

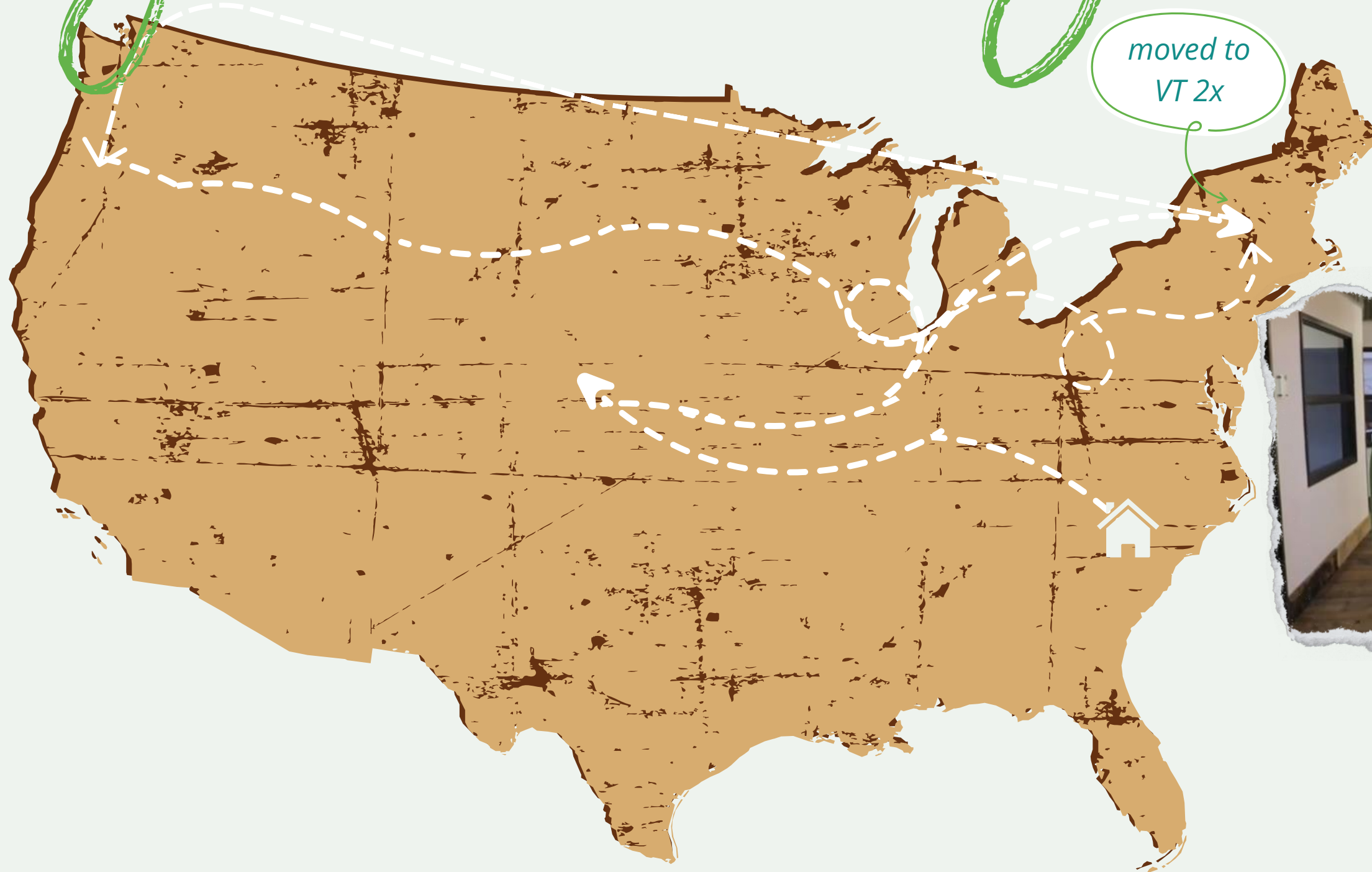
grow



**So VERMONT**



# my workforce journey





**GROW is a program to support people who want to move to Vermont and to help folks feel welcome once they get here**

*relocation + retention*





## Strategic

Part of long-term efforts to address workforce shortage and population decline; builds on work we'd already been doing

## Collaborative

Built on working locally with EDOs and community partners, along w internal programs like Young Professionals

## Statewide

BDCC is one of 12 partners in the GROW network, including Southwestern Vermont Chamber, Deerfield Valley Chamber, VT Professionals of Color, and more, funded via the Dept of Tourism and Marketing





# relocation



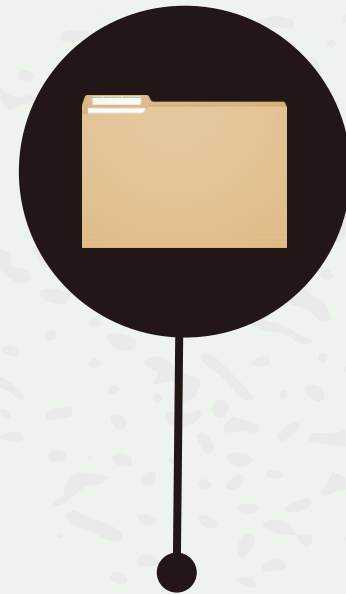
Helping folks orient to the housing and jobs landscape  
("Lots of listings don't get posted publicly ... ")



Helping folks understand what rural life could look like for them  
("No, you don't need to worry about getting attacked by wild animals")



Connecting potential residents to resources and other locals who can address their specific experience



Recommending specific employers and organizations to reach out to

# who am I talking to?



Timber framer in Alabama  
who wants to spend his  
winters on the slopes



Gen Z professional in  
Chicago who dreams of  
having goats



Recently widowed  
healthcare worker in Rhode  
Island who's always wanted  
to live in Vermont





# retention



Mixers and meetups  
for new and returning  
Vermonters



Connect newcomers to  
local resources and  
ambassadors

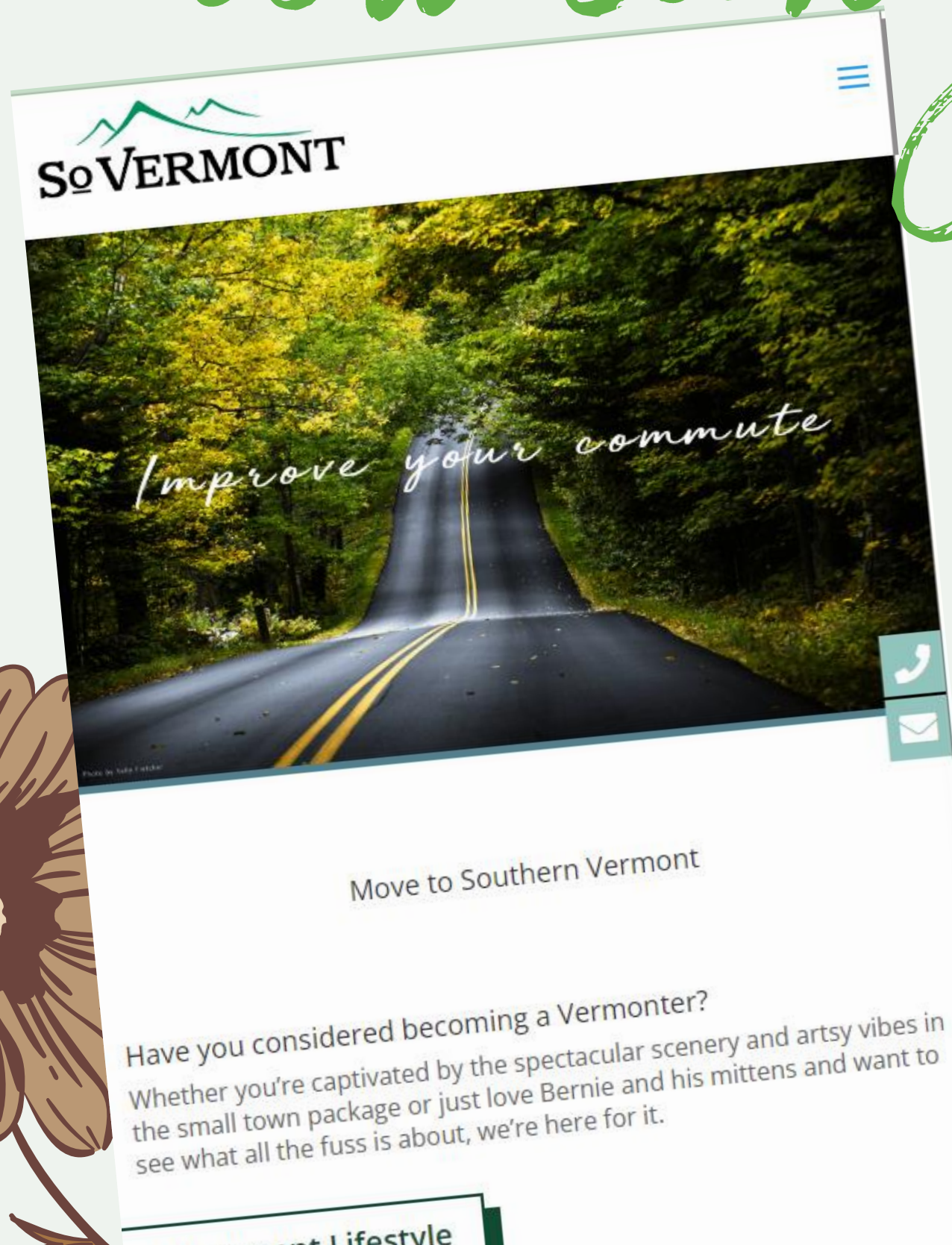


Welcome Wagon

- 1:1 connections to local hosts  
and other newcomers
- Local-host-planned meetups  
(funded by BDCC microgrants)



# how can grow help you?



- Include a link to SoVermont.com in your job listings and recruitment / job offer materials
- Encourage new staff to join newcomers mixers and the welcome wagon
- Connect your potential and new employees directly to me for resources and ideas



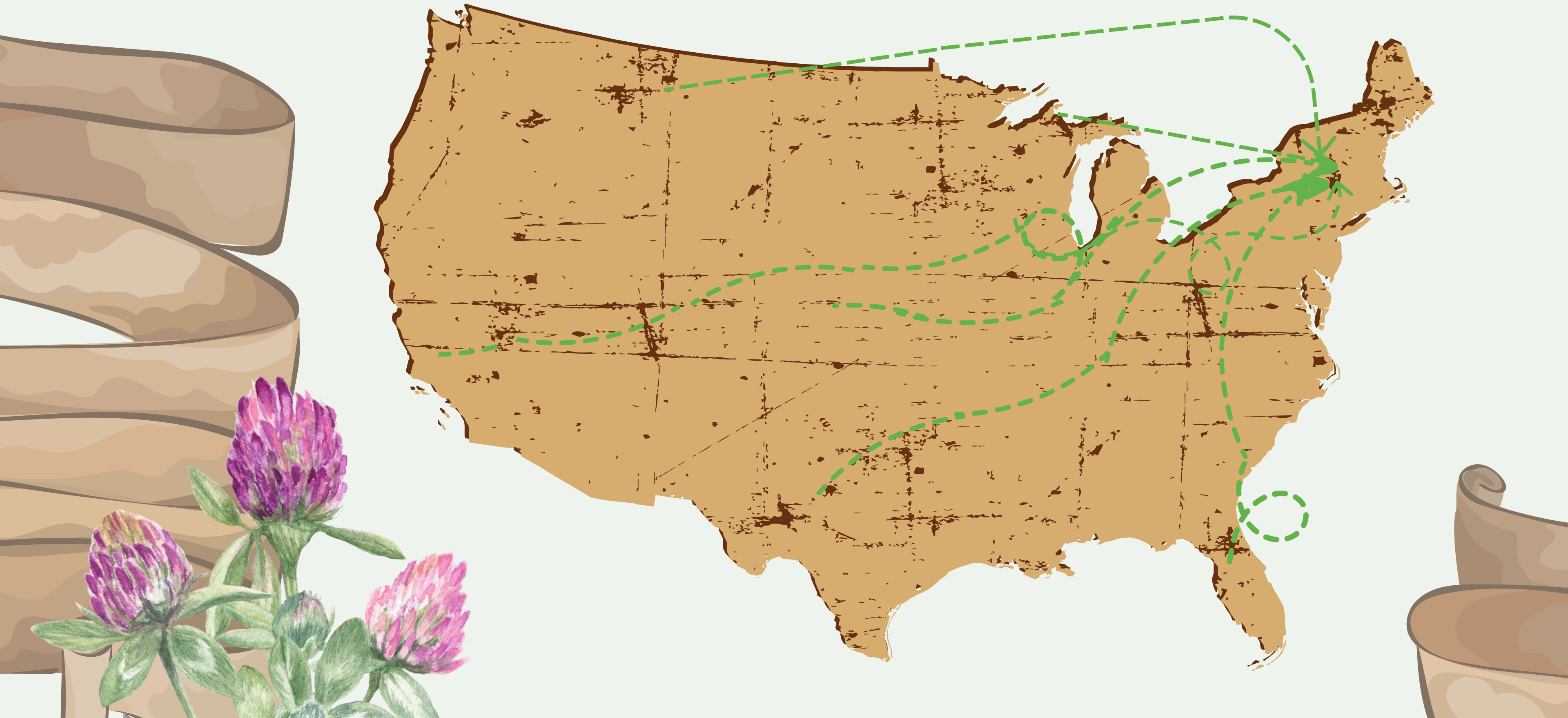
refer people to me if ...

- They are thinking about moving to Vermont
- They are a new or returning Vermonter
- They have newcomers on staff
- They (or you!) are interested in being a Welcome Wagon host
- They want to help put on on a newcomers mixer





**People want to move here and work here ...**







**YOU  
CAN**

*grow*  
**HERE**

**... GROW SoVermont  
can help them make it  
happen!**







grow



# So VERMONT

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