.

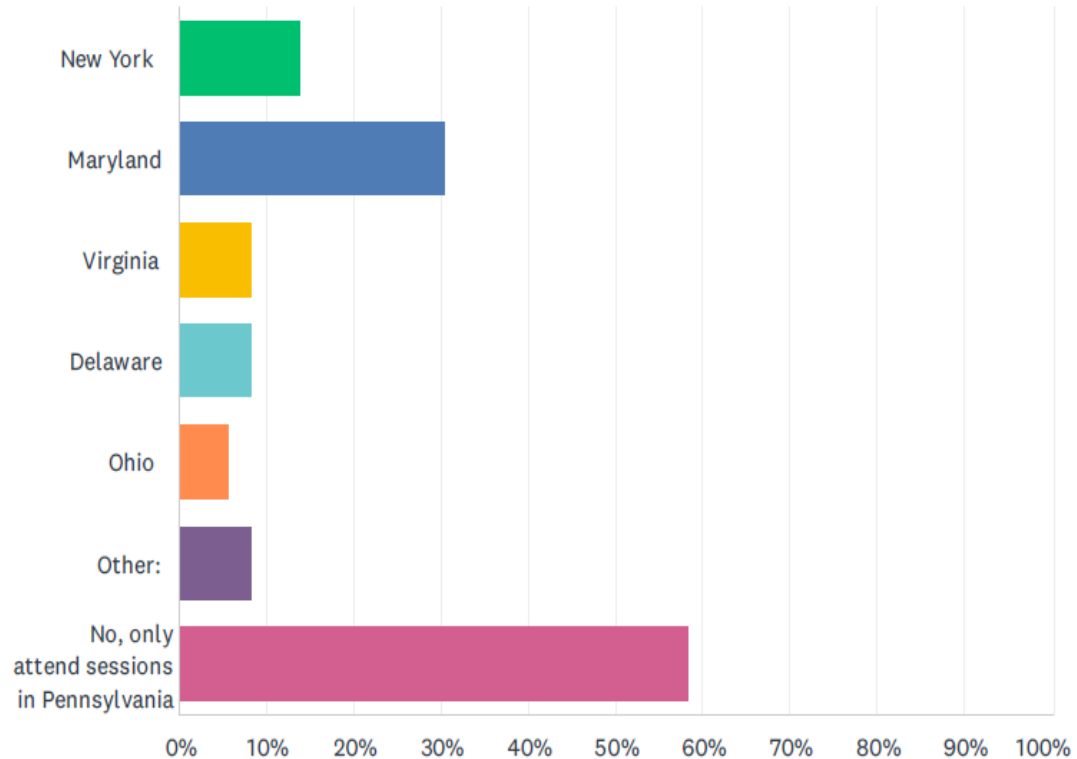


# How valuable are in-person meetings



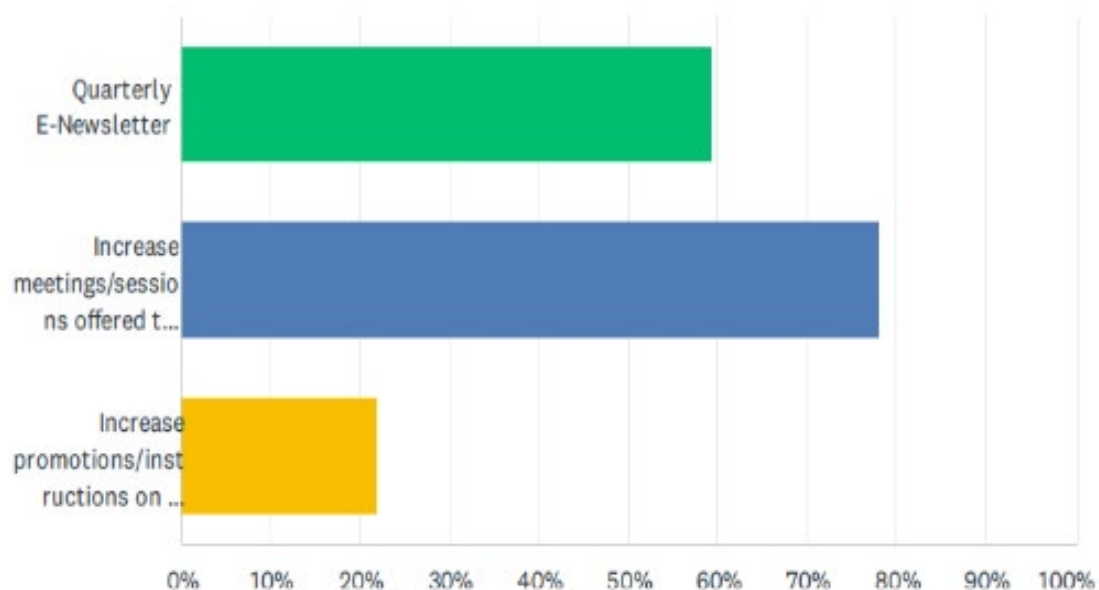
ANSWER CHOICES	RESPONSES	
Extremely important	22.22%	8
Very important	41.67%	15
Somewhat important	30.56%	11
Not so important	5.56%	2
Not at all important	0.00%	0
Total Respondents: 36		

# Did you attend CCA sessions in another state



ANSWER CHOICES	RESPONSES	
New York	13.89%	5
Maryland	30.56%	11
Virginia	8.33%	3
Delaware	8.33%	3
Ohio	5.56%	2
Other:	8.33%	3
No, only attend sessions in Pennsylvania	58.33%	21
Total Respondents: 36		

# What would you like to receive for the Pa CCA program, click all that apply



ANSWER CHOICES	RESPONSES
Quarterly E-Newsletter	59.38% 19
Increase meetings/sessions offered to earn CCA credits	78.13% 25
Increase promotions/instructions on how to become a CCA	21.88% 7
Total Respondents: 32	

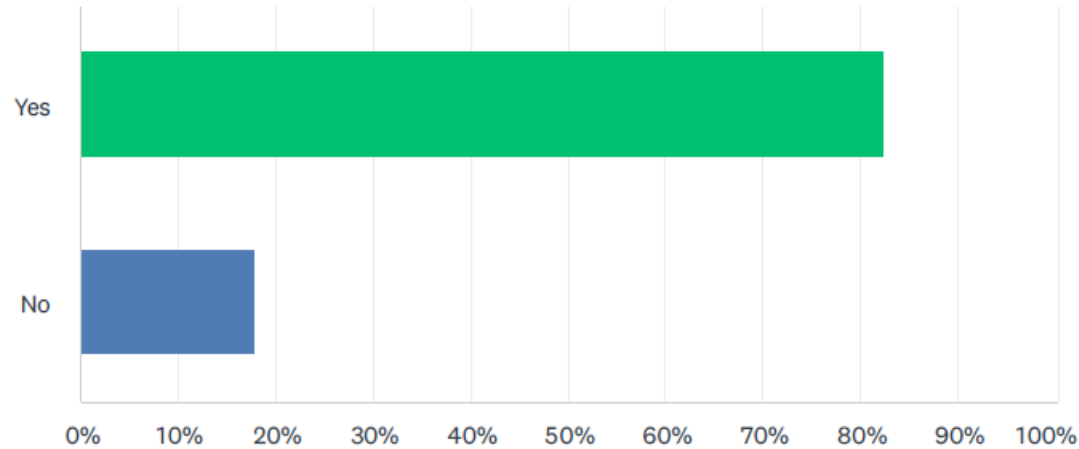
# Why are you a CCA

- |    |   |
|----|---|
| 1  | Liked the challenge and credibility that comes with it  |
| 2  | to make continuing education a priority & to network with other CCAs in the state.  |
| 3  | Increase knowledge for crop <u>management</u>   |
| 4  | Gives me credibility, keeps me up to date with information, sets me apart from typical <u>sales person</u> whom only knows what information is supplied <u>thru</u> employer. Keeps me connected with other professionals.        |
| 5  | To better represent our profession  |
| 6  | Increased salary  |
| 7  | to be recognized by the agricultural community that I possess a vast knowledge of field crops   |
| 8  | to better myself  |
| 9  | Professional accreditation proof consult in CA  |
| 10 | Required to take the test for work. <u>Decided</u> to keep my license as a credential/ reason to continue learning.   |
| 11 | To keep my knowledge current  |
| 12 | I am a CCA because I am committed to providing my clients with accurate, independent advice and the CCA program certifies to my clients that I am qualified to provide that service to them.                                      |
| 13 | Knowledge for my job  |
| 14 | My current employment and validity in a public space.   |
| 15 | Helps validate qualifications   |
| 16 | To deliver the latest crop management information to my growers.  |
| 17 | Because I want to be credible in position.  |
| 18 | Previous job requirement  |
| 19 | I am passionate about agriculture and <u>agronomy in particular</u> , so having a certification allows me to gain credibility within the industry and pushes me to keep up with new technology and advancements in the industry   |
| 20 | It helps to emphasize my credibility as a self-employed independent crop consultant with my clients.  |
| 21 | Designates a professional level   |
| 22 | I wanted the <u>training</u> , to challenge myself and I wanted to achieve the title  |
| 23 | To be an informed, <u>well rounded</u> agronomist   |
| 24 | I was one of the first to be certified in PA, hoping it would be recognized as a higher level of knowledge and professionalism. However, after 45 years in the field the certification is not acknowledged by farmers as a value. |
| 25 | Work  |
| 26 | to stay current with agricultural practices and add value to my job position and respect when making recommendations  |
|    | It certifies that I keep current with the latest in science and training to continually improve crop production and env stewardship. Also critical for CAFO planner certification as a NYS CAFO Planner .                         |
|    | 21/2025 10:56 AM  |
| 28 | Looks good on résumé  |
| 29 | Attained certification a few years out of college to add weight to my resume as a young crop consultant. <u>Have</u> maintained certification since that time.  |
| 30 | I think it's a valuable certification and worth <u>it to see</u> other CCA's at meetings.   |
| 31 | To better serve our <u>grower</u> customers, with backing of CCA certification!   |



# Would hosting study sessions help people who are interested in becoming a CCA

Answered: 34 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	82.35%	28
No	17.65%	6
TOTAL		34

# What are some key differences you observed between Pa and other adjoining states when assisting clients.

#	RESPONSES	DATE
1	No comment	7/24/2025 1:36 PM
2	Pa. points only seem to be available when tied with Penn State programs. Great concept that keeps Penn State occupied even if programs are not most relevant to what industry is already doing.	7/24/2025 10:15 AM
3	N/A	7/22/2025 7:17 PM
4	no real differences	7/22/2025 2:56 PM
5	PA farmers don't tend to recognize the importance of a CCA unlike adjoining states where it seems to basically be standard practice	7/22/2025 8:51 AM
6	I don't know what other states are doing.	7/22/2025 8:04 AM
7	N/A	7/22/2025 6:55 AM
8	Maryland requires nutrient management programs for growers, most are written by CCA's	7/21/2025 8:10 PM
9	no advantage of taking the Pa CCA versus other states	7/21/2025 4:29 PM
10	Don't really notice a lot of differences	7/21/2025 1:49 PM
11	None	7/21/2025 1:38 PM
12	I do not notice any difference	7/21/2025 1:10 PM
13	Only worked in PA	7/21/2025 11:42 AM
14	i work in NJ as well and there are not really any differences at all except maybe chemical lableing	7/21/2025 11:05 AM
15	It has been a long time since I worked in PA, I have been in NY for 28 years so I can't make a valid comparison.	7/21/2025 10:56 AM

15	It has been a long time since I worked in PA, I have been in NY for 28 years so I can't make a valid comparison.	7/21/2025 10:56 AM
16	State regulations related to nutrient mgmt	7/21/2025 10:55 AM
17	none	7/21/2025 10:52 AM
18	Not much difference.	7/21/2025 10:51 AM
19	Not familiar	7/21/2025 10:50 AM
20	Nutrient management more lenient than MD	7/21/2025 10:42 AM
21	N/A	7/18/2025 9:30 AM

# How does your employer encourage employees to gain and maintain CCA Certification



#	RESPONSES	DATE
1	a pay increase for obtaining base CCA + pay increase for specialty CCA certs	7/26/2025 4:24 PM
2	By attending fall and winter meetings	7/24/2025 1:36 PM
3	No encouragement.	7/24/2025 10:15 AM
4	Somewhat	7/23/2025 11:51 AM
5	Very important N/A	7/22/2025 7:17 PM
6	they really aren't encouraging employees to get their CCA but do highly encourage continuing education credits to broaden an employees knowledge base	7/22/2025 2:56 PM
7	Heads Up Plant Protectants is thrilled that I'm a CCA and encourages me to attend anything I need to maintain my certification.	7/22/2025 8:51 AM
8	Required to consult in CA	7/22/2025 8:47 AM
9	Our small company encouraged me to become one and keep it current.	7/22/2025 8:38 AM
10	I am self-employed. As an employer, I have provided my long-term employees paid time to study for the CCA exam, to take the CCA exam, and to acquire the continuing education to maintain CCA certification. I also pay the annual CCA fee for my employees with a CCA.	7/22/2025 8:04 AM
11	Pa incentive, and it's a step to a high company certification.	7/22/2025 7:39 AM
12	Go to annual meeting across the state	7/22/2025 6:55 AM
13	Encouraged to attend meetings and participate	7/21/2025 8:10 PM
14	Yes	7/21/2025 5:59 PM
15	My employer does encourage to keep up the credentials.	7/21/2025 4:29 PM

16	Internal communication	7/21/2025 3:06 PM
17	Those interested are encouraged to gain certification. They also will pay for all of the fees associated with obtaining the certification.	7/21/2025 2:34 PM
18	I am retired and self-employed as an independent crop consultant.	7/21/2025 1:49 PM
19	They several very good training sessions every year and of course CEU's	7/21/2025 1:10 PM
20	Highly encouraged. Part of job expectation.	7/21/2025 12:56 PM
21	It is encouraged and a slight \$ compensation is given	7/21/2025 11:42 AM
22	My company offers and internal training course	7/21/2025 11:09 AM
23	yes they offer to pay for employees to gain and maintain CCA	7/21/2025 11:05 AM
24	Required to be a CAFO planner for our company. Company pays all fees for training and maintaining CCUs , conferences and to become a CCA.	7/21/2025 10:56 AM
25	It doesn't	7/21/2025 10:55 AM
26	They will pay for attending meetings to attain CEU credits.	7/21/2025 10:52 AM
27	Growmark FS encourages employees to study and work towards CCA.	7/21/2025 10:51 AM
28	It's part of our core values.	7/21/2025 10:51 AM

# How does your employer promote the CCA program to your customers



#	RESPONSES	DATE
1	Doesn't	7/26/2025 7:03 PM
2	somewhat. not sure how to promote it to customers	7/26/2025 4:24 PM
3	Very much lacking in this area. I think farmers need to be made more aware of CCA importance to them	7/24/2025 1:36 PM
4	Does not	7/24/2025 10:15 AM
5	Somewhat	7/23/2025 11:51 AM
6	On business cards	7/22/2025 7:17 PM
7	really do very little to promote it	7/22/2025 2:56 PM
8	N/a	7/22/2025 8:51 AM
9	Business card	7/22/2025 8:47 AM
10	on our business cards.	7/22/2025 8:38 AM
11	On our annual report for each of our growers, we indicate that the author is a certified crop advisor.	7/22/2025 8:04 AM
12	Not sure that they do	7/22/2025 7:39 AM
13	N/A	7/22/2025 6:55 AM
14	Not well enough	7/21/2025 8:10 PM
15	No, unfortunately.	7/21/2025 5:59 PM

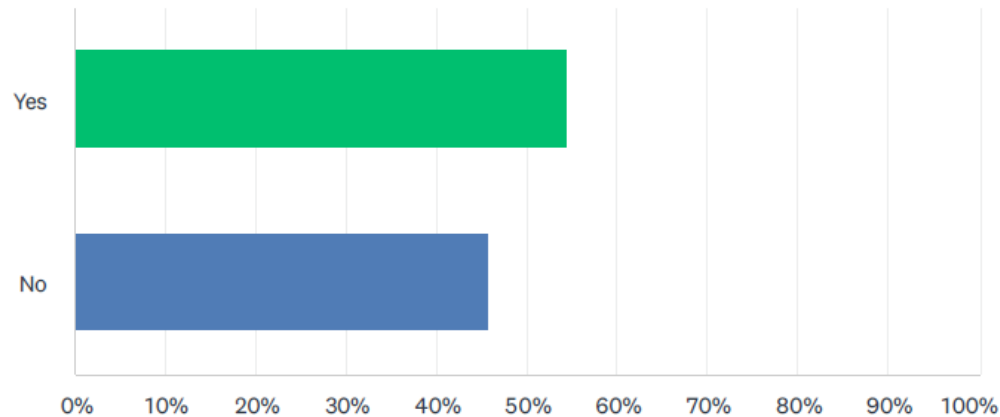
15	No, unfortunately.	7/21/2025 5:59 PM
16	My employer does promote the CCA program to outside customers.	7/21/2025 4:29 PM
17	In advertising and marketing media featuring our sales and agronomy teams	7/21/2025 3:06 PM
18	By listing out who is certified in advertisement or newsletter materials to customers.	7/21/2025 2:34 PM
19	I am retired and self-employed as an independent crop consultant.	7/21/2025 1:49 PM
20	Business card	7/21/2025 1:38 PM
21	By offering the training sessions	7/21/2025 1:10 PM
22	Our business cards, email signatures, and website all show our CCA status by individual.	7/21/2025 12:56 PM
23	Listing it on advertising and promotions.	7/21/2025 11:42 AM
24	This is a way for salespeople to differentiate themselves from others	7/21/2025 11:09 AM
25	n/a	7/21/2025 11:05 AM
26	On our Website Biographies, business cards and correspondence it shown prominently in or titles.	7/21/2025 10:56 AM
27	It doesn't	7/21/2025 10:55 AM
28	n/a	7/21/2025 10:52 AM
29	I don't think they really do much.	7/21/2025 10:51 AM
30	Once the employee is certified CCA, it's listed on their business card.	7/21/2025 10:51 AM



# When meeting with clients or co-workers, do you promote that you are a CCA?

Q10 When meeting with clients or co-workers, do you promote that you are a CCA?

Answered: 35 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	54.29% 19
No	45.71% 16
TOTAL	35



# What suggestions do you have for the CCA Program

#	RESPONSES	DATE
1	helping with marketing & networking would be beneficial. Making CCA a threshold for providing NRCS TSP services & other Ches Bay programs would also be helpful	7/26/2025 4:24 PM
2	Make having g a CCA mean something. Seems like anyone can make recommendations with little training	7/24/2025 1:36 PM
3	Need to promote as a tool for employee advancement, lend credibility to persons. Need to reach out to industry, not just academics.	7/24/2025 10:15 AM
4	CCA STYLED BUSINESS CARDS AND/OR CPAg/CCA ARTWORK TO USE ON OUR OWN BUSINESS CARDS ANS LETTER HEAD. CCA LANYARDS THAT ARE SHORT ENOUGH TO DISPLAY NAMES HIGH ON THE CHEST.	7/23/2025 11:51 AM
5	More publicity	7/22/2025 7:17 PM
6	want more opportunities to get continuing education credits	7/22/2025 2:56 PM
7	Make benefits to current holders more simplified so we can promote them	7/22/2025 8:51 AM
8	spend marketing money to help raise awareness to farmers	7/22/2025 8:38 AM
9	N/A	7/22/2025 6:55 AM
10	Promote the program at Farm shows ie Ag Progress and Keystone Farm Show ( have a booth to explain the value of a CCA	7/21/2025 8:10 PM
11	I like to keep up with online CCA certifications as opposed to in-person certification.	7/21/2025 4:29 PM
12	Appreciate what you do. Maybe more credit offerings in the Professional Development (PD) category.	7/21/2025 1:49 PM
13	More advertising to recognize CCAs. Promote farmers to want a CCA. Recognition.	7/21/2025 1:38 PM
14	I current have been very pleased with CCA program	7/21/2025 1:10 PM
15	More of an effort to promote what a CCA is and its benefits. Making it more valuable and required in transactions with farmers	7/21/2025 11:42 AM

16	send out current information and offer meetings with current events	7/21/2025 11:05 AM
17	Can't think of anything.	7/21/2025 10:56 AM
18	I didn't realize the PA test could only be taken in Harrisburg. I joined during Covid & was able to take the international & state tests via an online proctor, which was very convenient	7/21/2025 10:55 AM
19	Need to increase farmer recognition of what a CCA is. I don't believe that the farmers see as much value out of working with a CCA as they should.	7/21/2025 10:52 AM
20	It would be helpful to have more online or Zoom credits available. Saves time and expense.	7/21/2025 10:51 AM
21	More flexibility or more training meetings available	7/21/2025 10:50 AM
22	N/A	7/18/2025 9:30 AM



**Thank You and Any Questions**



# Welcome & Consent Agenda

01	<b>Welcome</b>	
	<ul style="list-style-type: none"><li>Edit your Zoom name to include what state/province/region you represent</li></ul>	<b>12:02 PM</b> <b>Chair Aaron Breimer</b>
	<b>Consent Agenda: Motion, Second, Vote to Approve</b>	
	<ul style="list-style-type: none"><li>Approve ICCA Board Minutes, Dec. 11, 2025 (Document 2)</li></ul>	
02	<b>Introduce: Local Boards Best Practices</b>	
	<ul style="list-style-type: none"><li>Pennsylvania CCA Survey Summary (Document 3)</li></ul>	<b>12:02 PM</b> <b>Chair Frank Schneider</b> <b>Admin Jennifer Reed-Harry</b>

# Regional Meeting – CANVAS in the Field

- July 21 – 23, Penn State, State College, PA
- Testing a new format to expand the Societies' reach and impact
  - Pilot program: “Bridging the Gap: Bringing Research into Practice”
    - Goal: Expand member engagement, reach new audiences, strengthen ties between research and practice
    - Focus: Applied science and real-world agricultural challenges
    - Audience: Extension professionals, researchers, CCAs, industry, farmers
    - Format: Smaller, discussion- and networking-focused sessions
  - Program emphasis:
    - Applied science that directly informs farmer decisions, advisor recommendations, and regional agricultural policy.

# CANVAS in the Field – PACT Sponsorship

- Platform for Agriculture and Climate Transformation
  - Meeting includes a PACT-supported workshop on the future of on-farm research and collaboration
  - Convening 20-30 invited participants selected by advisory committee
    - Workshop focus areas:
      - Improving experimental design and statistical rigor in on-farm trials
      - Identifying priority research questions across states
      - Addressing challenges in data management, logistics, and farmer privacy
      - Aligning academic research with farmer adoption and policy priorities
  - Key outcomes:
    - Development of best-practice protocols and shared methodologies
    - White paper and Special Session at CANVAS to expand impact of work

# CANVAS in the Field – Program and Timeline

- **Advisory Committee**

- David Bullock, Michael Castellano, Laura Lindsey (CSSA), Tyler Groh (ASA), John Kovar (SSSA), Dan Northrup, Andrew Mark Lefever, Paul Adler, Jennifer Reed-Harry (PA CCA), Frank Schneider (PA CCA)

- **Program highlights**

- Designing Research that Works on Real Farms
- From Data to Decisions: Precision Agriculture in Practice
- Farmer Decision Making (with farmer panel)
- On-Farm Trials Addressing Regional Challenges
- Manure and Nutrient Management
- No-till and Compaction

- **Timeline**

- Save the date mid-March, Registration opens April 15, closes June 15
- 150 seats for conference, up to 100 for tours



# Discussion: QR Codes CEU Scanning

05

## Concerns that QR Codes do not expire

- QR codes used for live CEU events can be scanned long after the event has taken place. When scanned late, the system records the CEU under the scan date rather than the actual event date, which may allow duplicate entries and bypass existing safeguards that reject duplicate manual entries. This is viewed as a system design issue rather than a misuse by CCAs, but it may affect data accuracy and program integrity.
- ***Potential Motion for Consideration:*** QR codes issued for live CEU events expire 30 days after the event date, after which any CEUs must be submitted through the standard self-reporting process, to preserve accurate activity dates and prevent duplicate credit entries

12:35 PM

Prairie Provinces  
Chair David McKerchar  
Admin Mary-Jane Debreuil

# Digital & App Task Force Report

Task force met in March and will continue to explore

- Return on Investment for an App
- What problems is the app meant to solve?
- Are there other improvements to our systems that could be made in lieu of a brand-new app? Are there upgrades we can make to our existing app?

Task Force Members

- Sandy Endicott (lead), Isaac Wolford, Lara Bryant, Sterling Clifton, Miranda Driver, Lacey Edwardson, Jason Hartschuh, Lisa Martin, DJ May, Wendy McDonald, Madeline Schenken, Dave Simonson

# Application Task Force Recommendations

## Purpose

- **Original goal:** Identify opportunities to streamline the CCA application process (August Board Meeting Presentation)
- **New goal:** Modernize application requirements to reflect trends in higher education and workforce

## Task Force Members

- Aaron Breimer, Chair, co-lead; Lara Bryant, HQ; Sterling Clifton, Arkansas Admin, CCA; Karen Corrigan, Vice-Chair, co-lead; Noah Goza, Kansas Chair; Mary Hartney, Florida Board Admin; Jason Hartschuh, Ohio Chair; DJ May, HQ

# Guiding Principles



Competency should be demonstrated primarily through experience and performance



Academic background is important, but should not be a limiting factor



Requirements should be clear, consistent, and transparent



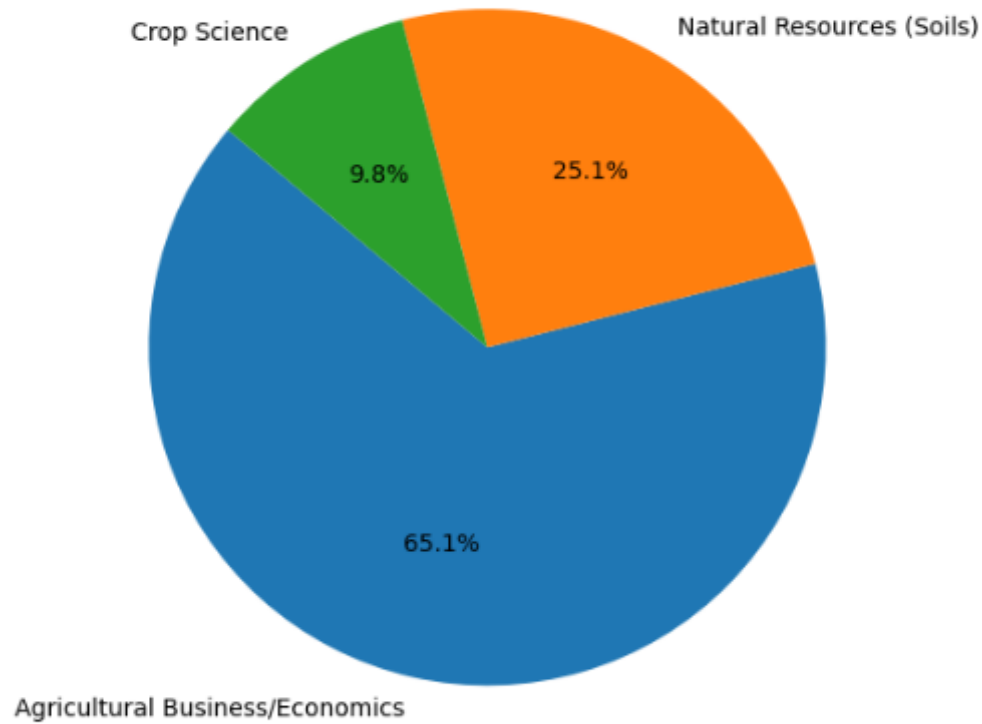
Policies should support qualified candidates from both traditional and nontraditional backgrounds

# Context: Changing Pathways into Crop Advising

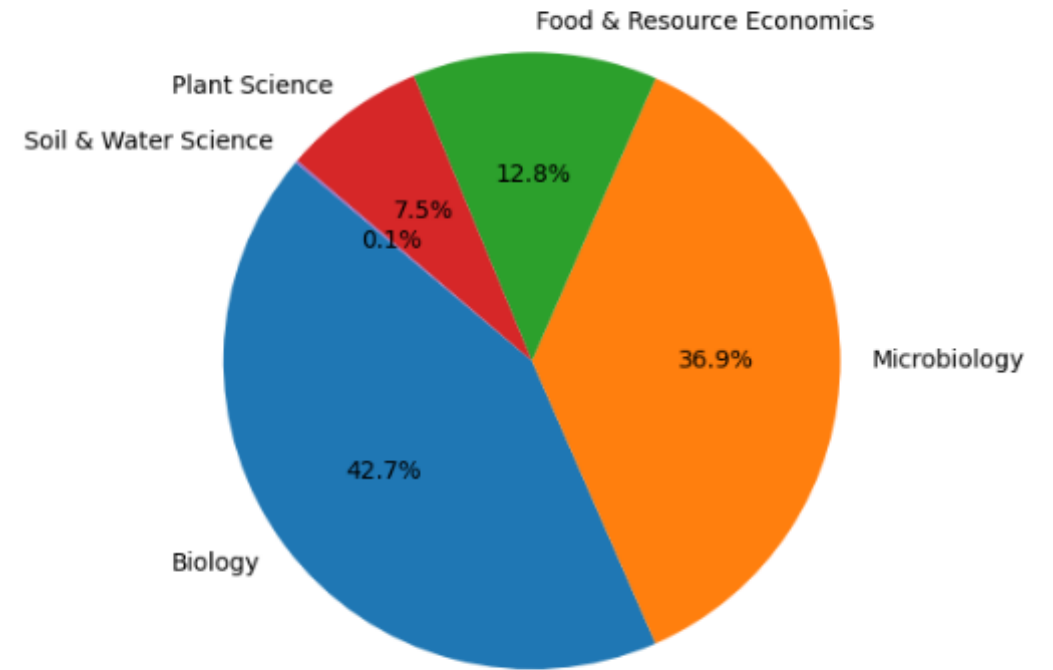
- Agricultural careers increasingly draw from interdisciplinary degree programs
- Students are entering advising roles through biology, environmental science, economics, and related fields
- Workforce pipeline is broader than traditional agronomy-only pathways
- Certification policies should reflect current educational trends while maintaining standards

# University Trends - Examples

University of Illinois Graduates (May 2025)



University of Florida Enrollment (Spring 2025)



# Future of the ICCA Program

- Qualified candidates may not hold traditional agronomy degrees
- Rigid course requirements exclude capable professionals
- We can modernize without lowering standards
  - Exams and experience requirements set the bar!



# Areas of Consensus Across Task Force

- Streamline documentation requirements
- Clarify education and experience equivalencies
- Improve evaluation of farm and advisory experience
- Maintain board discretion in final application decisions



# Recommendation 1: Remove Formal Reference Letters

✓ Reference letters rarely decisive in application outcomes

👥 Critical referrals are not typically sent to boards

👤 Adds administrative burden for applicants and staff

✉ Names and contact information for references would still allow verification

👥 Streamlines process while preserving board oversight

# Recommendation 2:

## Accept Applicants with Any Type of Degree

- Education should be based on highest degree retained, regardless of major
- Experience and education requirement stay the same, regardless of course work or type of degree
  - Bachelors or high = 2 years experience
  - 2-year (Associate) degree = 3 years experience
  - No degree = 4 years experience
- Simplifies application by **removing coursework lists** from the requirements

# Recommendation 3: Clearer Definitions of Experience

- Define qualifying experience as advising on or making crop production decisions
  - This applies to roles in farming, research, advising, teaching, or conservation
- Guidance and examples will be provided to local boards, who will make the final decisions
- Cap farm-based experience at 50% of the total required experience
  - This increases the total farming experience that could qualify from one to two years
- Provide clear experience descriptions and examples on application forms

# Recommendation 4: International Degrees

- Work with international boards to identify country-specific degree equivalents
- Develop guidance on international degree terminology to improve consistency
- Recognize comparable credentials that align with ICCA education requirements
- Provide examples in key countries
- Review application booklet and policy manual to ensure international terminology is included and not solely based on U.S. degree labels

# Strategic vs Operational Plan

- Strategic

- 3-5 years
- What do we want to achieve?
  - Future-proofing
- Covers entire organization
- Changes every few years

- Operational

- 1 year
- How do we achieve it?
  - Day-to-day
- Specific departments teams, functions
- Updated frequently

# ICCA HQ Operational Plan

## Purpose

- Broader in scope to reflect how ICCA HQ works across programs
- Written primarily for ICCA-HQ Staff

## Board Engagement

- Board feedback incorporated in plan development
- Opportunity for local board input at key stages

## Roles and Responsibilities

- Clarifies who is Responsible and Accountable
- Identifies where boards are Consulted or Informed

## Updated Operational Plan

- Will be posted on the website (Word Doc)

## 2. Program Development & Member/Stakeholder Services

**Strategic alignment:** Expanded value proposition, more programming, broader pathways



Tactic	Roles & Responsibilities	Deliverables	Timeline	Goal
Streamline eligibility & application requirements	(R/A) Application Task Force (lead), ICCA Staff, ICCA Board (C/I) Local Boards	Recommendation report to ICCA Board	March 2026	2
Roll out new online CCA Application System	(R/A) ICCA Staff (lead), IT/Support Center, (C/I) Local Boards	New online enrollment + instructions	Begin Q2 2026; launch by Q4 2026	5
Local education program templates	(R/A) ICCA Staff, (C/I) Local Boards	Templates + budgeting guides	Q3 2026	4,6



# How Local Boards Can Support the Strategic Plan

## Examples of Board Actions

### Exam Preparation

Create a local exam study guide

- *Supports: Increasing the number of CCAs*

### Recruitment

Increase outreach at job fairs or student events

- *Supports: Increasing the number of CCAs*



Start the Conversation



Discuss the strategic plan at a future board meeting



Choose 1-2 priorities for the year



Consider a simple operational plan



Use whatever format works for your board

# Marketing Brainstorming Session

*Facilitators Aaron Breimer, Jim Cudahy, Mike Mulvaney*

**Breakout Rooms, each with one question (you pick the room):**

*Select Note Taker for each room who will Report Out*

1. Who are the top 2-3 target audiences we should prioritize to attract more CCA candidates in the next 2-3 years?
2. Which recruitment tactics are working best across boards today, and which should be adopted program-wide? How should the ICCA Board/Executive Committee measure and report success?
3. What minimum set of marketing tools or campaigns should all boards use to create a unified and recognizable recruitment approach?

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## CCA Board & Admin Orientation

- Orientation Manual & Presentation (Documents 7 & 8)

**1:50 PM**  
**Lara Bryant**

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## Next Steps & Adjourn

- Request for Volunteers: Survey Task Force
- **Save the Date for ICCA In-Person/Hybrid Board Meeting in Niagara Falls, Ontario, Canada - *Hotel reservation link soon***
  - Aug 24: Optional Travel Day
  - Aug. 25 Optional Field Tour
  - Aug. 26-27: Board meeting: 1.5 days, ending Aug. 27 at Noon
- **Note:** passports needed for international travel
- Announce: Consensus to Adjourn

**1:55 PM**  
**Aaron Breimer**