

# CANNABIS EDUCATION & WORKFORCE SOLUTIONS

Education | Empowerment | Activism



**SEEDCREST**

## Breaking the Stigma Through Education

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# The Importance of Developing a Talent Pipeline for Cannabis Companies in New Mexico



Office of the Governor  
**MICHELLE LUJAN GRISHAM**

Recreational Cannabis  
**11,000 jobs**  
across New Mexico

Sales could reach \$620 million by the fifth year



# The Cannabis Workforce: Who Could We Compare Them To?





# The Cannabis Workforce: Who Do We Think They Are?

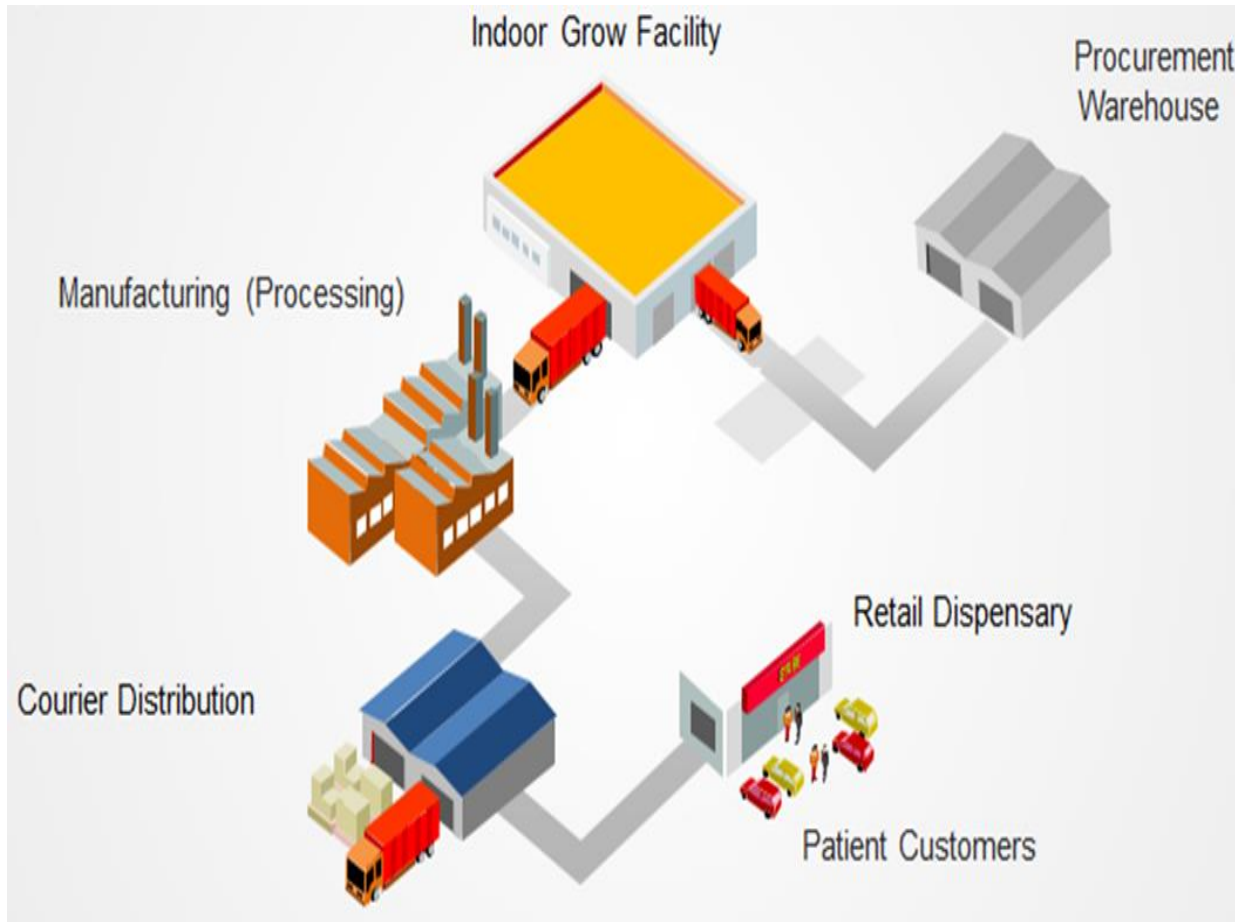




# The Cannabis Workforce: Who Are They Really?



# Industry Recruitment & Education



Jobs in the cannabis industry are broad.

- Legal
- Medical
- Scientific
- Agricultural
- Manufacturing
- Transportation
- Retail



# Standardization Ensures Quality for The Cannabis Industry

Helping Employers



# Standardization Ensures Quality for The Cannabis Industry

Helping Employees



## FIVE STAR CANDIDATE

Upholds a Superior Standard

Speaks Industry Language

Understands the State Systems

Understands Compliance

Invested & Empowered

Understands the Risks



SEEDCREST

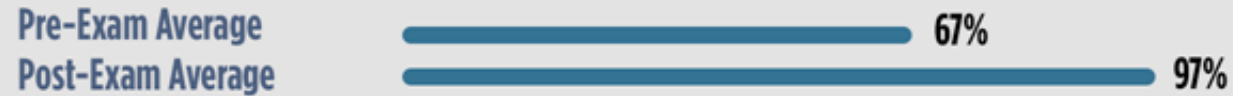


# Student Outcomes

## CET SeedCrest & NNMC Outcomes

### Spring Session 2021

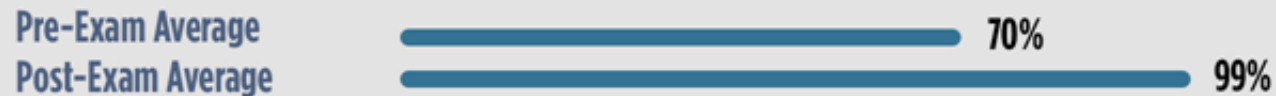
Initial Enrollment: 50  
Post Disenrollment: 45  
Cohort Completed: 26



Average Learning Increase: 30%

### Summer Session 2021

Initial Enrollment: 200  
Post Disenrollment: 104  
Cohort Completed: 79



Average Learning Increase: 29%

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