

LiA: Exploring Employer Perspectives on Digital Agriculture Upskilling Programs

Bridging the gap between what employers are looking for and what Digital Agriculture Program offers

The key challenges to job placement for the Digital Agriculture program can be better understood through the employer perspective

Project Overview

Gap	Existing Digital Agriculture toolkits focus on employer engagement in program design and program experience. They focus most on what skills a candidate might need to do the job, not what skills or characteristics a candidate might need to get a job.
Importance	Employers may still pass on participants with “target skills” during the hire process. This could be due to any number of reasons (e.g., employers' biases around newcomers, other concerns about participants' work backgrounds, etc).
Goal	Understand employers' perspectives on “typical” Digital Agriculture candidates (risks, challenges, open questions)

Personas & Interviews

Persona 1	Persona 2	Persona 3
Newcomers with Agriculture experience	Newcomers without Agriculture experience	Canadian without Agriculture experience



Key Features	
Education Background	In this case, Dhruv's educational background is clearly international as the university named is based in India
Work Background	Her work background indicates a combination of experiences in agriculture based in India
Objective	In the summary section of the resume he indicates her specific areas of expertise: "IT sector, skills in project management to drive advancements in Digital Agriculture"

Final Deliverables:



- Digital Toolkit to gather employer feedback
- Document of Common Themes & Recommendations list

The objective is to place a resume for each persona in front of employers and ask them to react: What are their thoughts, questions, concerns if they were to see a candidate like this?

(Resumes were reviewed by Palette staff for accuracy and representativeness.)

Sample interview questions:

- What roles do you hire for? (probe: especially those that Digital Ag candidates would be qualified for)
- What are the most common tasks for individuals in those roles?