Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Keynote Panel Presentation for the Southwest Ag Summit
Yuma, AZ

February 23, 2017

Dr. Willard Lewallen, Ph.D., Superintendent/President, Hartnell College

Jackie Cruz, Vice President Advancement and Development, Hartnell College

Dr. Susan Pheasant, Ph.D., Director, Agricultural Business and Technology Institute, Hartnell College

Emmett Linder, Director, Community and Grower Relations, Driscoll’s

Jose Ramon, Procurement Manager, APIO, Inc.

Video
Changing the Story of Salinas
Featuring Jose Ramon
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Dr. Willard Lewallen, Ph.D., Superintendent/President, Hartnell College
THE HARTNELL COMMUNITY COLLEGE DISTRICT – STUDENT/COMMUNITY PROFILE

• 17,000 students annually (unduplicated headcount)
• 85% receive financial aid
• 78% Latino/Hispanic
• 56% first generation students
• 90% unprepared for college level math
• 85% unprepared for college level English
• Less than 10% of adults in District have a bachelor’s degree or higher
• 39% of adults over 25 years old do not have a high school diploma
• Annual family income in East Salinas - $11,000
AGRICULTURE DEGREES, CERTIFICATES, AND TRANSFERS

2009-10

2015-16

DEGREES AWARDED

9

22

CERTIFICATES AWARDED

1

24

TRANSFERS TO UNIVERSITIES

6

26

TOTAL AWARDS AND TRANSFER

16

72

Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

HARTNELL COLLEGE

MISSION STATEMENT
Focusing on the needs of the Salinas Valley, Hartnell College provides educational opportunities for students to reach academic goals in an environment committed to student learning, achievement, and success.

VISION STATEMENT
Hartnell College will be nationally recognized for the success of our students by developing leaders who will contribute to the social, cultural, and economic vitality of our region and the global community.
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Main Campus
Salinas, CA

Alisal Campus
Salinas, CA

King City
Education Center
King City, CA

Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

**Emmett Linder**, Director, Community and Grower Relations, Driscoll’s
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

**Agricultural Business and Technology Institute**
Hartnell College - Alisal Campus

**OUR MISSION**
Preparing skilled professionals for the dynamic California agricultural industry.

**OUR VISION**
To be the leading institution for education and preparation for the local and national agricultural workforce by providing hands-on learning, teaching advanced technologies and serving as a valued partner with industry.
The Agricultural Business and Technology Institute was launched in 2006 as a result of a unique partnership between Hartnell College and the Agricultural Industry.

Focus of the Ag Steering Committee:
- Developed the ‘Future Vision’
- Establish the ‘best ag program in the state’
- Planned and budgeted for:
  - New, relevant programs
  - Staffing
  - Startup equipment
  - Student recruitment
  - Facility plan that included classrooms, labs, shops, and student projects
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Top Ten Goals Established in 2006 and met by 2016:

1. Completion of Center for Advanced Technology building (followed by opening of the Technical Training Building)
2. Increase student enrollment to 1,200
3. Faculty positions filled
4. Development of the Food Safety program (certificate and Western Food Safety Summit)
5. Scholarships available to students
6. Strong industry partnerships
7. "Sustainable" courses approved
8. Articulation agreements with Cal Poly, CSU Fresno & Chico in place
9. Gen Ed approval - Soils, Plant Science and Ag Business
10. Internship program in development
Over 150 industry members serving 11 advisory committees

AG STEERING & INDUSTRY ADVISORY COMMITTEES

- Food Safety Science
- Refrigeration (in development)
- Horticultural Technician
- Sustainable Crop Management
- Welding Technology
- Advanced Automotive Technology
- Ag Business Technology
- Ag Production
- Advanced Diesel Technology
- Ag Industrial Technology
- Sustainable Crop Management
- Horticultural Technician
- Welding Technology

Ag Steering Committee
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

**Ag Steering Committee**
David Gill, Owner, Rio Farms, Chair
Jim Bogart, President, Grower-Shipper Association of Central California, Vice-Chair
Jackie Cruz, VP of Advancement and Development, Hartnell College

**Salinas Valley Ag Technology Summit**
Steve McShane, Owner, McShane Nurseries
Dennis Donohue, Western Growers Innovation Center
Dr. Susan Pheasant, Director, Ag Institute

**Food Safety Science Committee**
Robert Mills, Consultant, RSM Food Safety Consulting
Dr. Susan Pheasant, Director, Ag Institute
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Advanced Diesel Technology Committee
Richard Stedman, Officer, Monterey Bay Air Resources District
Valentin Rodriguez, Faculty, Advanced Diesel Technology Program
Mark DeHart, Faculty, Advanced Diesel Technology Program

Automotive Technology Committee
Sam Linder, President, Sam Linder Auto Group
Pete Escoto, Faculty, Advanced Automotive Program

Refrigeration Technology Committee
Don Tragethon, Manager, Western Precooling
Steve Firth, Refrigeration Manager, Mann Packing Co.
Dr. Zahi Atallah, Dean, Advanced Technology

Ag Business and Technology Committee
Margaret D’Arrigo-Martin (former chair), Taylor Farms
Dr. Steven Triano, Faculty, Ag Business and Ag Production Program
Laura Miles, Faculty, Ag Business and Ag Production Program
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Ag and Industrial Technology Committee
  Chair (tba)
  Albert Graham III, Faculty, Ag and Industrial Technology Program

Welding Technology Committee
  Chair (tba)
  Michael Davis, Faculty, Welding Technology Program

Horticultural Technology Committee
  Chair (tba)
  Dr. Susan Pheasant, Director, Ag Institute

Sustainable Crop Management Committee
  Chair (tba)
  Dr. Susan Pheasant, Director, Ag Institute

GROWING LEADERS Opportunity, Engagement, Achievement. www.hartnell.edu
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Dr. Susan Pheasant, Ph.D., Director, Agricultural Business and Technology Institute, Hartnell College
PROGRAMS OFFERED

- Certificates of Achievement
- Associate of Science Degrees
- Associate of Science Transfer Degrees
- 2+2 Baccalaureate Degrees
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

1. Agribusiness
2. Agriculture Production
3. Food Safety Science
4. Food Safety Facilities Technician
5. Horticulture Technician
6. Seed Science Technician
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

7. Small Farm Operation & Management
8. Sustainable Crop Management
9. Advanced Automotive Technology
10. Advanced Diesel Technology
11. Welding Technology
12. Ag Industrial Technology
Partnership with Driscoll’s Farmworker Education and Advancement in Agriculture Program

- Increase the professional abilities of existing ag employees
- Expand understanding of horticultural science and current production technology
- Improve English language and communication skills, math and computer skills
- Address supervisory skills, cultural and social systems.
iAgriculture Program

A high school to college pathway program designated to expose students to the agricultural industry, help them choose an agricultural career pathway, and provide resources and training to help students succeed in the chosen ag career.

“My whole vision of Agriculture changed.”
New Ag-Related Programs Planned at CSUMB

- Agribusiness concentration with B.S. in Business  
  *Fall 2017 launch*

- B.S. in Plant and Soil Science

- B.S. in Food Safety

- Plant Biology concentration within B.S. in Biology  
  *Anticipate Fall 2018 launch*
**K-12 Pathways**

**ACADEMICS:**
- Classes at High Schools
  - AIT at King City
  - ADT at Greenfield
  - Food Safety at Soledad
- Classes for H.S. Students
  - ADT at Alisal
- Articulated Courses
  - $10 fee (waived)
  - HS & Hartnell credit
  - ABT, ADT, AAT, AIT, WLD

**EVENTS:**
- Ag Institute Open House
- FFA Field Day
- FFA Project Competition
- Panther Prep (support)
- Monterey County Ag Education Days (3rd Graders; support)
- Expanding Your Horizons (5th-12th graders; support)
- Salinas Air Show STEM Runway (support)
Food Safety Workforce Training Opportunities

- FSMA Preventive Controls
- FSMA Produce Rule

- Recall Readiness Training
- GLOBALG.A.P. Training
- Cleaning & Sanitation for Facilities
- Cleaning & Sanitation for Harvest Equipment (pending)
- Agroterrorism
- ISO 22000 – Food Safety Management Systems & Lead Auditor Training

EVENT: Western Food Safety Summit
CTE + STEM: Technician Pathways

- **Food Safety Facilities Technician Program**

- **Seed Science Technician Program**
  - Cross Pollination of STEM (science, technology, engineering, and math) with Agriculture
  - Articulation courses from high schools’ ag pathways
  - Academic pathway to 4 year institutions (including CSUMB 2+2)
  - Multiple options for **ACADEMIC** pathways as well as **CAREER** pathways
Ag Tech Initiatives

Salinas Valley Ag Tech Summit
12 April 2017

- Keynote speakers
- Educational Tracks: industry, students, advisors
- Field demonstrations
- Pitch room for new ideas and new businesses
- Trade show
- Continuing education credits for PCAs, CCAs, QALs

Forbes Reinventing America:
The AgTech Summit
28-29 June 2017
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Save the Date

Western Food Safety Summit
May 2-4, 2017
Salinas, CA
http://www.hartnell.edu/western-food-safety-summit

Salinas Valley Ag Technology Summit
April 12, 2017
Salinas, CA
http://sv-ag-summit.com
Ag Institute: What Is Most Important For Next 5 Years?
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Jackie Cruz, Vice President Advancement and Development, Hartnell College
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Ag Steering
Leveraging Private Funding Since 2007

<table>
<thead>
<tr>
<th>Funding Areas</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Donations</td>
<td>$3.6 M</td>
</tr>
<tr>
<td>Center for Advanced Technology</td>
<td>$35 M</td>
</tr>
<tr>
<td>Technical Training Facility</td>
<td>$6 M</td>
</tr>
<tr>
<td>Public Grants</td>
<td>$3 M</td>
</tr>
</tbody>
</table>

Major Supporters of Hartnell College

Susan and David Gill
Harden Foundation

Rava Ranches, Inc.

Steinbeck Country Produce

Huntington Farms
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Jose Ramon, Procurement Manager, APIO, Inc.
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

High School Drop Out at 15
  – Financial and Bad Choices

Labor jobs
  – Irrigation and harvesting

Changes Made
  – Unable to find success leads to education
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Door to Success

Hartnell College
– Production
– Ag Business
– Food Safety

Mentors and Opportunities
– Internships
– PMA Career to pathway
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Results

Procurement
– Salinas/Yuma/Imperial
– Work with growers
– Coordinate plant needs and harvest
– Seek future opportunities and efficiencies
Partnerships that Create a Strong Workforce for the Dynamic Agriculture Industry

Questions?

Willard Lewallen, Ph.D.
Superintendent/President
Hartnell College
(831) 755-6900
wlewallen@hartnell.edu

Emmett Linder
Director, Community and Grower Relations
Driscoll’s
(831) 831-763-5055
Emmett.linder@driscolls.com

Jackie Cruz
VP of Advancement and Development
Hartnell College
(831) 755-6810
jcruz@hartnell.edu

Jose Ramon
Procurement Manger
Apio, Inc.
(805)-249-9425
jramon@apioinc.com

Susan Pheasant, Ph.D.
Director, Ag Institute
(831) 755-6702
spheasant@hartnell.edu