



# **Relocation and Recruitment Committee**

August 25th, 2022

12 – 1 pm

# Agenda

Introductions/Board Updates

Review Data

Decide Top Priorities/Brainstorm  
Deliverables

Closing Thoughts

# Review Data

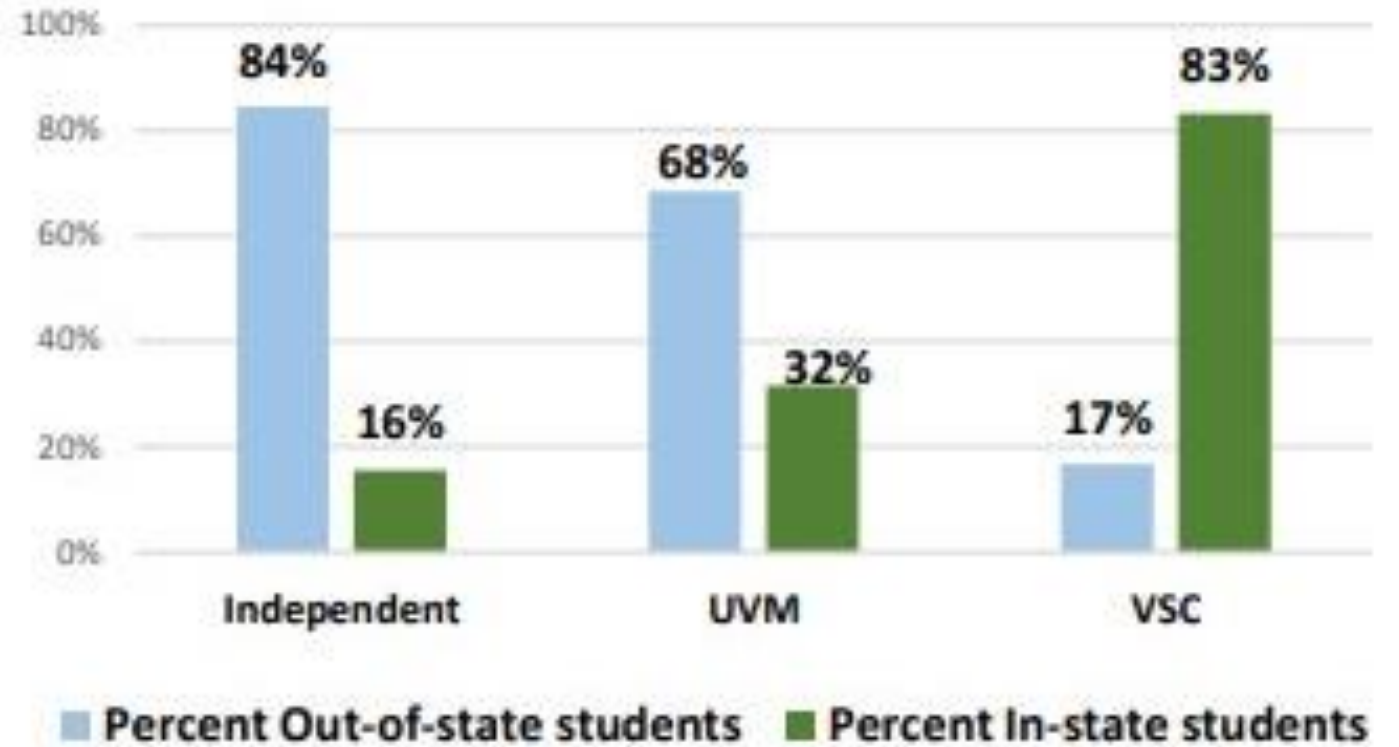
Vermont Higher Education  
Council – Fall 2020 Report

Joyce Manchester,  
Legislative Joint Fiscal  
Office, House Appropriations  
Committee, April 28th, 2021

# Higher Education in Vermont

- 17 institutions
- In total, 37,845 students during the Fall 2020 semester
- Decrease in enrollment of 2.8% from Fall of 2019
- 40% of those students were Vermont residents
- 60% of those students were out of state residents

*Figure 2. In-State vs Out-of-State Students by institution Type, Fall 2020 headcount*



Enrollment, Fall of 2019			Out-of-state	
	Out-of-state	In-state	If 10% stay	If 15% stay
Vermont State Colleges	17%	83%		
	1,872	9,142		
UVM	69%	31%		
	9,041	4,062		
Independent colleges	83%	17%		
	12,133	2,485		
Sum	23,046	15,689	2,305	3,457
Per year, if divide by 4	5,762	3,922	576	864
No data from Goddard College, New England Culinary Institute, and Vermont Law School				
Source: Vermont Higher Education Council				

Joyce Manchester, Legislative Joint Fiscal Office, House Appropriations Committee, April 28th, 2021

[DRAFT Higher Education as a Driver of Economic Development in Vermont](#)

## Retention Tracking 2017-2018

- Vermont State Colleges
  - Nearly 80% of all graduates stay in state
- UVM
  - 66.5% of degrees awarded in 2017-2018 went to non-Vermonters, survey with 439 out-of-state respondents with full-time jobs reported that 32% remained in Vermont
- Middlebury
  - Reported 30 members out of 552 graduates in the class of 2017 remained in state, about 5%

Joyce Manchester, Legislative Joint Fiscal Office, House Appropriations Committee, April 28th, 2021

[DRAFT Higher Education as a Driver of Economic Development in Vermont](#)

A large, solid orange circle occupies the left side of the slide, partially cut off by the edge.

# Mission

To identify and improve the relocation and recruitment system in Vermont.





# Committee Goals

Create a clear and accessible process/system for relocating new Vermonters

\_\_\_% of high school and college students remain in Vermont post-graduation for \_\_\_ years

Recruit \*\*10,000 people to relocate to Vermont per year (focus on net new workers)

Align with national demographic statistics (race, age, etc)

# Potential Action Items:

1. "Choose Your Own Adventure" (RDCs/ACCD)
  1. Resource document
2. Map out current relocation and recruitment infrastructure and identify gaps, including sector based surveys focused on demand
3. Recruitment campaign (highlight VT strengths)
  1. "For the Love of Vermont" campaign
  2. "Humans of Vermont" campaign
4. Conduct survey on what makes college students/young people leave, what would keep them here
  1. Develop college and student targeted incentive plans
5. Create mentor system to connect women/underrepresented groups with mentors to foster retainment