



**Science
Societies**

ICCA Board approves new strategic plan

September 5, 2025



Some members of the International Certified Crop Adviser (ICCA) Board and ASA staff during their meeting in Denver, CO in August.

A new five-year strategic plan was approved by the International Certified Crop Adviser (ICCA) Board during a meeting in Denver, CO August 19–21, 2025. The plan is the culmination of a six-month process that involved a task force composed of local CCA board members and administrators, the ICCA Executive Committee, and staff. The plan, which will commence in 2026, is intended to reflect the CCA program's vision for how it will meet the challenges ahead and outlines how time, energy, and resources will be used.

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View the vision statement and strategic objectives below:

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

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