Things are Different in California
or
I’m Not in Iowa Anymore

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Objective

• Differences in perception of precision ag in California
• Market potential of California in precision ag
• Share educational initiatives and compare to the rest of the country
California Perceptions

• Three distinct areas
  • Urban, Agricultural, Wild
• Perceptions CA of Midwest
• Perceptions Midwest of CA
• Legal and Liability
Production differences

- Specialty Crops
- Water Issues battle
- Profit Margins
- Limited Yield Data
- Structure and careers
Attitude toward technology

• Differences in attitudes
• Guidance is well established
• Limited Yield Data
• Economic ROI
  • Cost side vs income/benefit
• Technology Midwest focused
• Lack of skilled technicians
Educational Differences

• Focus on incumbent worker
• Online courses
• Evening and Saturday labs
• State Funding is Inconsistent
• Initiatives Funding
• Concentration on certificates
• Non-credit certificates
Educational Initiatives

• Internships vs Apprenticeships
  • Creation of specific courses plan
  • Agreements with companies for apprentices

• Guided Pathways
  • Identification of careers
  • Creating a sequence of courses

• Stackable Certificates
  • Offer multiple certificates
  • Combined for more value
  • Irrigation + Ag Technology
Educational Initiatives

• Stackable Certificates
  • Irrigation Mgt
  • Integrated Pest Management
  • Heavy Equipment
  • Food Science and Safety
  • HVAC
  • Welding & Fabrication
  • Ag Science Technology

Stacking:
• Irrigation + Ag Technology
• Food Science + Ag Technology
• HVAC + Ag Technology
Educational Initiatives

• Non-Credit Certificates
  • Courses based on hours
  • Different than Community Ed
  • No tuition; apportionment yes

• Newly added Online College
  • Assist colleges with online courses
  • Offer wide range of technical and GenEd

• Work with Universities
  • Share research
  • Transfer encouraged, but..