

West Hills Community College District

Vision: The Relentless Pursuit of Student Success

4th Essential Elements For the Future of the San Joaquin Valley



Shifting Ground: Adapting the San Joaquin Valley to a Changing Climate

Thursday, October 8, 2015

Coalinga, CA

Abstract & Actions

West Hills Community College District
November 2015

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www.essentialelementsseries.com

or

www.westhillscollge.com

Executive Summary

West Hills Community College District (WHCCD), in statewide collaboration with numerous agencies, continues in 2015 our Essential Elements for the Future of the San Joaquin Valley (SJV), a premier public affairs series that gathers California's public policy and private sector leaders to confront the crises and challenges in the San Joaquin Valley. We convene to organize hands-on partnerships and create action steps for the future of our vast and diverse region. The fourth iteration of the policy series featured panels, keynotes, and interaction conversations around water, food, energy, goods movement/advanced transportation, Career and Technical Education (CTE), and healthcare.

More than 100 individuals representing public and policy sector agencies, employers, business leaders, economic development, workforce agencies, and educators participated in the day-long event. With continued success of Essential Elements, WHCCD has evolved into a backbone organization in the region for its continuing commitment to seek solutions to challenges facing the valley. The Essential Elements series will continue in 2016.

The SJV must comprehend, grab and advance accelerated change. Agribusiness – the leading regional industry and historical adapter - confronts ground shifting diversely and drastically. The weather, emerging technologies, regulatory realities, and more aware consumers. Logistics jobs are evolving, healthcare is transforming, technology is digging a foothold, and energy may well energize employment. What are the region's opportunities and challenges?

The objective is to gather agribusiness, technology, logistics executives, educators and nonprofits, elected and regulators to assess the SJV's shifting ground and determine what can be done together now to recalibrate and grow the regional economy, especially through constantly evolving CTE.

Shifting Ground Participants Dig Up New Directions

Is a worldwide Agriculture Technology hub in the valley's future? What would the infrastructure look like? Could our regional proximity uniquely position us to earn investment capital? Will big data and predictive analytics help us achieve outcomes that accelerate our competitiveness in the global marketplace? How can we regionally mobilize to create 21st century training programs that support emerging Ag, trade, energy, and healthcare needs? Will educational knowledge data technicians reshape future industry needs that require responses from educational

institutions? How will the region mobilize to ensure investment capital returns to the valley? Is a solution to the rural broadband challenge within our grasp? Global needs require central valley responses; this theme was pervasive throughout the day-long event, which featured keynotes, three panels, and Harris Ranch hospitality.

Lynda Resnick, Vice Chair and Co-Owner of The Wonderful Company, inspired the audience as she detailed her leadership to give back, especially in the communities in which its employees live and work. The collective work of The Wonderful Company has enriched the lives of more than 60,000 Central Valley youth. Jim Mayer, Executive Director of CA Forward, lauded the purpose of Essential Elements for its ability to foster long-term thinking that offset public decisions driven by short term fiscal years and election cycles.

ACTION:

1. Explore Ag Tech Global Development Center partnership concept;
2. Create UC and US Department of Agriculture pathways partnerships with West Hills College Coalinga Farm of the Future designed to create next generation jobs;
3. Foster healthcare collaboration for SJV in partnership with the Central and Northern California Hospital Council;
4. Explore with San Joaquin Valley Partnership and others creation of an impact investment fund to channel "patient regional capital" to grow local ventures; and,
5. West Hills, in concert with other influential organizations and other educational institutions, provide leadership in developing Career and Technical Education programs and pathways inter segmentally that prepare the people of the Central Valley to take advantage of emerging opportunities in order to successfully prevail during what, for many individuals, will be a personally challenging period of adjustment.

If you're in Ag tech, you're in the SJV

Shifting Ground's *one big thing* is developing/housing an agriculture technology (Ag tech) *proving ground* in the valley — purposefully distinguished from university-driven research and development facilities via a proposed regional impact investing fund suggested by Robert Casamento (Deloitte). The idea was proffered in varying degrees by Lance Donny (*OnFarm Services*), Glenda Humiston (University of California Division of Ag and Natural Resources [UC ANR]) and Robert Tse (US Department of Agriculture). Valley farmer Joe Del Bosque also helped make the case by noting the recent, continuing and profound expansion of sustainable farming best practices, which are predominantly Ag tech-enabled.

Casamento calls it a “global hub for Ag tech” designed to expand intellectual knowledge, organize the assets, build skills, industry knowledge and services and *sell* as a worldwide hub location. Donny added that Ag tech is “evolutionary, not revolutionary when he said, “become the Silicon Valley of Ag tech, and find local capital, too.” In proposing we follow the emerging model of creating an impact investment fund, Casamento said, by “stop doing the Sand Hill shuffle.”

As for timing, it's perfect, according to Donny, as the average farmer now receives 6,000 data science/analytics points daily. Analytics data points are on the rise, growing to 27,000 daily inputs by 2020 and 120,000 by 2025 — which fits the *Shifting Ground* panel time frames. Also, venture capital is accelerating to match, from \$816M in 2013 to \$4B this calendar year. Humiston offered a UC ANR partnership and posited that this Ag tech center could become a "rural-urban connection.”

ACTION:

1. Using WHCCD's Farm of the Future, convene a working group and organize the start-up phase and crew for the Ag tech hub concept;
2. Involve Jim Mayer's (CA Forward) expertise and connections; and,
3. Meet with Glenda Humiston and get started with a partnership.

Shifting Ground's Other Big Thing

Shifting Ground's *other big thing* is creating a hospital-based healthcare workforce alliance and begin CTE programmatic adjustments, leading to at least one new program, as mutually designed. Art Sponseller (Hospital Council of Northern and Central California) left the room committed to permanent participation, which is highly significant, given the Council's resources, long record of aggressive community/educational attainments and employer members. "Hospitals convene to solve all kinds of community problems," he said, which is, of course, an advantageous focus beyond jobs. Then he added, "Social pathologies show up in the ER. We need to spend more on social programs."

Sponseller spoke of the CTE economics of hope, too, when he cited 38 of the Fortune 50 companies have a healthcare business and 24 are recent entrants. He also cited the wave of change, including innovative mergers and rapid acceleration of healthcare apps as emerging realities faced by the industry. He noted health organizations are the 2nd-highest revenue-generator per applications (apps) with more than 6,000 healthcare apps currently in the market. Of those, about 1,100 apps are related to diabetes affecting thousands of residents in the valley, with links to chronic nutrition challenges faced by residents in the region.

ACTION:

1. WHCCD to meet in early November with hospital council staff and simply brainstorm about what can be done in 2015-16; and,
2. Identify programmatic adjustments by education to identified needs of healthcare industry and target emerging workforce requirements.

Shifting Ground's Emerging Topics

A collective effort must be made to construct a compelling story that outlines the agricultural and human value represented by the region. The valley and its vigorous agricultural communities are capable of adapting to worldwide markets and to the water, energy, healthcare, and trade resources likely to be available in the next decade.

1. Peter Davis (Director, Advanced transportation and renewable energy [California Community College]) noted *nothing* works without transportation and renewable fuels and indicated farm goods movement needs a champion

- and, perhaps, an institute to shepherd expectations and opportunities in transportation and renewable technologies.
2. There are fertile, combined ingredients of Agra-tourism (pervasive theme throughout all four Essential Elements series) and the region should seek *'fruit explorers'* as suggested by Michael Marks (CBS13-TV, CW31-TV) to increase tourism. Humiston noted it would be worthwhile to seek USDA/CDFR funds, possibly, as a specialty crop promotion for the valley.
 3. The contributing role of education to all of these areas will be of paramount importance during what is expected to be a period of accelerated change as Ag tech, data analytics, and data science will require skilled Ag knowledge workers/technicians. Other emerging occupational requirements revolve around advanced transportation (drones), food science, sustainability, integration services, energy storage capacity, and Ag research in addition to high-demand existing jobs in construction labor, truck driving, insulation and maintenance.
 4. West Hills must continue as the region's educational 'backbone' organization. The sometimes fierce policy debates engage organizations of all stripes, public and private, state and federal, research and advocacy; some with broad-based concerns, others with narrowly-defined interests driven by constituent or statutory imperatives. West Hills, by virtue of its mission, vision and demonstrated history of service to a major portion of the Central Valley has a reputation as a neutral, but effective convener and an ideal advocate/facilitator. West Hills has an established track record in bringing together disparate groups to address important issues including farming for the future, career and vocational training for the West Side and coordination of higher education efforts through a consortium of some 28 colleges and universities in the Valley.

Broader Opportunities

Based on the contributions of speakers and solicited input from participants, the best case for the future of the Central Valley will require:

1. Creative thinking from the public policy sector;
2. Putting a "face" on the Valley and individual lives affected, emphasizing the continuing drought, rapid changes in healthcare, emergence of renewables

energy, advanced transportation, and burgeoning trade and logistics sectors in the seven county region known as the San Joaquin Valley;

3. Accessing and employing the most effective tools from science, engineering and technology to responsibly advance technological applications;
4. Embrace evolution (not revolution) of smart connected products (Ag 3.0) for precision agriculture to include data and analytics;
5. Articulate a new strategic construct for transforming healthcare from providing care to managed care in the new health economy;
6. Building coalitions to ensure adequate resources and investment in the Central Valley during what is likely to be a dramatic transition period; and,
7. Focusing locally on training and retaining that will help boost opportunities for employment and contribute to an improved quality of life as the region continues its transformation to a progressively more sustainable future.

Future Directions: Actions of talent, knowledge, capital and customers

We need to think, learn and be together and understand that we're not changing "it"—we're changing "us." Coordinating the many "moving parts" will require time and dedicated effort. The reality is that most partner organizations and supportive individuals have little or no time to contribute to managing the success of the collective effort. Verbal, philosophical endorsements are easy, while commitments leading to heroic efforts dedicated to ultimate success are harder to come by.

For updates of Essential Elements or to access past actions or presentations, please visit www.essentialelementsseries.com.

Essential Elements Partners and Sponsors

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Shifting Ground Essential Elements Presenters and Speakers

(Note asterisk denoting presenters and speakers)

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3	Juan	Alvarez	United States Department of Agriculture
4	Jamie	Applegate	West Hills Community College District
5	Sam	Aunai	Porterville College
6	Diane	Baeza	Taft College
7	Becky	Barabe	Merced College
8	Stacy	Batrach-Smith	The Forhan Company
9	Brian	Boomer	West Hills Community College District
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11	Terra	Brusseau	the Wonderful company
12	Jim	Caldwell	California Community Colleges
13	Steve	Cantu	West Hills Community College District
14	Robert	Casamento*	Deloitte
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16	Joseph	Castro*	California State University, Fresno
17	Sylvia	Chavez	City of Huron
18	Steven	Clark	the Wonderful company
19	Shelly	Conner	Merced College
20	Connie	Conway	Board of Governors, California Community Colleges
21	Clint	Cowden	West Hills Community College District
22	Jeff	Dahlberg*	UC Kearney Agricultural Research & Extension Center
23	Peter	Davis*	ATRE
24	Joe	Del Bosque*	Empresis Del Bosque
25	Katie	Delano	Coalinga Area Chamber of Commerce
26	Ivonne	Der Torosian	Hospital Council of Northern & Central California
27	Amarpreet	Dhaliwal	City of San Joaquin
28	Noemi	Donoso	the Wonderful company

29	Tim	Ellsworth	West Hills College Coalinga
30	Len	Falter	West Hills Community College District
31	Rebecca	Farley	the Wonderful company
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33	Kathy	Finster	West Hills Community College District
34	Bart	Flores	Flores Farms, LLC
35	Bryn	Forhan	The Forhan Company
36	John	Garamendi Jr	Professional Evaluation Group, Inc.
37	Juan	Garza	Latino Mayors & Elected Officials Coalition of Fresno County
38	Bob	Gore	The Gualco Group, Inc.
39	Frank	Gornick*	West Hills Community College District
40	Jackson	Gualco*	The Gualco Group, Inc.
41	Karri	Hammerstrom	Central/Mother Lode Regional Consortium
42	John	Harris	Harris Farms
43	Rozanne	Hernandez	Bakersfield College
44	Pauline	Hershey	All Valley Printing, Inc.
45	Roxanne	Hinds	West Hills Community College District
46	Jim	Houston*	California Department of Food & Agriculture University of California Division of Agriculture & Natural Resources
47	Glenda	Humiston*	
48	Edna	Ivans	Avenal Rotary Club
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50	Karen	Ladd	Ecology & Environment, Inc.
51	Donny	Lance*	OnFarm Services
52	Jeff	Levinson	West Hills Community College District
53	Tim	Lopez	Reef Sunset Unified School District
54	Megan	Lopez	Chevron
55	Jenny	MacMurdo	Lemoore Chamber of Commerce
56	Michael	Marks*	Your Produce Man
57	Jim	Mayer*	CA Forward
58	Richard	McCrow	Bakersfield College, Delano Campus
59	Sandy	McGlothlin	West Hills College Coalinga
60	Mark	McKean	West Hills Community College District
61	Patricia	McMahon	Retired Educator
62	Buddy	Mendes	Fresno County Supervisor
63	Pedro	Mendez	Modesto Junior College
64	David	Merritt	Kings River Conservation District
65	Genell	Minnite	West Hills Community College District
66	Jack	Minnite	West Hills Community College District
67	Marisa	Mitchell*	Recurrent Energy
68	Dennis	Mohle	DSN, ICT/Digital Media

69	Jose	Mora	Fresno County Economic Development Corporation
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71	Matthew	Navo	Sanger Unified School District
72	Joe	Neves	Kings County Board of Supervisors
73	Yery	Olivares	Fresno Area Hispanic Foundation
74	Ron	Oxford	West Hills College Lemoore
75	Corinna	Pereira	Division of Apprenticeship
76	Robert	Pimentel	West Hills College Coalinga
77	Frank	Pitts	The Neil Jones Food Company
78	Tyson	Porter	California Department of Food & Agriculture
79	Carlos	Posadas	West Hills Community College District
80	Lynda	Resnick*	the Wonderful company
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82	Raquel	Rodriguez	West Hills College Coalinga
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84	Gurminder	Sangha	College of the Sequoias
85	Sarah	Shepard	West Hills College Coalinga
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88	Frances	Squire	West Hills College Foundation
89	Jim	Stilwell	Frank A. Logoluso Farms
90	Russ	Teall*	Biodico
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92	Robert	Tse*	United States Department of Agriculture
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