

HCC, C3RN Launch State's First Cannabis Education Center



HOLYOKE, MA – Holyoke Community College and the Cannabis Community Care and Research Network (C3RN) recently announced the creation of the Cannabis Education Center to provide education and training opportunities and other business resources to individuals in the region who want to work in the state's newly legalized cannabis industry.

“The emerging cannabis industry in Western Massachusetts will spur investment, economic growth

and job creation in the Pioneer Valley,” said Jeff Hayden, HCC’s vice president of Business and Community Services. “The purpose of the Cannabis Education Center is to create an innovative learning space for those interested in joining the cannabis workforce as an employee or entrepreneur.”

Launch of the Cannabis Education Center was announced on Monday, Oct. 21, at the “Emerging Cannabis Industry” forum, panel discussion and networking event HCC

and C3RN hosted at the Kittredge Center for Business and Workforce Development.

The forum included data sharing, networking and a panel discussion featuring key figures in the region’s cannabis industry: Mark Zatoryka, chief executive officer of INSA; Meg Sanders, chief executive officer of Canna Provisions; Tessa Murphy-Romboletti, executive director of SPARK EforAll Holyoke; and Dan McCarthy, director of Communication and Content, Cannapreneur Partners. The discussion was moderated by Kate Phillips, director of Education for C3RN.

HCC and C3RN are designated training partners through the Massachusetts Cannabis Control Commission’s Social Equity Vendor Training program. The program was designed to provide priority access, training, and technical assistance to those negatively impacted by the drug war.

The Cannabis Education Center will be managed out of HCC’s Kittredge Center and provide the following resources:

- Academic advising and workforce training;
- Public education events that highlight workforce development and entrepreneurship;
- Entrepreneurship events for those interested in joining the cannabis industry as a startup company;
- Social equity training for applicants qualified through the Massachusetts Cannabis Control Commission’s Social Equity Training program.

More information about these programs will be posted soon on the Cannabis Education Center’s website: cannabiseducationcenter.org

The Cannabis Education Center will also be running four previously announced certificate programs for specific jobs in the cannabis industry: Cannabis Culinary Assistant, Cannabis Retail/Patient Advocate, Cannabis Cultivation Assistant, Cannabis Extraction Technician Assistant.

The first of those programs, Cannabis Culinary Assistant, will

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Information about scholarships will be posted soon on the Cannabis Education Center website. ■