

Gen X and Millennials Flock to Cannabis Industry Careers

Surge in Gen X and Millennial Career Shifts to Cannabis Industry

Since the legalization of recreational cannabis sales in Ohio at the beginning of August, enrollment at The Cleveland School of Cannabis (CSC) has surged dramatically. The school has reported a significant rise in interest, prompting the institution to offer daily information sessions for prospective students.

CSC has noted a particular uptick in enrollment from adults aged 30 to 50, reflecting a trend among Gen X and millennials pivoting their careers toward the burgeoning cannabis industry.

Student Spotlight: Maurice Butts

Maurice Butts is among the new wave of students entering the field. Butts, who has always had a passion for cannabis, is eager to learn how to cultivate it legally and effectively. “As a state, we are still a baby to this,” Butts said. “We are brand new and as this baby grows, it’s going to get bigger and offer more jobs and opportunities for people to get into the industry. I love cannabis. So, I’m doing what I love and I’m getting better at it.”

Kent State’s Successful Cannabis Course Launch

Kent State University, which began offering cannabis courses in January, has seen notable success. Over 140 people have enrolled in the program since its launch, with more than half choosing the agriculture track. Eric Mansfield, a spokesperson for Kent State, expressed surprise at the high enrollment numbers, saying, “We were pleasantly surprised that we created these courses to try to help facilitate the training needed to help in this industry that would be growing in Ohio. We had more than double the number of students we were expecting.”

Customized Training with Green Flower Courses

Green Flower offers cannabis courses that span several months and can be customized based on individual needs and interests. These courses are available both in-person and online, aiming to equip students with the skills needed for cannabis-related careers in Ohio.

Retention of Talent in Ohio

Kevin Greene, Vice President of the Cleveland School of Cannabis, emphasized the importance of retaining talent within the state. “Individuals are like, ‘Hey, I can do this not only at home, but I could really look at the entire Midwest as an opportunity for me to do some things,’” Greene said. “I think for Ohio, we already know that patients and adult users were leaving the state and going to Michigan. We know that for a fact that

that was happening consistently. Now, all that energy is going to be spent and invested back home.”

The surge in enrollment and the expansion of educational offerings reflect the growing interest and opportunity within Ohio’s nascent cannabis industry, as more professionals and enthusiasts prepare to contribute to and benefit from this evolving market.

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