



Certified Crop Adviser (CCA) Board Member and Administrator Training Manual

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1. Welcome and Orientation

Purpose of this Manual

This manual is an onboarding resource for local board chairs and administrators of the International Certified Crop Adviser (CCA) program. It complements the Policy and Procedures manual by providing detailed instructions for practical daily use for administrators, board chairs, and other board members.

The manual was written by ICCA program staff employed by the [Science Societies](#). If you would like to provide feedback on the content, please email Lara Bryant:

lbryant@sciencesocieties.org

Overview of the CCA Program

The CCA program is the largest, most recognized agriculturally oriented certification program in North America. In 2026, there are 11,761 CCAs in Canada, Mexico, and the United States of America; Brazil joined the program in 2025.

- See the [Certification Dashboard](#) for the current number of CCAs in each local board; use the toggle button at the bottom to scroll to pgs 1-3 for CCA charts and graphs. Use drop down menus to select which board you want to view, and control to hold down more than one board at a time.

The CCA program was established in 1992 by the American Society of Agronomy. Policy is determined by the ICCA board, consisting of one board chair or representative for each local board, and led by an elected Executive Committee.

- See the current [ICCA Board roster](#)

The program is coordinated by ASA staff in collaboration with local boards. Each local board has its own chair and governance structure; the basic requirements of this structure are outlined in the [Policy and Procedures manual](#).

FAQ: How should I refer to CCAs on my board? Are they members?

CCAs are not members of the American Society of Agronomy, although CCAs may hold a credential and be members. **Please don't refer to CCAs as 'members'** of your board. Technically, CCAs hold a certificate, and should be referred to as certificants or just 'CCAs.'

Society members join ASA, CSSA, or SSSA to be part of the professional community and access member benefits like journals, meetings, and networking. Certificate holders, such as CCAs, earn a professional credential by meeting education, experience, and exam requirements, and they maintain it through continuing education and adherence to a Code of Ethics. Some individuals are both, but membership and certification are separate.

ICCA Staff Directory and Support Contacts

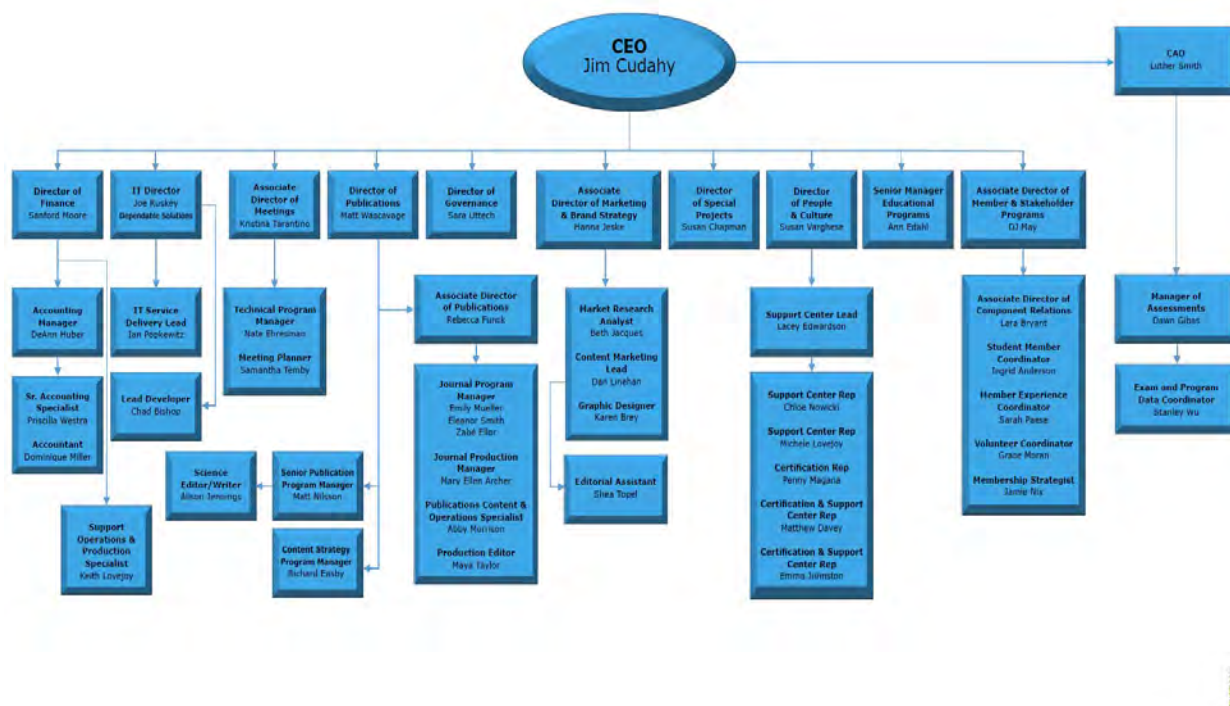


Figure 1: Diagram of Science Societies staff, 2025.

Core ICCA Staff in Exams, Memberships, and the Support Center

The following staff are primary points of contact for the CCA boards.

Exams

Dawn Gibas, Manager of Assessments – Dawn is focused on the development, delivery, and maintenance of Credentialing exams (including CCA, CPSS, and others). She oversees exam performance, statistical analysis, technology adoption, and compliance with standards. Contact: dgibas@sciencesocieties.org

Stanley Wu, Exam & Program Data Coordinator – Stanley supports exam operations across certification programs. He primarily manages exam data and day-to-day exam operations, while also assisting with other exam-related tasks as needed.

Memberships

Lara Bryant, Associate Director of Component Relations – Lara serves as the primary liaison between ASA/ICCA staff and local boards. The role focuses on relationship-building, communication, and alignment—supporting boards as partners in delivering strong certification programs.

Component Relations staff work with both board administrators and board chairs to ensure shared understanding of policies, processes, and program priorities. This role does not direct board governance or manage local operations, but instead supports effective collaboration, information flow, and long-term program success across the association.

Contact: lbryant@sciencesocieties.org

Support Center

Lacey Edwardson, Support Center Lead – Certification Representatives report to Lacey. Lacey manages workflows, updates critical processes, and oversees daily operations of the Certification programs; she makes sure systems are maintained, troubleshoots IT issues, ensures information is sent out about budgets, contracts, and renewals. She also maintains the Learning Management System (Online Classroom) and course catalog.

Contact: ledwardson@sciencesocieties.org

Michele Lovejoy, Support Center Rep – Michele manages special projects in the Support Center for Certification and other departments at ACSESS. Contact:

mlovejoy@sciencesocieties.org

Penny Magana, Certification Representative – Penny processes application materials and is the point of contact for CCA applicants in the Atlantic Provinces, CO, FL, LA, MI, Mid-Atlantic, MS, NM, NC, Northeast, OH, OK, ON, Prairie Provinces, Rocky Mountain, SC, Southeast, TN, and TX. For each of these boards, she communicates policy changes, submits expense invoices, assists with initiative boards wish to implement, and answers any questions boards might have regarding policy or best practices. Penny also manages the application process for international applicants to the CCA program. Contact:

pmagana@sciencesocieties.org

Matthew Davey, Certification & Exam Specialist – Davey processes application materials and is the point of contact for CCA applicants in IN, KS, MN, MO, ND, SD, WI, and Western Region. For each of these boards, he communicates policy changes, submits expense invoices, assists with initiative boards wish to implement, and answers any questions boards might have regarding policy or best practices. He also works with Michele to oversee the exam process from entering candidates into our exam software to assisting them with issues during the testing window. Contact: mdavey@sciencesocieties.org

Emma Johnston – Certification & Support Center Specialist – Emma processes application materials and is the point of contact for CCA applicants and CCAs in AR, IA, IL, KY, NE, Northwest, and PA. For each of these boards, she communicates policy changes, submits expense invoices, assists with initiative boards wish to implement, and answers any questions boards might have regarding policy or best practices. She is also the certifications lead for the Certified Professional Soil Scientist (CPSS & APSS) programs. Contact: ejohnston@sciencesocieties.org

Other Staff Supporting the ICCA Program

Most staff who support the CCA program also have many other responsibilities supporting the Societies' membership, publications and programs. Their work related to the CCA program is described below.

Memberships Department

DJ May, Associate Director of Member & Stakeholder Programs – DJ manages the member programs department. Her goal is to create programs that increase the value of membership. DJ led the launch of [Decode 6](#), an educational resource on soil carbon and soil health for farmers and certified professionals.

Grace Moran, Volunteer Coordinator – Grace oversees [awards programs](#) for The Societies, including the ICCA of the Year, ICCA Conservation Agronomist of the Year, and the Administrator Excellence Award.

Jamie Nix, Membership Strategist – Jamie manages corporate memberships and [webinar programs](#) across departments, including the [Online Classroom](#). Most webinars offer CEU credit and are free to members for 30 days.

Ingrid Anderson, Student Member Coordinator – Ingrid manages the Greenfield Scholars programs, which pairs students interested in certification with a CCA or CPSS mentor for one year.

Sally Paese, Membership Experience Coordinator – Sally manages the [Member Hub](#) for the Societies.

Societies' Leadership and Other Departments

Jim Cuday, CEO – Jim is the Chief Executive Officer of the Societies. He is currently leading the ICCA Strategic Planning Process and was instrumental in adding staff capacity to the ICCA program. Jim has prioritized the CCA program for growth and improvement over the next year. Contact: jcudahy@sciencesocieties.org

Luther Smith, Chief Administrative Officer – Luther provides strategic leadership for the Societies in the program areas of external partnerships and policy, for both certifications and memberships and programs. Contact: lsmith@sciencesocieties.org

Susan Varghese, Director of People & Culture - Susan leads people operations, talent acquisition, and performance management across the Societies. Susan is focused on building an inclusive, high-performing culture aligned with ASA's mission. Her work supports programs like CCA by ensuring teams are empowered to deliver their best.

Sara Uttech, Director of Governance - Sara oversees governance for the ICCA Board, as well as the governing boards for each of the Societies. Sara helps organize quarterly Board meetings and the annual hybrid ICCA meeting. She keeps the minutes and documentation for ICCA meetings. Contact: suttech@sciencesocieties.org

Ann Edahl, Senior Manager for Educational Programs – Ann Edahl works with educational programs at the American Society of Agronomy, with a focus on the certification programs. She is currently working on developing additional study tools for people preparing for the ICCA exam. Contact: aedahl@sciencesocieties.org

Matt Nilsson, Senior Publications Program Manager – Matt manages [Crops & Soils Magazine](#). Send Matt content ideas or announcements (CCA of the Year Awards) you would like to promote in the magazine: mnilsson@sciencesocieties.org and copy: lbryant@sciencesocieties.org

Marketing Department

Hanna Jeske, Associate Director of Marketing & Brand Strategy – Hanna directs the Marketing Department and oversees brand strategy for the Societies and the ICCA program. Hanna oversaw the development of the new [marketing platform](#) for board admins and chairs.

Dan Linehan, Content Marketing Lead – Dan writes content and distributes The Adviser, the newsletter for CCAs that goes out bi-monthly. Dan also worked on the [marketing platform](#) and assists with other aspects of marketing the CCA program as needed.

Essential Reading

Policy and Procedures Manual

The Policy and Procedures Manual is essential reading for board chairs and administrators of the CCA program. We highly recommend that all new board members and administrators read the manual thoroughly and those with years of experience review it regularly. The current manual is on the CCA website; it was updated January 2026 and posted online after review by the ICCA Executive Committee. If you have questions about program structure and policy that are not answered here, they are likely answered in the Policy and Procedures manual.

- Read the 2026 [Policy and Procedures manual](#) (if it says 2025, try clearing your cookies)

CCA Candidate Handbook

As board chair and admin, your primary responsibilities are recruiting and retaining CCAs in your location. As such, it will be important to thoroughly understand the process of becoming a CCA. The CCA website provides most instructions about [getting certified](#), and we also recommend that you read the CCA Candidate handbook.

- Click here to read the [CCA Credential Handbook for the US and Canada](#)
- Click here to read the [CCA Credential Handbook for Mexico](#).
- Brazil's Credential Handbook: Coming soon!

Bylaws

Bylaws are not required for local boards, as the local boards are technically under the [ASA bylaws by default](#). However, some boards have chosen to develop their own bylaws. The ASA does not currently have records of board bylaws, but if your board requests it, we will archive your bylaws in case you need a copy from us in the future (for example, in the event of board turnover where previous records have been misplaced.) Send bylaws to Lara Bryant: lbryant@sciencesocieties.org

Key Communication Channels

In the Know

In the Know is a monthly newsletter containing timely updates on program activities. The newsletter goes out to all members of local boards and all admins, on the 4th week of each month.

If you should be receiving In the Know and you are not, please notify your certification representative, and copy Lara Bryant.

The Adviser

The Adviser is a bi-monthly newsletter sent to all CCAs, with items of interest about program activities as well as other news items and resources relevant to CCAs. Dan Linehan writes and distributes The Adviser.

Crops & Soils Magazine

Crops & Soils magazine is published by ASA for CCAs, Certified Professional Agronomists (CPAg), and Certified Professional Soil Scientists (CPSS). It focuses on solutions to the daily challenges facing those working in the field with news, information, perspectives, and articles about the latest research, management, and tools that can be put into practice at

the farm level. CCAs can earn self-study Continuing Education Units (CEUs) by reading the articles and completing quizzes. If you or CCAs in your board want to be published in Crops & Soils, have content ideas, or would like to recognize your CCA of the year, we encourage you to contact Matt Nilsson: mnilsson@sciencesocieties.org

We also encourage you to share and promote content on your social media channels.

- Read [Crops & Soils Magazine](#)

Quarterly Board Calls with the Associate Director of Component Relations

Quarterly calls support alignment, relationship-building, and shared understanding between ASA/ICCA staff and local board leadership. These conversations provide space to discuss program priorities, emerging issues, and operational context that may affect the board–staff partnership over time.

While discussions may include operational topics, the purpose of these calls is not to manage board business or replace local board processes. Rather, they are designed to foster trust, clarify expectations, and ensure consistent communication across the program. Participation by board chairs and administrators helps strengthen collaboration and reduce misunderstandings as the program evolves.

- Contact Lara Bryant to schedule or reschedule your next quarterly call: lbryant@sciencesocieties.org

The Briefing: CCA Success Series

This initiative was launched in 2025. On a bi-monthly basis, these virtual discussion forums showcase local board successes on a variety of topics. Lara Bryant organizes these bi-monthly briefings. Past and future topics include retention, recruitment, partnerships, marketing, and board engagement.

- Contact Lara if you have a suggested topic, to learn from other boards or to showcase your board’s success: lbryant@sciencesocieties.org

CCA Connect

Also launched in 2025, this bi-monthly initiative is offered to CCAs as an opportunity to connect virtually and discuss emerging topics – for example client relations, agronomy tools, and using AI. Contact Lara Bryant or Jamie Nix (jnix@sciencesocieties.org) if you have questions or suggestions.

2. Board Roles and Responsibilities

Board Chair and Board Member: Duties and Expectations

The official duties of the board are outlined in Section 1.6 (pg. 10) of the Policy and Procedures Manual. The executive committee of the board includes the vice-chair, chair, and past chair. The vice chair is an elected position, who rotates to chair, and then to past chair. Board chairs can serve either one or two-year terms, but they cannot serve consecutive terms.

Board chairs provide leadership, appoint committees, and represent their region on the ICCA Board—or designate someone to do so. Chairs are also responsible for selecting a board administrator and completing a formal agreement with them. This agreement must be reviewed and approved by program staff at ACSESS.

In addition to the executive committee, each board should have at least seven members, as follows:

1. One representative-Environmental Regulatory Agency, such as the State/Provincial Environmental Protection Agency or Department of Natural Resources
2. One representative-Extension Service
3. One representative-President or an officer of the State/Province Agriculture Business Association
4. One representative-State/Province Agricultural regulatory agency and/or Natural Resource Conservation Service
5. Chair, Exam and Procedures Committee
6. Three representatives At-Large (minimum) – elected by the CCA membership
7. Others as deemed appropriate by the local board

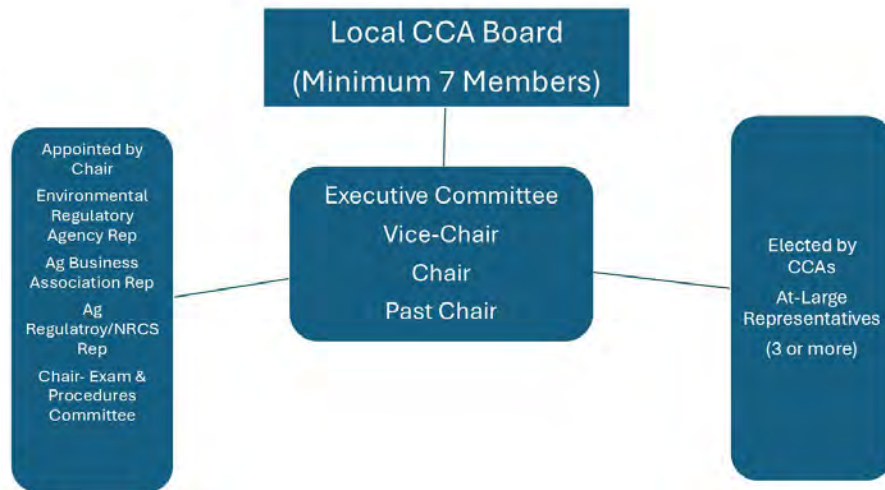


Figure 2 Diagram of Local Board Structure

All roles are appointed by the board chair, except for the three at-large representatives. The board chair appoints standing committee chairs to three-year terms. The standing committees are:

- Exam and procedures,
- Continuing Education, and
- Standards and Ethics.

Each board may have different bylaws or traditions around how duties are divided – for example, some board chairs appoint a treasurer, and others have a budget and finance committee - but ultimately, **the elected board chair is accountable for ensuring that the board carries out its responsibilities** effectively during their term.

Board Administrator: Duties and Expectations

Board administrators (also referred to as administrative agents or “admins”) are selected by the local board to provide essential support services as outlined in an annual contract. This contract is subject to renewal each year at the discretion of the local board and must also be approved by ASA staff.

One important boundary defined in ICCA policy: admins may not serve as voting members of the board, nor hold officer or committee leadership roles (see Section 1.6, Policy & Procedures Manual).

While the day-to-day needs of each board vary based on board size and engagement, admins are accountable to their board and ASA program staff for fulfilling the responsibilities outlined in the standard contract. These core duties include:

- Ensuring compliance with ICCA policies;
- Serving as a primary point of contact for all CCA program business;
- Communicating with CCAs, board members, and the ICCA office;
- Reporting any changes to the board’s composition, including contact information;
- Submitting board expenses; and
- Submitting the board’s annual operating budget.

Shared Responsibilities and Collaboration

Clear division of roles—and open communication between the board chair, other board members, and the admin—is essential. While the manual provides a helpful starting point, strong collaboration will determine how effectively your board meets its responsibilities.

To support that collaboration, quarterly calls with Lara Bryant, Associate Director of Component Relations, are offered as a space to build connection, troubleshoot challenges, and stay aligned with ICCA program staff. Depending on the size and activity level of your board—as well as your many other responsibilities—this work can feel demanding at times.

If you’re struggling to meet your board’s needs or have questions not answered here, please don’t hesitate to reach out. Quarterly calls are a great place to raise questions or concerns, but urgent issues don’t have to wait. Contact Lara as needed—email is usually the fastest and most reliable way to reach her, even if it’s just to set up a call.

3. How to... CEUs, Communications, and Marketing

How to Use the CEU System

Why CEUs Matter

Failure to complete Continuing Education Units (CEUs) is the #1 reason Certified Crop Advisers (CCAs) lose their certification. That’s why it’s critical for everyone involved in administering the CCA program—board chairs, administrators, and volunteers—to play an active role in:

- Creating plentiful CEU opportunities
- Effectively advertising CEU events
- Promptly approving CEUs in our system

CEU Application Routing

When someone [submits an application](#) to offer CEUs through our system:

- **If the event takes place in person**, the application is routed to the CCA board representing the physical location of the event.
- **If the event is offered online**, it is reviewed and approved by the board where the vendor/host lives.

Promoting Online CEUs

- **Browse the [Societies' Online Classroom](#)** for CEU events
- **Promote the annual CEU subscription: [unlimited access for just \\$130](#)**

Role of the Continuing Education Committee

Each local board should appoint a **Continuing Education Committee**. This committee is responsible for:

- Reviewing and approving CEU applications
- Determining the appropriate number of CEUs and assigning the correct category

Reviewers have 30 days to approve each CEU application. For guidance, see:

- Section 4 of the [Policy and Procedures Manual](#)
- The [Continuing Education Standards Document](#)

Reviewing CEU Applications in the ICCA System

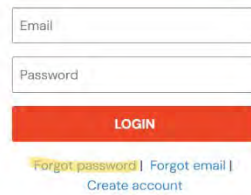
Boards play a vital role in ensuring timely and accurate approval of CEU applications. Here's a step-by-step guide to help you manage the review process smoothly.

1. Logging In to Review Applications

When a new online CEU application is submitted, an automatic email is sent to your board's designated **CEU Contact**.

If you're the CEU Contact (and the only one reviewing applications for your state or region):

- Go to the **CEU Review Login page**:
<https://www.sciencesocieties.org/acsAdmin/continuing-education/offer-ceus/new-apply/track/>
- Log in using the **email address we have on file** for you and your password.
- If you've forgotten your password, click **"Forgot my Password"** and follow the prompts. You'll receive a reset code by email to create a new password.



The screenshot shows a login form with two input fields: 'Email' and 'Password'. Below the fields is a red 'LOGIN' button. At the bottom, there are three links: 'Forgot password', 'Forgot email', and 'Create account'.

Figure 3 CEU Review Login page

2. Forwarding an Application for Review

If you're forwarding a CEU application to another reviewer:

- Let them know the **title of the meeting** they'll be reviewing.
- They must have a **contact record** in our system tied to their email address.

If the reviewer is new:

- Ask them to go to the CEU Review login page and click "**Create Account**".
- They'll receive a confirmation email with login credentials.

3. Reviewing a Pending Application

Once logged in:

- You'll see a list of **Pending Meeting Requests**.
- Click "**Review**" next to a meeting title to begin.

In the review screen:

1. The meeting information appears at the top.
2. Scroll to the **Session List**. Every meeting has at least one session.
3. For **each session**, click **Approve** or **Deny**.
4. Once you've reviewed all sessions, go back to the top and click **Approve** or **Deny** for the full meeting.

5. Finally, click **Submit** to finalize your decision.

Home > ACS Admin > CEU Admin > Review CEU Applications > Review CEU Applications

Review CEU Applications

Please make sure to check:

- The Sign-in Sheet field to make sure the appropriate option is indicated for proper CEU tracking number assignment.
- That each session within the meeting has been marked as approved or denied (along with the meeting itself).

Please allow 24 hours after the course has been approved for the QR code to be activated.

Pending Requests Old Applications can be approved [here](#) [Track Meetings](#)

Submitted	Date of Meeting	Title	City	State	Approved	Action
2025-07-28 15:37:28	08-28-2025	Soil Health Management for Resilience. Featuring a Highlight on Prairie Strips	Stillwater	MN	<input type="checkbox"/> <input type="checkbox"/>	Review Add Comment Submit

Figure 4 Screenshot - Pending Meeting Requests

Pending Requests Old Applications can be approved [here](#) [Track Meetings](#)

Submitted	Date of Meeting	Title	City	State	Approved	Action
2025-07-28 15:37:28	08-28-2025	Soil Health Management for Resilience. Featuring a Highlight on Prairie Strips	Stillwater	MN	<input type="checkbox"/> <input type="checkbox"/>	Review Add Comment Submit

Contact [Close](#)

Name: Heidi Peterson
Address: 15240 30th St N
City: Stillwater
State: MN
Postal / Zip Code: 55082-1401
Phone: (612) 304-7186
Email: hpeter@sandcountyfoundation.org

Meeting

Title: Soil Health Management for Resilience. Featuring a highlight on Prairie Strips
Sponsor: Sand County Foundation
Show on CCA Calendar: Yes
URL:
Previously approved meeting: No

Comment:

Application Type: Live Physical Location Meeting CEU Request

Sign-in Sheet: One sheet for each session.

Locations

Figure 5 Screenshot - Session Review

Sessions

Title: Soil Health Management for Resilience, Featuring a Highlight on Prairie Strips
Soil & Water Management CEU Area:
CEUs Requested: 3.5

[Edit](#) [Approve](#) [Deny](#)

Date: 2025-08-28
Time: 03:30 PM to 07:00 PM
Location: Ross and Marcy Bishop Farm
Speaker(s): Several (see Below)
Speaker Background(s): *Soil Health and Farm Resilience by Greg Olson (Field Projects Director, Sand County Foundation) *Prairie Strip Management for Soil Health and Water Quality by Ross Bishop (aka Farmer Ross) *History of Prairie Strips by Iowa State University Staff *Soil Health Management Cost-Share by USDA Natural Resources Conservation Service (NRCS) staff *Beneficial Bugs for the Farm and Environment by Thelma Heidel-Baker (NRCS Soil Conservationist)

Summary: Ross and Marcy Bishop, Sand County Foundation and the Cedar Creek Farmer Group welcome you to join us for an educational and open discussion on the benefits and implementation of Prairie Strips and Soil Health management for agricultural lands. The event will include a field tour and conclude with dinner. Program highlights include: Soil Health and Farm Resilience by Greg Olson (Field Projects Director, Sand County Foundation) Prairie Strip Management for Soil Health and Water Quality by Ross Bishop (aka Farmer Ross) History of Prairie Strips by Iowa State University Staff Soil Health Management Cost-Share by USDA Natural Resources Conservation Service (NRCS) staff Beneficial Bugs for the Farm and Environment by Thelma Heidel-Baker (NRCS Soil Conservationist)

Figure 6 Session Review Approve/Deny

4. After You Submit

Once submitted, the meeting will disappear from your **Pending Meeting Requests** list and move into your board’s reviewed CEU history.

Home > ACS Admin > CEU Admin > Review CEU Applications > Review CEU Applications

Review CEU Applications

Please make sure to check:

- The Sign-in Sheet field to make sure the appropriate option is indicated for proper CEU tracking number assignment.
- That each session within the meeting has been marked as approved or denied (along with the meeting itself).

Please allow 24 hours after the course has been approved for the QR code to be activated.

Pending Requests

There are currently no meetings to approve.

[\[All Applications\] can be approved here](#) [\[Add Meeting\]](#)

Figure 7 Updated Pending list showing session is no longer visible after approval

5. Assigning Tracking Numbers

Each ICCA CEU Board approved event should be assigned a seven-character tracking number. The first two characters are the two-letter state or province abbreviation for the local board that reviews the CEU event application. This corresponds to the state, region, or province where the event is held. Though rare, if the first two characters are “NA” it means the international committee approved the event. The following five characters are sequentially assigned numbers. They have no meaning other than to identify and track the event. *This is the only approved ICCA/CEU numbering system.* (Sec 4.6, Policy and Procedures, pg 42)

Example: IL 50025 is an ICCA event number that identifies an Illinois event, which has been assigned number 50025.

- From the **Review CEU Applications** page, click **Track Meetings**.

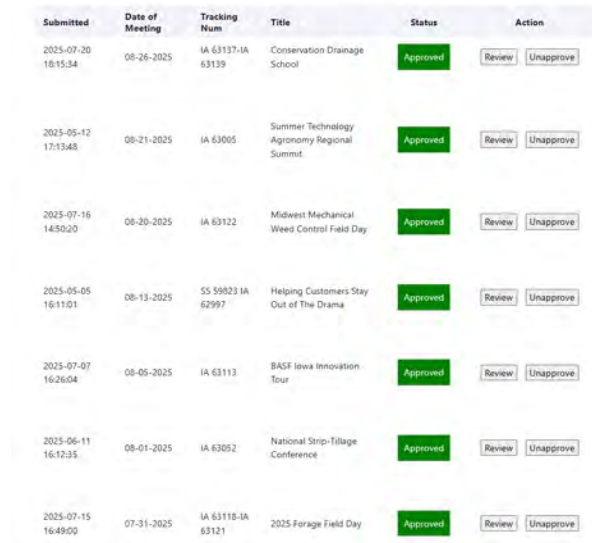
If there’s only one session:

- Type the tracking number into the **Meeting Tracking Number** field and click **Submit**.

If there are multiple sessions:

- Click **Review** to open the meeting.
- Scroll to each session, type its tracking number, and click **Submit** for each.

Then return to the meeting’s main page, type in the **range of tracking numbers** in the Meeting Tracking Number field, and click **Submit**.



Submitted	Date of Meeting	Tracking Num	Title	Status	Action
2025-07-20 16:15:34	08-26-2025	IA 63137-IA 63139	Conservation Drainage School	Approved	Review Unapprove
2025-05-12 17:13:48	08-21-2025	IA 63005	Summer Technology Agronomy Regional Summit	Approved	Review Unapprove
2025-07-16 14:50:20	08-20-2025	IA 63122	Midwest Mechanical Weed Control Field Day	Approved	Review Unapprove
2025-05-05 16:11:01	08-13-2025	SS 59823 IA 62997	Helping Customers Stay Out of The Drama	Approved	Review Unapprove
2025-07-07 16:26:04	08-05-2025	IA 63113	BASF Iowa Innovation Tour	Approved	Review Unapprove
2025-06-11 16:12:35	08-01-2025	IA 63052	National Strip-Tillage Conference	Approved	Review Unapprove
2025-07-15 16:49:00	07-31-2025	IA 63118-IA 63121	2025 Forage Field Day	Approved	Review Unapprove

Figure 8 Track meetings page with Tracking number shown

6. Searching for Past Applications

You can search for reviewed CEU meetings by:

- Tracking number
- Meeting title
- Location
- Speaker/session
- Sponsor
- Date range

The screenshot shows the 'Track CEU Applications' web interface. At the top, there is a breadcrumb trail: Home > ACS Admin > CEU Admin > Track CEU Applications > Track CEU Applications. Below this is a header section with the title 'Track CEU Applications'. Two links are present: 'Old Applications can be tracked [here](#)' and '[Review Pending Meetings](#)'. The interface is divided into three main sections: 1. 'Filter' section: A dropdown menu labeled 'Region / State:' with a 'Filter' button below it. 2. 'Current Filter' section: A box showing 'The filter is set to the state/province of: IA' and a 'Clear Filter' button. 3. 'Search' section: A form with several input fields: 'Tracking Number:', 'Sponsor:', 'Title:', 'Contact Name:', 'Session Speaker:', and 'Date Range:'. The 'Date Range' section includes 'Start' and 'End' sub-fields. A note below 'Contact Name:' states '*Cannot be used with other fields'. A 'Search' button is located at the bottom of the search form.

Figure 9 Search interface with filters

7. Automatic Notifications

Once the meeting is approved:

- An **automatic email** is sent to the person who submitted the application.
- This email includes the **approval confirmation** and the **assigned tracking numbers**.

8. Sending Sign-In Materials

If your board still notifies the meeting contact manually:

- Email them the **approval letter** and **sign-in sheets** to use at the meeting.

If you have any questions about the review process or run into trouble with the system, don't hesitate to contact your certification representative. (See the [Staff Directory](#).)

FAQ: How much CEU credit should each course or event receive?

CEUs are awarded in increments of 0.5 using the following formula:

CEU Conversion Table Meeting Time	CEUs	Meeting Time	CEUs
30 to 45 minutes	0.5	256 to 285 minutes	4.5
46 to 75 minutes	1.0	286 to 315 minutes	5.0
76 to 105 minutes	1.5	316 to 345 minutes	5.5
106 to 135 minutes	2.0	346 to 375 minutes	6.0
136 to 165 minutes	2.5	376 to 405 minutes	6.5
166 to 195 minutes	3.0	406 to 435 minutes	7.0
196 to 225 minutes	3.5	436 to 465 minutes	7.5
226 to 255 minutes	4.0	466 to 495 minutes	8.0

Writing and Sending Newsletters

Each board takes a different approach to communicating with their CCAs. Some send regular newsletters, others only reach out when there's a timely update or event. Both approaches are valid—it's up to your board to determine what works best for your audience and capacity.

Accessing Your CCA Roster

The ICCA office does **not provide newsletter services**, but we're happy to support you in getting started:

- You can request your board's **CCA roster** at any time by contacting the ICCA support center or your certification representative.
- Certification reps have access to our **Customer Relationship Management (CRM)** system and can provide the most up-to-date version of your list.

Creating an Email List from Excel

Once you receive your roster (usually in Excel format), you can copy and paste the list into BCC or import the data into an email service platform. Many platforms make it easy to upload Excel or CSV files and build your list from there.

Recommended email platforms for boards:

These services are free or low-cost for small lists and don't require advanced design skills.

Service	Pros	Free Tier Includes
Mailchimp	Easy drag-and-drop editor, automated lists, templates	Up to 500 contacts and 1,000 emails/month
Constant Contact	Simple UI, good support, list segmentation	60-day free trial (then paid)
Benchmark Email	Clean design options, simple to use	Up to 500 emails/month, 100 subscribers
Butttdown	Lightweight, great for plain-text or simple messages	Free for up to 1,000 subscribers

Most services will guide you through steps like:

1. Creating a new list or audience
2. Importing your Excel file (you may need to save it as a .CSV)

3. Mapping the name and email fields
4. Writing and sending your message

Newsletter Best Practices

Even if your board only sends occasional updates, a well-crafted message can go a long way in building trust and engagement with your CCAs. Here are a few tips:

- **Lead with what's relevant:** CEU opportunities, local events, deadlines, and board news are always appreciated.
- **Keep it short and scannable:** Use bullet points, headers, or bold text to make info easy to digest.
- **Be consistent (if possible):** Quarterly newsletters work well for many boards—but it's better to be consistent with fewer updates than to overcommit.
- **Use a clear sender name:** Emails from “[Your State] CCA Board” are less likely to get ignored or filtered as spam.
- **Test before sending:** Send yourself a test version to catch typos or formatting issues.

Using the Marketing Platform and Accessing the Matching Program

The marketing platform offers customizable materials to promote the Certified Crop Adviser (CCA) program in your region. The platform has downloadable templates for flyers, trade show banners, QR codes, and social media graphics designed to engage potential CCAs, employers, and farmers—and they work best when used according to our CCA Brand Guide (download using the platform). These resources are designed for your use, but cannot be purchased directly through the platform. You must work with a local vendor to order items; this cuts shipping costs.

Board admins and chairs may access to the platform by logging in with your Societies' email on file via [this link](#) – or navigate to 'Local Board Resources' from the [CCA website](#). If you have any issues accessing the platform, contact [Dan Linehan](#) or [Hanna Jeske](#), and copy [Lara Bryant](#).

The **Brand Guide** ensures consistent and professional use of the CCA identity across all marketing materials. It provides guidelines for logo placement, co-branding, typography, and color schemes to help maintain a strong and recognizable brand. Please download and review it before using the materials in the platform, or creating your own.

Using the CCA Marketing Platform



[Home](#) / [Certified Crop Advisers](#) / [Local Board Resources](#)

Promote the CCA Program with brand in mind

Use the customizable materials on this page to promote the Certified Crop Adviser (CCA) program in your region. These and social media graphics are designed to engage potential CCAs, employers, and farmers—and they work best when used in accordance with the [CCA Brand Guide](#).

Why Use the Brand Guide

The Brand Guide ensures consistent and professional use of the CCA identity across all marketing materials. It provides guidelines for logo placement, co-branding, typography, and color schemes to help maintain a strong and recognizable brand. Please review the [Brand Guide](#) for more information.

Figure 10 Marketing Platform

The [CCA Marketing Platform](#) (shown in the screenshot above) offers ready-to-use, customizable materials to help you promote the Certified Crop Adviser (CCA) program in your region. Whether you're trying to reach potential CCAs, employers, or farmers, this platform gives you a head start.

What's Available

You'll find downloadable templates for:

- **Flyers and handouts**
- **Trade show banners and signage**
- **Social media graphics**
- **QR codes linked to CCA resources**

All materials are designed with **audience engagement** in mind—and they work best when used in accordance with the **CCA Brand Guide** (available for download directly on the platform).

How to Access the Platform

Board chairs and administrators can log in using the **email address associated with your Societies account**.

- Use this direct link: <https://www.sciencesocieties.org/certified-crop-adviser/boards/admin-marketing>

- Or go to the **CCA website**, then navigate to:
Local Board Resources → Marketing Platform

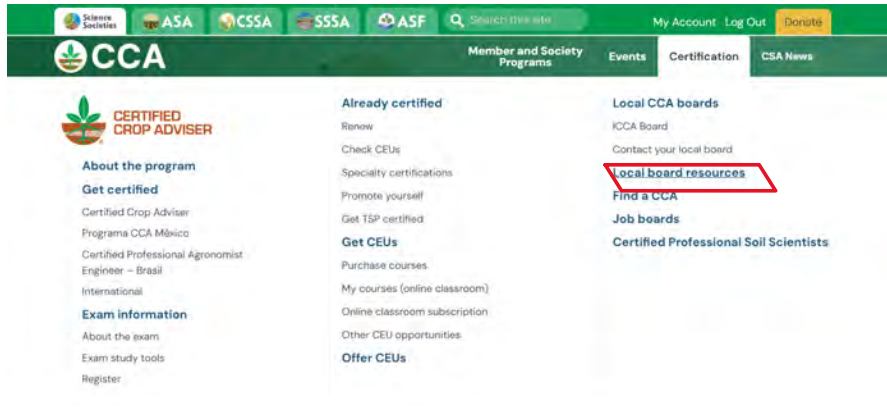


Figure 11 Navigate to Marketing Platform from website

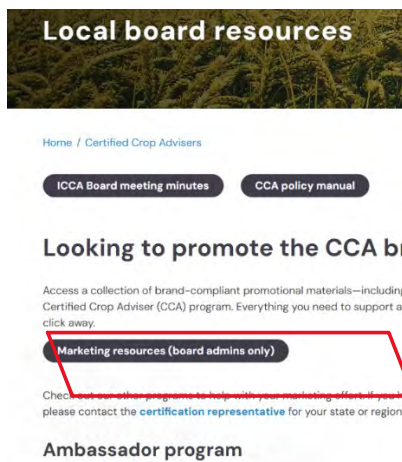


Figure 12 Navigate to marketing platform from Local Board Resources; login required

If you have any issues accessing the platform, please contact:

- [Dan Linehan](#) or [Hanna Jeske](#)
- And copy [Lara Bryant](#) for awareness.

Ordering Materials

While you can **download** all resources from the platform, **you cannot place print orders directly** through it. To print materials (such as banners or flyers), work with a **local print vendor**. This approach helps reduce shipping costs and turnaround time

Use the Brand Guide

The **CCA Brand Guide** is essential for maintaining a strong and professional identity. It includes:

- Logo use and placement
- Co-branding with your organization
- Font and color guidelines
- Layout tips for flyers and signage

Before customizing or creating any marketing materials, please download and review the Brand Guide (screenshot below). This helps ensure consistency across all materials promoting the CCA program—no matter the region or board.

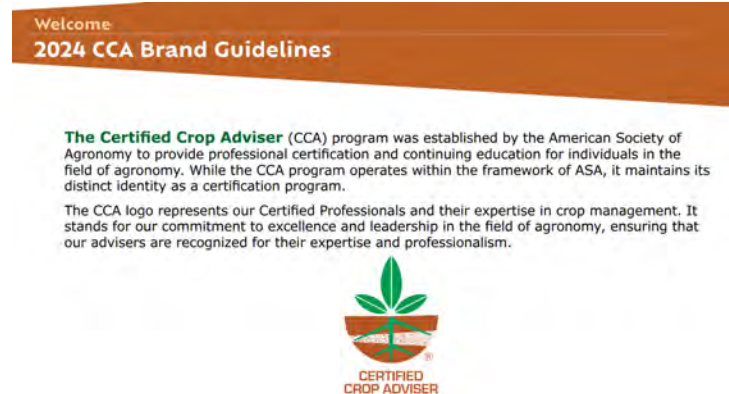


Figure 13 Download the branding guide from the marketing platform

Matching Program

ICCA offers a 50% cost-share for innovative marketing strategies, up to \$2500. If you have a marketing idea, contact Lacey Edwardson for details and to apply for the match.

- [Check our website](#) for other marketing resources, like the pizza program.

4. Exams and Certification Process

For the most part, exam administration is handled by program staff and overseen by the Manager of Assessments. The responsibilities for boards mostly fall to the exam committee, and those responsibilities include:

- Setting performance objectives for the local exam,
- Collaborating with program staff to develop and update the local exam,

- Promoting exam windows,
- Helping prepare potential CCAs in your region to take the exam, and
- Setting the price for the local exam.

Exam Pricing, Schedules, and Content Updates

The Manager of Assessments updates the ICCA [exam pricing](#), which includes the proctor fee. There are 3 types of exams: the ICCA exam, local board exams, and specialty exams. The ICCA and local board exams can optionally be taken in sections. The four exam sections are: Nutrient Management, Soil and Water Management, Pest Management, and Crop Management.

- Read Section 1.6 and all of Section 2 of the [Policy and Procedures Manual](#); Board leadership and exam committees should become very familiar with exam policy.
- Read the [CCA Examinee Handbook](#) for in-depth information.

Each board should have an exam committee responsible for developing the performance objectives and exam questions. The committee is appointed by the board chair to a three-year term, and each member must sign a confidentiality agreement. Some local boards combine local exams if there are enough similarities in the geography – for example, Mississippi, Arkansas, and Louisiana CCA applicants take the same local exam.

Key Deadlines:

- If taking the section exam, CCA applicants have **12 months** from passing the first section to complete all 4 sections.
- The local board exam and ICCA exam can be taken in any order (most people take the ICCA first), and a potential CCA has **5 years** to complete the second exam once the first has been passed.

Exam registration, scheduling, and testing occurs in quarterly windows, scheduled by program staff in collaboration with MonitorEDU, the remote proctor. See the [calendar](#) in this manual for 2026 exam windows.

FAQ: Do boards have the option to offer in-person testing?

Professors at universities have the option to host in-person exams with an online proctor at a testing center, for current students. The university must provide a proctor to monitor examinees onsite. This has the advantage of saving the proctor fee and reducing the cost for test takers.

Beginning in 2026, there is also an option for some boards to host computer-based testing in person with a proctor, on or off campus, to any individual interested in taking the exam. In 2026, this is offered only as a pilot option.

Additional staff time is required to collaborate with the board and/or university to offer these opportunities, and therefore, the costs and benefits should be weighed carefully. We cannot guarantee that every request is granted but will collaborate with boards as much as possible.

FAQ: Can boards offer scholarships to reduce costs for potential CCAs?

Yes. Your board may set aside funds to pay for potential CCAs in your region to take the ICCA exam. Work with program staff to set up a promo code. The cost of the ICCA exam and proctor fee will be charged to your board’s account. Boards will not be charged for scholarships for the local exam; instead, they will not receive revenue for the local exam.

Certification Processes

After a CCA candidate has passed both their exams, they will automatically receive an email from ICCA headquarters with their application requirements. There is a deadline of six months from the time they passed their exam, but a typical applicant completes the application in 2 months. Extensions are possible for candidates under certain circumstances. Please see the diagram for every step in the application process.

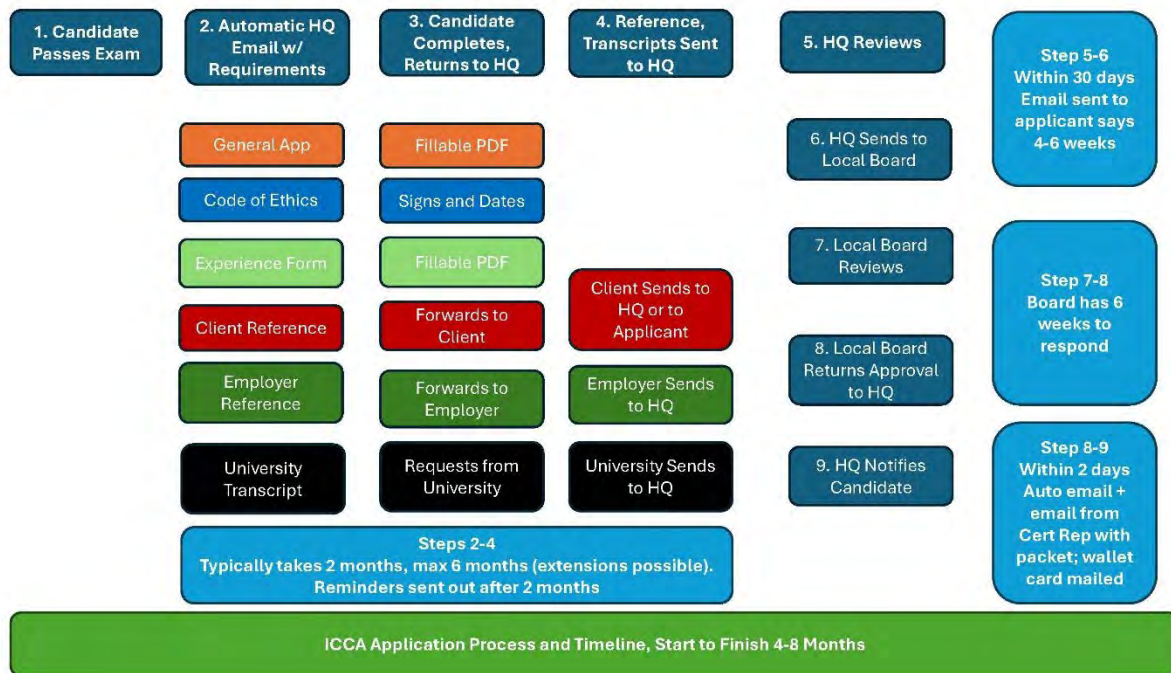


Figure 14 ICCA Application Process

5. 2026 Year at a Glance: Major Dates and Deliverables

January

- 31st - Renewal fees due
- New 2- year CEU cycles begin; 1 hour Ethics CEU required
- 7th-26th - Exam registration

February

- 1st - Late fee for non-payment
- 26th - CCA of the Year nominations due
- 4th-18th Exam Window

March

- Final drop for non-payment
- Drop letters sent for failure to meet CEU requirements
- 4th-30th Exam registrations
- 12th – ICCA Quarterly Board Meeting (virtual)
- 24th Greenfield Scholars and ICCA Conservationist of the Year nominations due

April

- 8th-22nd - Exam Window
- CCA of the Year announced

May

- Greenfield Scholars Announced
- Administrator Excellence Award nominations due

June

- 4th - ICCA Quarterly Board Meeting (virtual)

July

- ICCA Conservationist of the Year and Administrator Excellence Winner announced
- Board budgets due to certification reps
- 1st-27th - Exam registration

August

- 5th-19th - Exam Window
- 24th-28th (exact dates TBD) ICCA Board meeting in Niagara Falls; Administrator Excellence and CCA of the Year Award winners honored
- 5th-19th - Exam Window
- Deadline to notify ICCA of board fee changes

September

- ICCA Support Center sends CEU statement to CCAs

October

- 7th-26th - Exam Registration

November

- 1st-4th - CANVAS, Portland, OR
- 4th-18th - Exam Window

December

- Board admin contracts due to certification reps
- CCA of the year application window opens

6. Budget and Financial Management

The CCA program is administered by the ASA board of directors, through the ICCA Board and local CCA boards. Program staff working for ASA implement the policies of the ICCA program and are responsible for CCA program financial management and oversight. Revenue from the ICCA exam and renewals is held and managed by the ASA. The revenue from local exams and renewals is allocated by ASA to local boards.

FAQ: How do local boards earn revenue? How much is allocated from exam and renewal revenue to local boards?

- CCA local boards retain 100% of local exam revenue, minus the \$50 proctor fee, and annual board renewal fees. Your board determines the price for your exam and renewal fee. Your certification representative will ask your board admin to report any expected increase to your annual renewal fee by August each year.
- ICCA retains 100% of ICCA exam revenues (minus proctor fees) and annual renewal fees. This revenue supports the ICCA program budget, which is approved annually by the ICCA board and the ASA board.
- Specialty exams and renewal fee allocations are split between the ICCA program budget and the board budget. In 2025, these fees are allocated as follows:
 - Specialty exams, \$120: \$100 to ICCA and \$20 to local board,
 - Specialty renewal fees, \$50: \$40 to ICCA and \$10 to local board, and
 - CA Manure management renewal fee, \$80: \$40 ICCA, \$40 local board.

Budget Submission

Boards must submit a budget each year to ASA as part of the annual budget process for the Science Societies, as determined by the accounting department. Certification reps will send a budget template to board admins, who are responsible for communicating deadlines and instructions to boards. Boards must work with the admin to complete your budget and submit it to your certification representative by the deadline.

Budgets must have a positive or neutral balance (projected expenses must not exceed projected revenue.) A negative balance will only be accepted if sufficient reserve funds are in the account. If your board previously submitted a budget with a negative balance, then the newly submitted budget, if negative, must not exceed the combined balance of the current and upcoming year.

Example: If the 2025 budget had a negative balance of (1000), and there are only \$2000 in reserves, then the upcoming year's budget cannot have a negative balance exceeding (\$1000).

Financial Records

Income statements are prepared by the Science Societies accounting department. Each board should have a monthly statement of income and revenue. Certification representatives will send board admins a quarterly financial statement including income, expenses, and the balance sheet.

Submitting Expenses

Admins should submit expense invoices to your certification representatives on at least a quarterly basis but no more than monthly.

Feedback Wanted

This is an early edition of a manual that we will update and improve over time. We need you to tell us - Is there anything missing from this manual? Anything that needs to be corrected? Contact Lara Bryant: lbryant@sciencesocieties.org

Appendices

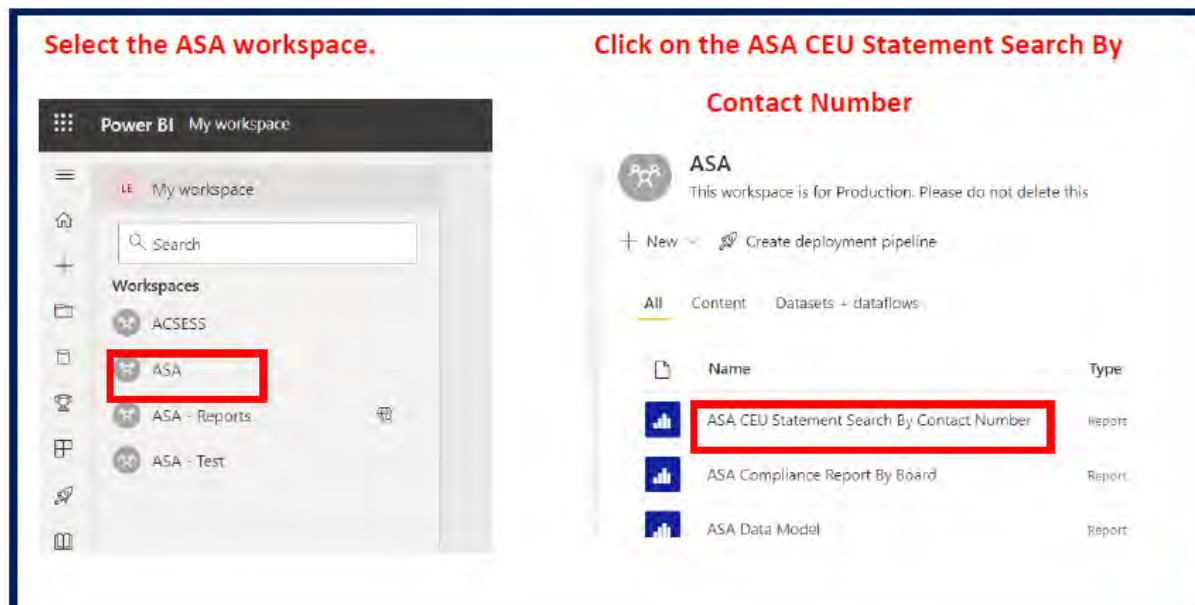
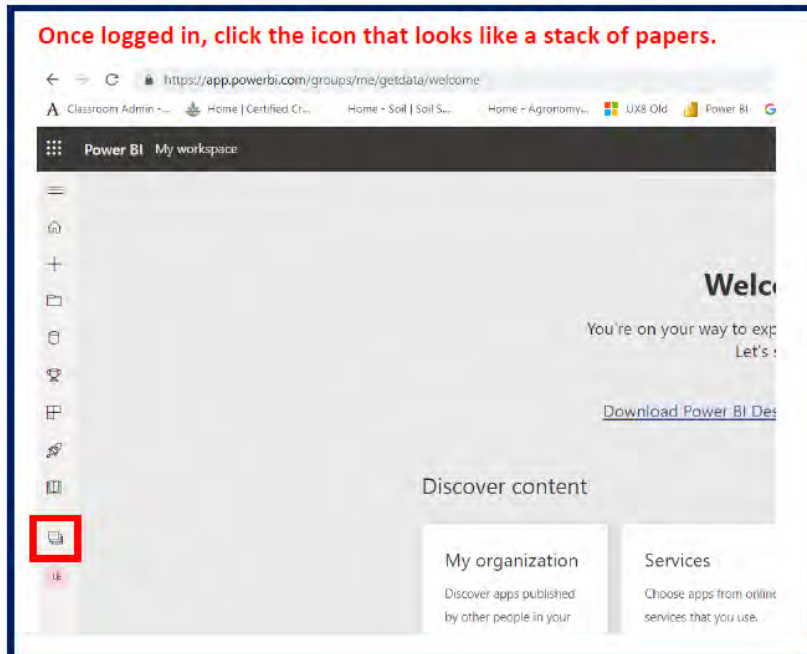
Awards at a Glance

Award	International Certified Crop Adviser of the Year	Greenfield Scholars	ICCA Conservatist of the Year	Administrator Excellence Award
Sponsored By	ICCA Program	American Society of Agronomy and ICCA Program	ASA, CSSA, SSSA, ICCA, ARA, CropLife, TFI, NACD, USDA-NRCS	ICCA Executive Committee
Criteria	Significant contributions to the crop advising community and farming industry with outstanding performance within their activities	Undergrad Student with a goal to become a CCA and plans to work in the agricultural industry	A CCA that is active in conservation work and distinguishes themselves by extraordinary activities and actions	Administrator who performs at a very high level with respect to budget management, meeting participation, marketing efforts and timely paperwork submissions to ICCA office
Awards given/year	1	up to 5	1	1
Nominations made by	Local CCA Boards, individuals, self	University Professors, Local CCA Boards, individuals, self	Local CCA Boards, individuals, self, organizations	Local Board Past Chair
Nominations Due Date	Opens in December, Closes at end of February	End of March	End of March	End of May
Selection Dates	Review in March	Early April	April/May	June
Selection Committee	ICCA Executive Committee, ICCA Chair serves as Chair of the Committee	Volunteer CCAs that have a rotational commitment, recruited by the ICCA Executive Committee Past Chair, ICCA Past Chair serves as	One Representative from each of the sponsoring organizations	ICCA Executive Committee selects Program staff provide input
Award Announcement Date	April	May	summer/July	Announced: July Honored: August ICCA Board meeting
Individual to contact the recipient(s)	ICCA Executive Committee Chair	ASA Staff	ASA Staff	ASA Staff
Recognition Location/Meeting	Awarded at In Person ICCA Board Meeting, Recognition at CANVAS and/or industry events TBD	ASA annual meeting (CANVAS), The "local" events need to be identified and implemented this would greatly enhance the program.	Awarded in Washington DC at USDA	In-Person ICCA Board Meeting
Recipient follow up for travel planning	ASA staff	ASA Awards - Madison	ASA Awards - Madison	ASA Awards - Madison
Reward to Recipient	\$2000, Trip to In Person ICCA Board Meeting and ASA Annual Meeting (CANVAS), article in Crops & Soils, Plaque	Trip to ASA annual meeting (CANVAS), Trip to Washington DC (CVD), Mentorship, Networking	\$2,000 provided by NACD, Trip to Washington DC, Article in Crops & Soils, Plaque, Meetings with Sponsors	\$1500, Plaque, Hotel paid for at In-Person ICCA Board Meeting, Promotion in Crops and Soils, Social Media Recognition
Award to Nominator	\$250 to nominating board or individual	N/A	N/A	N/A
Link to Nomination Form	https://www.sciencesocieties.org/awards/ncipw/131	https://www.sciencesocieties.org/awards/ncipw/129	https://www.sciencesocieties.org/awards/ncipw/134	https://www.garconirmv.com/awards/ncipw/128?ncipw=2016/ncipw/128/
Award Presenter	ICCA Executive Committee Chair, ASA President at ASA annual meeting during awards ceremony	ASA Presidents at award ceremony, if CCA Local Board event is added then CCA Local Board Chair	NRCS Chief or representative, NACD representative, ICCA Executive Committee Chair or former committee member to participate in award ceremony	ICCA Executive Committee Chair

How to view CEU statements

Board administrators can track CCAs individual progress toward meeting their CEU requirements [on our website](#).

Bookmark this link - <https://app.powerbi.com/groups/me/getdata/welcome>



Creating a LinkedIn Group for Your CCA Board

Instructions for CCA Board Chairs and Administrators

Creating a LinkedIn Group is a simple, effective way to engage Certified Crop Advisers in your region, promote your board's activities, and share relevant resources. Follow the steps below to set up a group that reflects your board's professionalism and purpose.

Step 1: Log in and Navigate to “Groups”

1. First, **you must have a LinkedIn account to create a Group**, if you do not already. Log in to your LinkedIn account (or [create one if needed](#)).
 - Resource: [Creating a Linked In Profile](#)
2. Click the “Work” grid icon (top right), then select “Groups.”
3. Click “Create group” in the top right corner.

Step 2: Fill in Group Details

- Group name:
Use your state or region + Certified Crop Advisers.
Example: *Rocky Mountain Certified Crop Advisers*
- Group description:
A professional networking group for CCAs in [Region]. Managed by the [Board Name] to support connection, continuing education, and professional excellence.
- Industry: Choose Farming, Environmental Services, or Agriculture
- Location:
You can enter multiple states or a region (e.g., Idaho, Montana, Wyoming or Northern Plains)
- Group rules (optional):
Keep it professional, relevant, and respectful. No promotions or unrelated content.


Step 3: Set Privacy and Approval Settings

- Group type: Choose Standard Group
- Permissions: Enable admin approval for new members
- Visibility: Set to Listed so members can find your group

Step 4: Design Your Group Page

Make your group visually inviting and recognizable by customizing it:

- Upload a banner image (1584 x 396 pixels recommended)
- Upload a logo or board-specific image (optional)
- [Instructions](#) on changing an image for your page

 The ICCA office has provided banner templates and images you can use—
Log in to the [CCA Marketing Platform](#) to access professionally designed, customizable files. These are pre-sized and ready to upload!

Step 5: Add Members and Start Posting

- Invite your board members and local CCAs to join
- Pin a welcome post that includes:
 - Group purpose and who it's for
 - Board contact info or website
 - Upcoming CEU opportunities or events

Tips for Success

- Assign a board admin or local CCA to help moderate
- Use your group to:
 - Share CEU events, updates, and news
 - Promote award winners or new CCAs
 - Celebrate your board's efforts and milestones
 - Encourage CCA engagement and feedback

Let's grow strong CCA communities—one connection at a time.