Strategic Plan 2026: Connecting to the Future of Applied Agronomy

On behalf of its network of Certified Crop Advisers, local and regional certifying boards, and the global community of stakeholders we together serve, the International Certified Crop Adviser (ICCA) Board—in conjunction with the American Society of Agronomy (ASA)—aspires to the following vision to prepare the CCA Program to meet the challenges that stand before us.

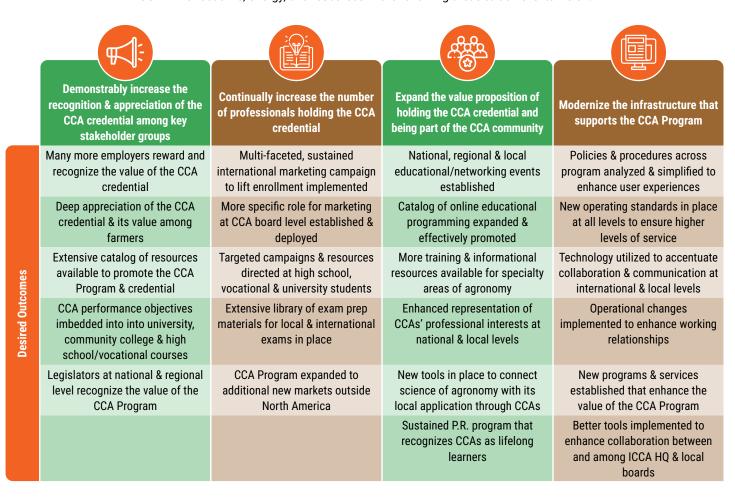


Vision

A modernized CCA Program that deepens engagement with stakeholders across agriculture's evolving landscape and enhances the meaning of holding a credential that defines the profession of applied agronomy.

ICCA Strategic Objectives

ICCA will direct time, energy, and resources in the following areas to achieve its vision.





Our Collaboration

The Certified Crop Adviser (CCA) Program meets the literal definition of "collaboration." A program that exists under the auspices of the American Society of Agronomy (ASA), the CCA Program relies on partnerships with several professional societies, the United States Department of Agriculture, and more than three dozen local CCA Boards.

It is through this collaboration – and extended network of volunteers – that the CCA Program extends its connection to all spheres of agriculture across North America and beyond. Our collaboration and our overall success will be built upon mutual respect, constructive and honest feedback, and a spirit of continuous improvement.

Our Process

- Strategic Planning was a months-long process built around needs of CCAs & stakeholders of the CCA Program
- Process informed by one-on-one conversations with CCA Needs Assessment, fielded in July/August 2024 as well as extended conversations with local CCA boards
- A task force of ICCA Executive Committee, local CCA board representatives, and ASA professional staff engaged in extended dialogue to arrive at this vision & these objectives
- This objectives of this plan will be pursued over the five-year period beginning in January 2026 in collaborative fashion