

The **AGNITOR**

A VIRTUAL PLATFORM TO

SHARE a Career

SPARK an Interest

IGNITE a Passion



ILLINOIS
AGRI-FOOD
ALLIANCE



AGNITOR Goals

- **Provide Equitable Access to Career Awareness + Exposure** on a broad range of AFNR jobs
 - Address Misperceptions & Lack of Awareness
 - Enhance “Like-Me Representation” within the AFNR Pipeline with concentration on DEI
- **Spotlight IL Agri-Food Companies & Industry Professionals**, helping to enhance awareness about the industry and opportunities here at home
- **Grow Video Bank of AFNR Careers (and other resources)** that can be accessible to teachers and students (locally, regionally, and nationally)
- **Strengthen Partnerships** between IL Agri-Food Industry, Schools, and Community
- Support future development of **In-Person Career Chat Pipeline**



Agnitor

March 7 at 11:56 AM · 🌐



WELCOME New Pathful Partner Spotlight

Pathful connect

The **AGNITOR**

"Our goal is to spark students' interest in career opportunities within the agriculture, food, and natural resources industry."

— **Shanell Rainey-Jacob**
Career Coordinator



Pathful Connect - formerly Nepris

February 22 at 8:35 AM · 🌐

We are thrilled to welcome Illinois Agri-Food Alliance as our newest industry partner with their Agnitor Program! 🌱💚

🌟 They plan to introduce students to a var... See more



Agnitor is with Ball Horticultural and 2 others.

13m · 🌐



Illinois Agri-Food Alliance's Shanell Rainey-Jacob is at Chicago High School for Agricultural Sciences today kicking off virtual career chats with professionals in the Agriculture, Food and Natural Resources Industry.

Interested in having us join your students? Shoot us a message for more details.

#ILAFA #AGNITOR #AFNR

The **AGNITOR**

MARCH 14

CHICAGO HIGH SCHOOL
FOR AGRICULTURAL
SCIENCES

The **AGNITOR** **Shanell Rainey-Jacob** Illinois Agri-Food Alliance

Shanell is a workforce development professional with a track record in career coaching, employment services, training and curriculum development, and program management. She has experience cultivating employer and school relationships, facilitating programs and resources for youth and adults around job readiness, student internships and training, and more.



The **AGNITOR** **Taylor France** Ball Horticulture

Taylor studied horticulture at North Carolina State University. She has experience working for a lab on the nutrition of pollen and for a hydroponic greenhouse operation. In her previous roles Taylor worked for Hydroponic Farm and an ornamental wholesale greenhouse called Metrolina Greenhouses. She moved to Illinois in June 2022 to grow breeding stock for Ball Horticultural.



The **AGNITOR** **Alex Zook** GROWMARK, Inc

Alex is the Associate Product Manager at Growmark, Inc. He has a Bachelor's Degree from the University of Illinois Urbana-Champaign in Agronomy and Crop Sciences.



The **AGNITOR** **Rod Riech** BRANDT

Rod is the Marketing Director: Sponsorship and Agriculture Retail Marketing at BRANDT. Rod has a degree in Crop Science. He is a member of the Illinois Agri-Food Alliance Workforce Collaborative.



+2

AGNITOR – Career Chat Engagements

- Epic Academy and Chicago High School for Ag Sciences
 - 12 industry chats
 - 8 industry professionals
 - Marcus Jansen, product development manager, Ball Horticulture
 - Amy Newell, financial officer, Compeer Financial
 - George Alvarez, on board security architect, CNH Industrial
 - Gabriela Starks, learning and development specialist, Compeer Financial
 - Christian Horn, associate, Sandbox Industries
 - Alex Zook, associate product manager, GROWMARK
 - Rod Riech, marketing director, BRANDT
 - Taylor France, supply chain director, Ball Horticulture
 - 272 students

AGNI

Shanell Rainey



aafloory@cps.edu



Rod Riech

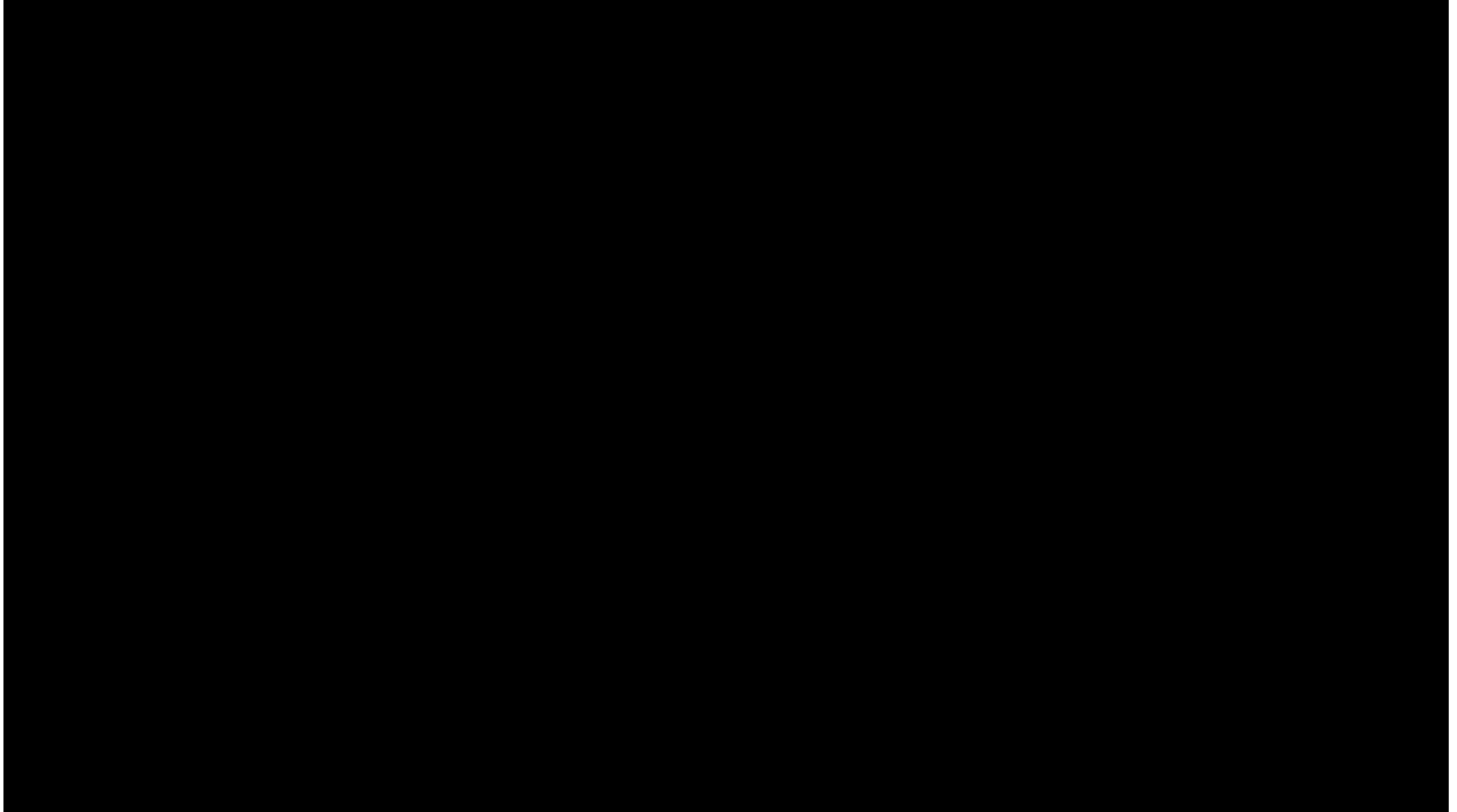
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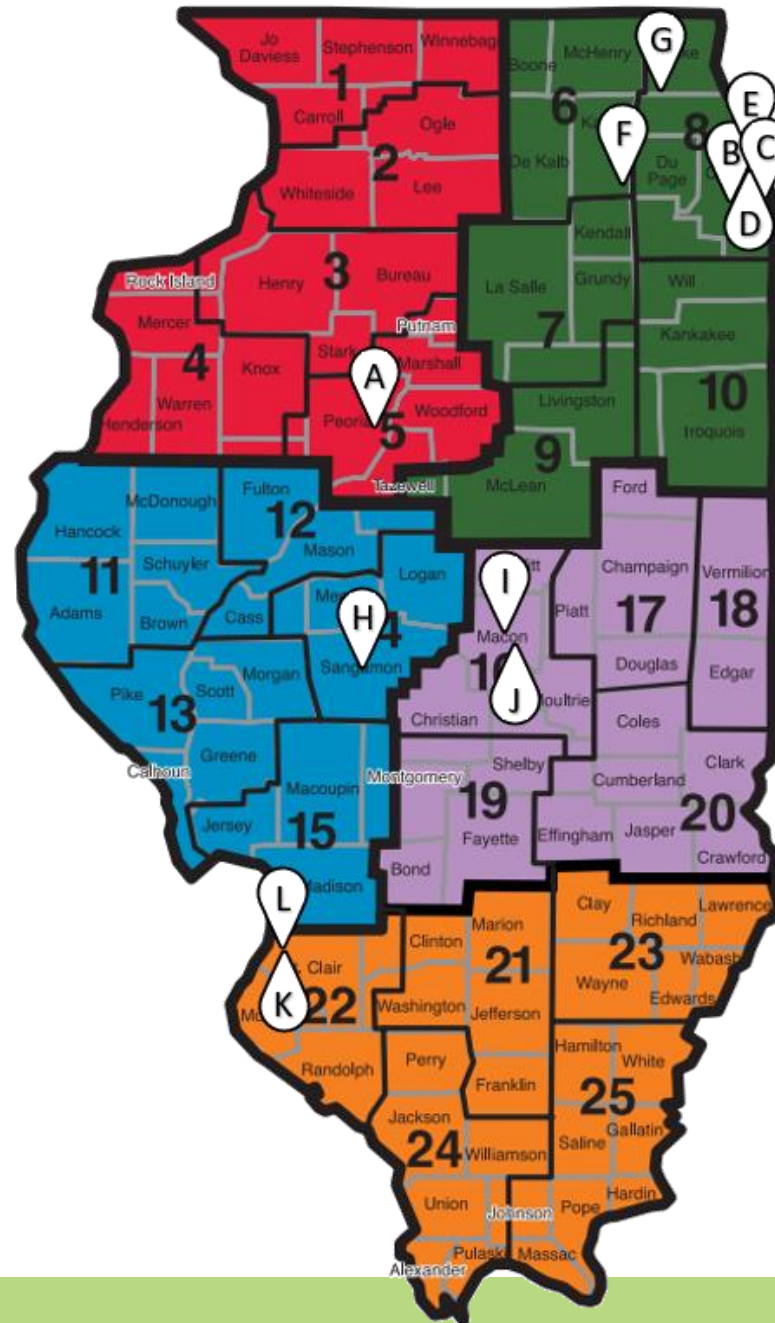
AGNITOR – Media

Date	Publisher	Writer	Title
01-26-2023	Herald-Review	Valerie Wells	Decatur shares FFA success with Illinois Agri-Food Alliance board
02-01-2023	Stu Ellis	Stu Ellis	Tweet (with video)
02-07-2023	FarmWeek	Kay Shipman	Ag taking two-prong approach to reach urban students
03-21-2023	Compeer Financial	Nora Nolden	Compeer Financial Awards MORE for Agriculture Grant to Illinois Agri-Food Alliance
03-25-2023	McLean County Times	Nora Nolden	Compeer Financial Awards MORE for Agriculture Grant to Illinois Agri-Food Alliance
03-26-2023	Illinois Farm Bureau	Rich Gueberty	New Tool Launched to Connect Students with Careers in Ag
03-28-2023	Morning AgClips	Kyle Sharp	ILFAFA Partners Launch Virtual Career Platform
04-03-2023	AgriNews	Martha Blum	AGNITOR will bring agricultural professionals into classrooms
04-05-2023	FarmWeek	Kay Shipman	New agri-food career coordinator bridging the gap
04-06-2023	ILFB Partners	Michael Orso	AGNITOR Strives to Spark Interest In Ag Careers

AGNITOR GOALS

Target (by June 30):

- 10 high schools
- Predominantly urban/suburban
- 40% minority
- 1 career chat by end of 2022-23 academic year
- Fully sponsored AGNITOR partnership for 2023-24; 10 chats per school



District 1
 A - Peoria High School

District 2
 B - CHSAS
 C - Epic Academy
 D - Simeon
 E - Kenwood
 F - East Aurora HS
 G - Barrington

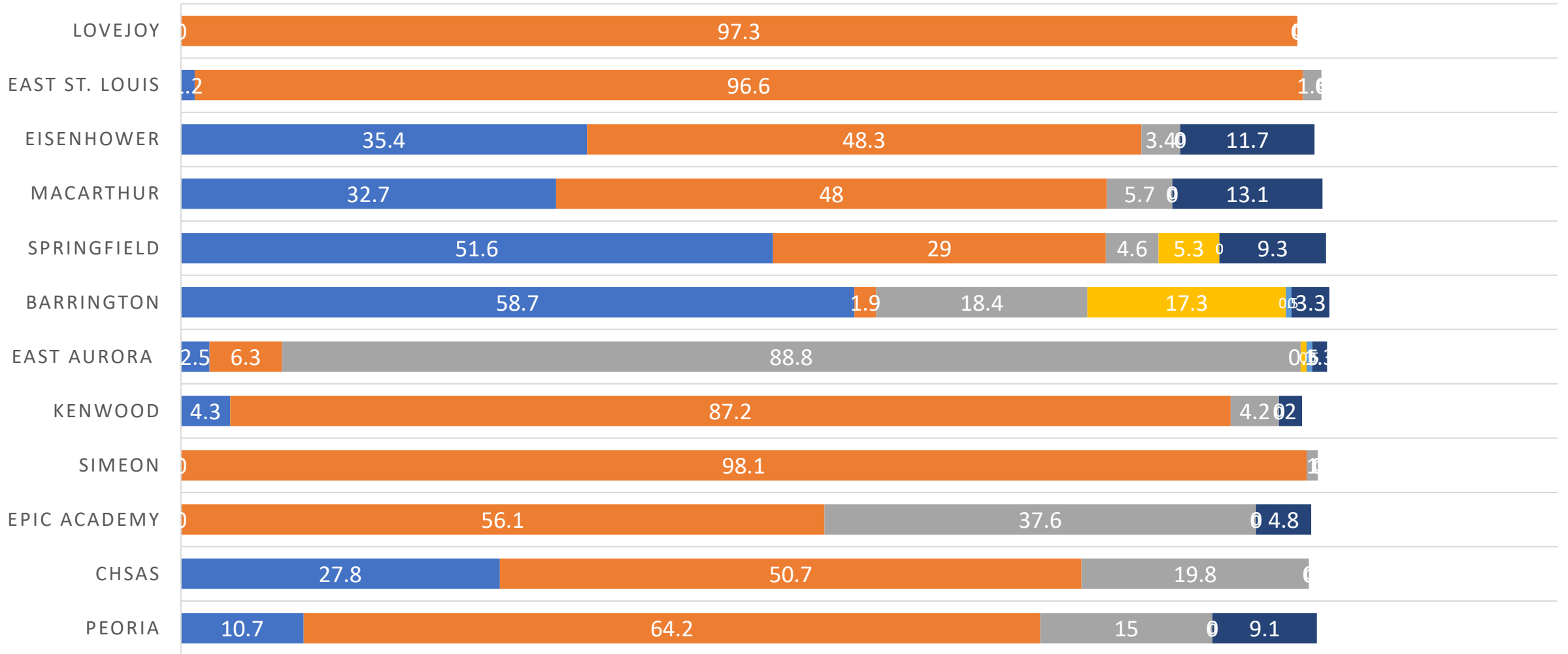
District 3
 H - Springfield High School

District 4
 Dwayne Andreas Ag Academy
 I - MacArthur
 J - Eisenhower

District 5
 K - East St. Louis High School
 L - Lovejoy Technical Academy

DEMOGRAPHICS - RACE (IN PERCENTAGE)

■ White
 ■ Black
 ■ Hispanic
 ■ Asian
 ■ American Indian
 ■ Pacific Islander
 ■ Two +



AGNITOR – School Expectations

- Serve as pilot partner, testing capacity and capability of the platform
- Identify a point of contact
- Conduct 2-in person visits with Shanell (intro to AFNR and end-of-year wrap-up)
- Host 8 AFNR career chats (4 per semester)
- Student evaluations

GROWING SCHOOL GARDENS



GROWING HOME

"If you have that drive and passion to succeed, the Growing Home community can help get you there."

[READ ALLEN'S STORY](#)

Growing Home is a USDA-Certified Organic urban farm, workforce development center and non-profit social enterprise in the Englewood neighborhood of Chicago. We believe that everyone deserves a good job, to eat well, and to live in a vibrant, supported community. We serve our communities through paid innovative employment training and local, healthy, affordable food.

Pathful Data Metrics

Educator Reporting Metrics:

- Sessions Completed
- Student Impressions
- New Users
- Number of Sessions requested, confirmed and completed
- Virtual Sessions tracking events, teacher requested sessions and industry chats individually and together by graph (by month)
- Video usage graph (by month)
- Total User Logins by graph (by month)
- Total number of playlists created by graph (by month)
- Total number of clicks on the Career Explorer by graph (by month)
- Interest Profiler by graph and month - total number of clicks

Industry Reporting Metrics

- Sessions Completed
- Classrooms Reached
- Student Impressions
- Impact Score

Signature and Elite Partners

- Usage & Activity
- Number of Sessions
- Employee Engagement
- Students Reached
- Unique Videos Viewed

In addition, the Pathful Development team can run other reports as requested.



THE HORIZON_{21c} SUMMIT

The New and Future Workforce



Event Details

HORIZON21c: *An Agri-Food Summit for the 21st Century*
2023 Theme: The New and Future Workforce

- 100-125 Stakeholders (industry, academia, government, community-based organizations, etc; expertise in workforce development, human resources, talent acquisition, education, professional development, etc.)
- Date /Location TBD
- Pre-Summit Reception – evening before
- 8:30-4:00 PM – day-long summit

Event Framing

1. Illinois has a rich history in contributing to global and local food and agriculture innovation
2. Illinois is one of the only states that represents every aspect of the agri-food value chain – vibrant scene and heavy players from farm to fork
3. A colocation of the agri-food industry will occur somewhere in the next 20-30 years
4. Illinois/Chicago should be the center for innovation that draws world-class business, innovation, **and talent**
5. It's important to connect groups that otherwise wouldn't engage with each other to holistically and comprehensively examine and develop statewide workforce strategy
6. ILAFA does not present itself as an expert in any certain area, but plays a vital role in establishing a neutral platform on which to convene diverse interests
7. The FARM Illinois RoadMap identified “develop a high-quality workforce” as a lead goal

Overall Objectives

- 1. Inform & Strategize:** Bring together statewide leadership within a neutral environment to inform and develop ideas and strategy that will position Illinois/Chicago as the epicenter for food and ag workforce innovation
- 2. Promote & Recognize:** Acknowledge the profound impact of changing workforce dynamics and how these forces will transform the way the agri-food supply chain will create and capture value in the future

Event Goals

1. Connection: Facilitate networking through dynamic activities that allow attendees to get to know each other and build relationships.
2. Recognition: Recognize successes and innovative efforts in the sector.
3. Education: Provide new information, lessons learned, or best practices to attendees.
4. Ideation: Discuss and develop new ideas or answer key questions that will inform future efforts.
5. Production: Co-create content with attendees that will advance ILAFA's efforts, such as a new initiative or topic list for future events.

Event Criteria

1. **Novelty:** is this different than what already exists?
2. **Broad Interest:** is the topic/event relevant to interests from across the value chain?
3. **Importance:** does the topic/event matter?
4. **Provocative:** will the topic/event inspire new perspectives and considerations?
5. **Inter-Relevant:** does the topic/event relate to the others that have been identified?
6. **Illinois focused** (but not limited): does the topic/event relate to the concerns of the IL agri-food value chain?
7. **Dual Focused:** does the topic/event address both the “what/content” and also the “how/process” for realizing it?
8. **Forward Looking:** does the topic/event look beyond the immediate horizon and consider longer-term dynamics and implications?

Pre-Summit Event

- **Pre-Summit Evening Networking**
- Attendees will be invited to an informal reception to network and make connections before the event. Food and beverages will be provided.
- Potential Theme: Next Generation Voices; invite young agri-food leaders (high school, college, vocational, entrepreneurs, new hires) to share their common experiences, insights, and advice regarding pursuing a career in food and agriculture. The intent is for their personal stories to enlighten summit attendees as to what drives today's youth to pursue agri-food career pathways. Can their viewpoints be relatable and effective enough to understand how to motivate the next generations of talent to endeavor into food and agriculture?

Main Event Modules

- 1. Opening Activity** (15-20 minutes): Kickoff to facilitate introductions and allow attendees to start working together in small groups; can also be used to re-engage attendees after lunch break.
- 2. Presentation(s)** (5-7 minutes each): Presentations by headlining thought leaders to inspire attendees and encourage dialogue.
- 3. Small Group Discussion(s)** (20-30 minutes each): Sessions among small groups to work together to discuss an issue, solve a problem, or generate content.
- 4. Announcement(s)** (1-2 minutes each): Opportunities to recognize leadership or provide updates.
- 5. Panel Discussion(s)** (45-60 minutes each): Forums for headlining thought leaders to debate important questions or topics, with time for audience engagement; can be pre-planned or based on content generated through small group discussions or the opening activities.

Agenda Topics

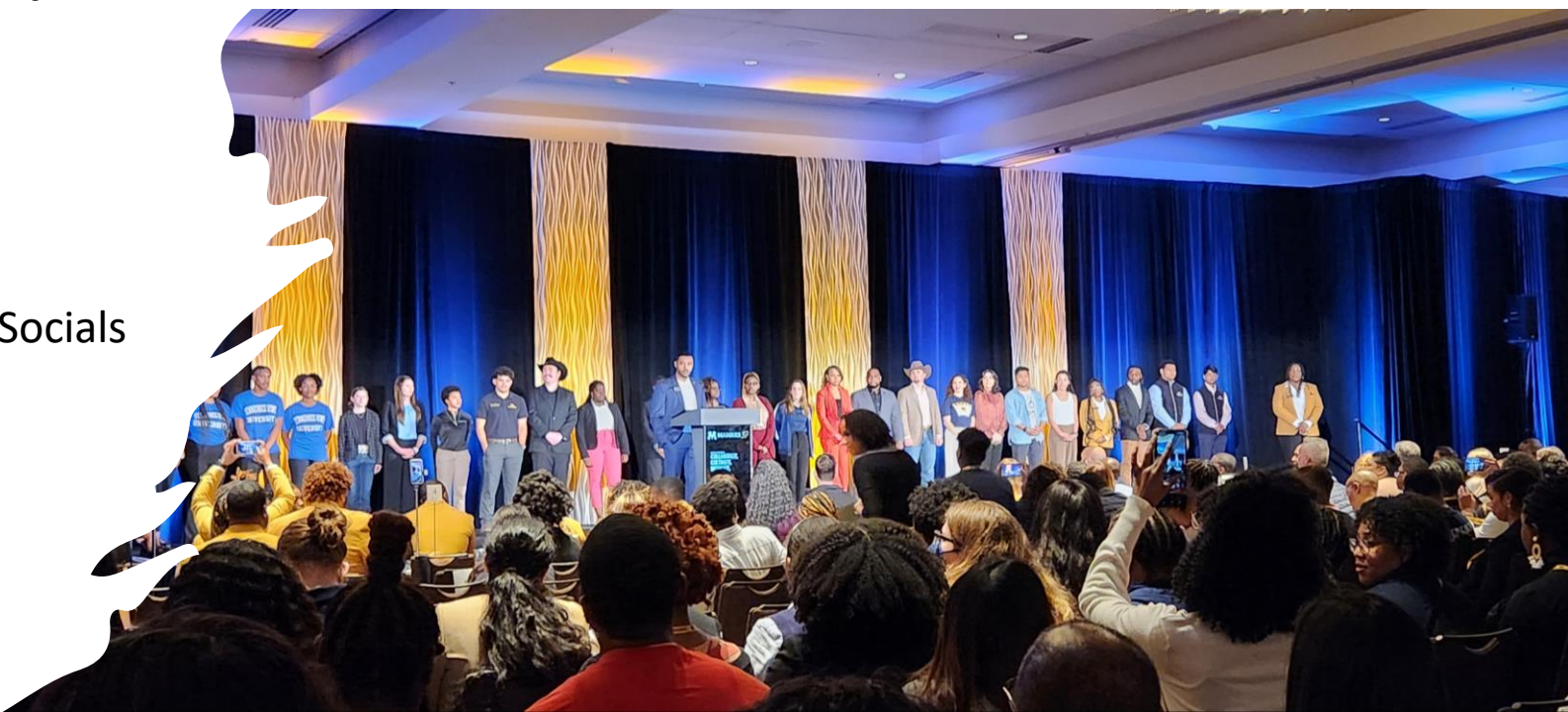
- Rural vs urban workforce dynamics
- Finding talent outside mainstream channels
- Most critical areas/skills in need today
- Hottest jobs on the horizon
- Cultivating a climate-smart workforce
- Attracting the next generation of talent
- Reframing the image of agri-food
- Addressing immigrant visas and migrant labor needs (incl. climate migrants)
- Advancing diversity, inclusion, equity, and belonging
- New models in education/academia
- Social emotional intelligence
- Robotics/automation/AI

MANRR37 Conference & Career Expo

Atlanta, GA

- Pre-event Diversity Summit
- 3-Day Conference
 - Mobile Tours
 - Student Contests
 - Student & Professional Development
 - Mock-Interviews
 - Seminars/Workshops
 - Networking
 - Career Expo
 - Awards & Recognition
 - Professional Hospitality & Student Socials
 - Black Tie Gala

2,200+ attendees



Career Expo

- 120+ booths
- 5 hours
- On-the-spot hiring (interview booths)
- High school, undergrad, grad, and alumni
- Great SWAG!

Corporate Engagement

- Big Brands + Big Sponsorships
- MOUs



THE JOURNEYS OF BLACK PROFESSIONALS IN GREEN CAREERS GUIDE



SUSTAINABLE
FORESTRY
INITIATIVE

PLT is an initiative of SFI

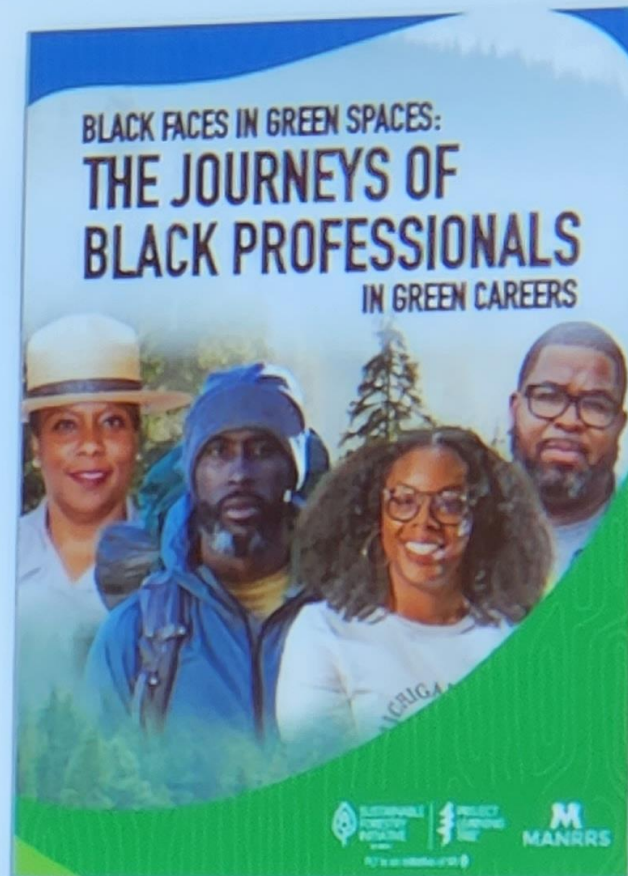


PROJECT
LEARNING
TREE



MANRRS

- Includes stories from Black professionals narrating their own journeys, challenges, and inspirations
- Showcases a variety of forest and conservation professions
- Explores the importance of career pathways



plt.org/journeys



MANRRS38

Chicago, IL

March 20-24, 2024

- Chicago Marriott Downtown
Magnificent Mile Hotel

An aerial photograph of a city street, likely in Chicago, showing a river, buildings, and a bridge. The text 'MANRRS' is overlaid in a yellow box, and 'WE WILL SEE YOU IN CHICAGO' is overlaid in large white letters below it.

MANRRS
WE WILL SEE YOU IN CHICAGO