

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.

	 Demonstrably increase the recognition & appreciation of the CCA credential among key stakeholder groups	 Continually increase the number of professionals holding the CCA credential	 Expand the value proposition of holding the CCA credential and being part of the CCA community	 Modernize the infrastructure that supports the CCA Program
Desired Outcomes	Many more employers reward and recognize the value of the CCA credential	Multi-faceted, sustained international marketing campaign to lift enrollment implemented	National, regional & local educational/networking events established	Policies & procedures across program analyzed & simplified to enhance user experiences
	Deep appreciation of the CCA credential & its value among farmers	More specific role for marketing at CCA board level established & deployed	Catalog of online educational programming expanded & effectively promoted	New operating standards in place at all levels to ensure higher levels of service
	Extensive catalog of resources available to promote the CCA Program & credential	Targeted campaigns & resources directed at high school, vocational & university students	More training & informational resources available for specialty areas of agronomy	Technology utilized to accentuate collaboration & communication at international & local levels
	CCA performance objectives imbedded into university, community college & high school/vocational courses	Extensive library of exam prep materials for local & international exams in place	Enhanced representation of CCAs' professional interests at national & local levels	Operational changes implemented to enhance working relationships
	Legislators at national & regional level recognize the value of the CCA Program	CCA Program expanded to additional new markets outside North America	New tools in place to connect science of agronomy with its local application through CCAs	New programs & services established that enhance the value of the CCA Program
			Sustained P.R. program that recognizes CCAs as lifelong learners	Better tools implemented to enhance collaboration between and among ICCA HQ & local boards



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