

CT Social Equity Council Selects Oaksterdam University to Build Trailblazing Social Equity Accelerator Program with Local Hartford-Based Nonprofit, reSET

Programming and early networking opportunities launched for approved social equity cannabis businesses.

HARTFORD (December 8, 2022) — Connecticut’s Social Equity Council (SEC) has selected Oaksterdam University, America’s first cannabis college, in partnership with reSET, the social impact-focused entrepreneurial support organization based in Hartford, to create and operate a Cannabis Business Accelerator Program in Connecticut.

Technical business assistance and entrepreneurial support are now available through the program to legacy cannabis operators to ensure regulatory compliance and industry best practices, as well as to verified social equity applicants planning to start licensed cannabis businesses. Programming and early networking opportunities will begin this month with the official launch of the program in January 2023.

This first-of-its-kind partnership pairs Oaksterdam University’s easy-to-use technology platform and ability to bring global best practices from cannabis stakeholders such as [Arcview](#), the [International Cannabis Bar Association](#), and the [Minority Cannabis Business Association](#) with reSET’s human-centered expertise in working with cohorts of Connecticut entrepreneurs to build community and business acumen, along with local stakeholder partners in law, accounting, workforce development, and regional cannabis industry entrepreneurs.

“I am excited to launch the cannabis accelerator program,” said **GINNE-RAE CLAY, SEC Executive Director**. “This training program will equip social equity applicants with the knowledge and skills necessary to successfully succeed in Connecticut’s cannabis business market.”

“We are thrilled to be selected to provide technical assistance for the State of Connecticut,” said **OU Executive Chancellor Dale Sky Jones**. “We can help legacy operators mitigate risks, become self-directed, and be better able to leverage the opportunities presented in the legal marketplace.”

“reSET is excited that the Social Equity Council recognized our expertise in building entrepreneurship in the community and chose our partnership with Oaksterdam University to build industry knowledge, equity, and inclusivity to the developing legal cannabis industry in Connecticut,” said **Sarah Bodley, reSET Executive Director**. “We are excited to get started solidifying the expertise in Connecticut’s emerging cannabis sector, positioning it for long-term sustainability and success.”

About Oaksterdam University

Based in Oakland, Calif., Oaksterdam University is America's first cannabis college and the first academic institution to promote equity in the cannabis space, to lower barriers to cannabis licensing, entrepreneurship, and employment.

With roots growing 25 years deep, OU is a dynamic, diverse, and responsive academic institute dedicated to educating the global cannabis community, industry, regulators, and government.

Visit [Oaksterdam University - The World's First Cannabis College](#).

About reSET

reSET is a nonprofit organization in Hartford, CT, whose mission is advancing the social enterprise sector. reSET specializes in social enterprise — impact-driven business with a double or triple bottom line. In addition to providing coworking space, accelerator, and mentoring programs, reSET aims to inspire innovation and community collaboration, and to support entrepreneurs in creating market-based solutions to community challenges. reSET's goal is to meet entrepreneurs wherever they are in their trajectory and to help them take their businesses to the next level. Visit [reSET | Where Great Companies Grow \(resetco.org\)](#).

About the CT Social Equity Council (SEC)

The Social Equity Council was created to make sure the adult-use cannabis program is grown equitably and ensures that funds from the adult-use cannabis program are brought back to the communities hit hardest by the "war on drugs." The SEC oversees the verification of equity applicants, creates new programs to support cannabis businesses and businesses in other industries, and manages the more general community investments derived from the cannabis tax revenue. To learn more about Social Equity Council announcements, upcoming meetings, and adult-use cannabis information, visit [Social Equity Council \(ct.gov\)](#).

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