



MyFutureVT

| Connecting Vermonters with Career and Education Resources.

Tom Cheney, Executive Director

2021 Transitions & Career Gathering
May 13, 2021



Workshop Goals

- Story behind MyFutureVT
- Our approach to speaking with and supporting career and education seekers
- Deep dive into of MyFutureVT
- Brainstorm how you can use MyFutureVT
- How we can collaborate to get out the word



State Goal

70x2025

*“It shall be the goal of the State of Vermont that not less than **70 percent of working age Vermonters will hold a credential of value**, as defined by the State Workforce Development Board, **by the year 2025**”*

– Act 80 of 2019



Apprenticeship



Badge



Certificate



Certification



Degree



Diploma



License



Micro-Credential



What We Do

Advance the civic and economic vitality of Vermont by:

- Growing the number of Vermonters with education and training after high school
- Increasing equity in educational attainment
- Strengthening connections between education, training, and employment



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Just Some of Our Partners

- Alchemist Foundation
- ACCD
- AOE
- Brattleboro Development Credit Corporation
- Careers CLiC
- Creative Workforce Solutions
- CTE (youth and adult)
- McClure Foundation
- NEBHE
- VDOL
- Vermont State Colleges
- University of Vermont
- Vermont Adult Learning
- Vermont Business Roundtable
- VBSR
- Vermont Community Engagement Lab
- Vermont Principals Association
- Vermont's private colleges
- Vermont School Counselors Association
- VSAC
- Vermont Talent Pipeline Management
- Vermont VocRehab
- Vermont Works for Women



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| Problem Statement

Sifting through hundreds of resources to identify, evaluate, and access relevant information is confusing, costly, and time consuming.

Vermonters need accessible and clear information about their education, training, and career options.



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What we know



88%

of those without post-high school credential view them as valuable; **63%** are interested in pursuing one.

Only **34 percent** of Vermonters without a postsecondary degree believe degree and credential programs are affordable.



1 in 3 Americans believe they would need more education or training to replace a job lost due to the pandemic.



44%

of Americans say they have access to the education and training they want.



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What we know

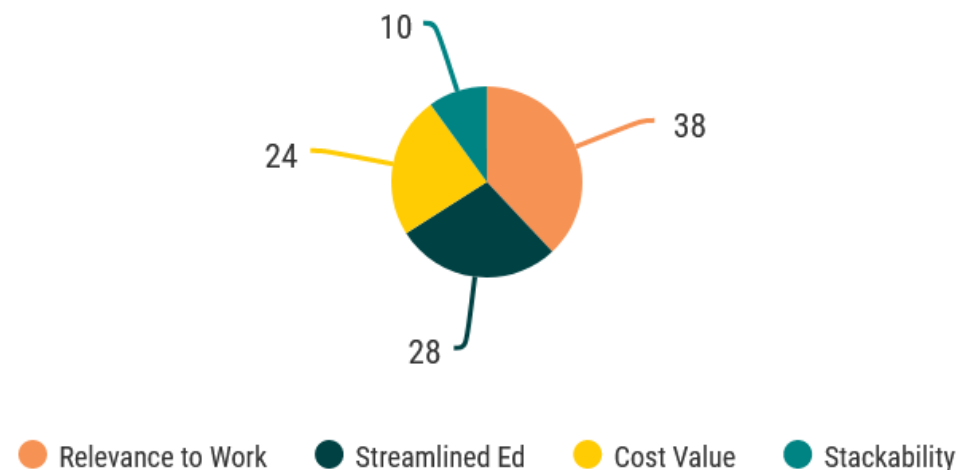


Fewer than 1 in 3
Americans say they understand available career pathways, valuable skills, and details about potential education programs "very well."



1 million unique credentials nationwide.

What Students Look for in Ed/Training



91%
of Vermonters see the value in an online hub for career and education resources.



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Today's Students



33%
are
30 or OLDER



25%
are
PARENTS



55%
COMMUTE



80%
WORK and
25% WORK
FULL-TIME



29%
attend
PART-TIME



38%
attend **ONLINE**



Today's Students



33%

experience
HOUSING INSECURITY



35%

experience
FOOD INSECURITY



13%

are **NEW AMERICANS**



40%

are
FIRST GENERATION STUDENTS



52%

receive little to no
FINANCIAL SUPPORT
from families



10%

are **VETERANS** or
ACTIVE DUTY



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Great Resources & Supports

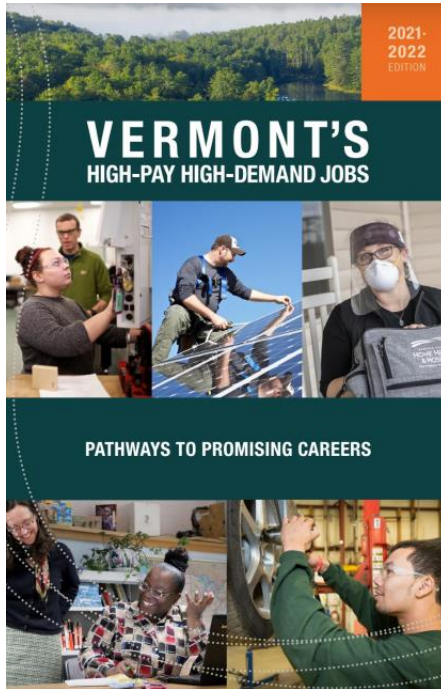


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Great Resources in Vermont



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Vermont's free one-stop shop for
education and career resources.



MyFutureVT

Designed with the User at the Center.



Target Audience: Job seekers, prospective students, and navigators; all Vermonters but especially disadvantaged populations

Designed to be:

- Accessible for people with disabilities and is written at an 8th grade reading level
- Work on a mobile device
- Bright, colorful and engaging



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3 Entry Points.

Every user will have different goals.
Our hope is to meet them where they are.



EXPLORE CAREERS



FIND TRAINING AND EDUCATION

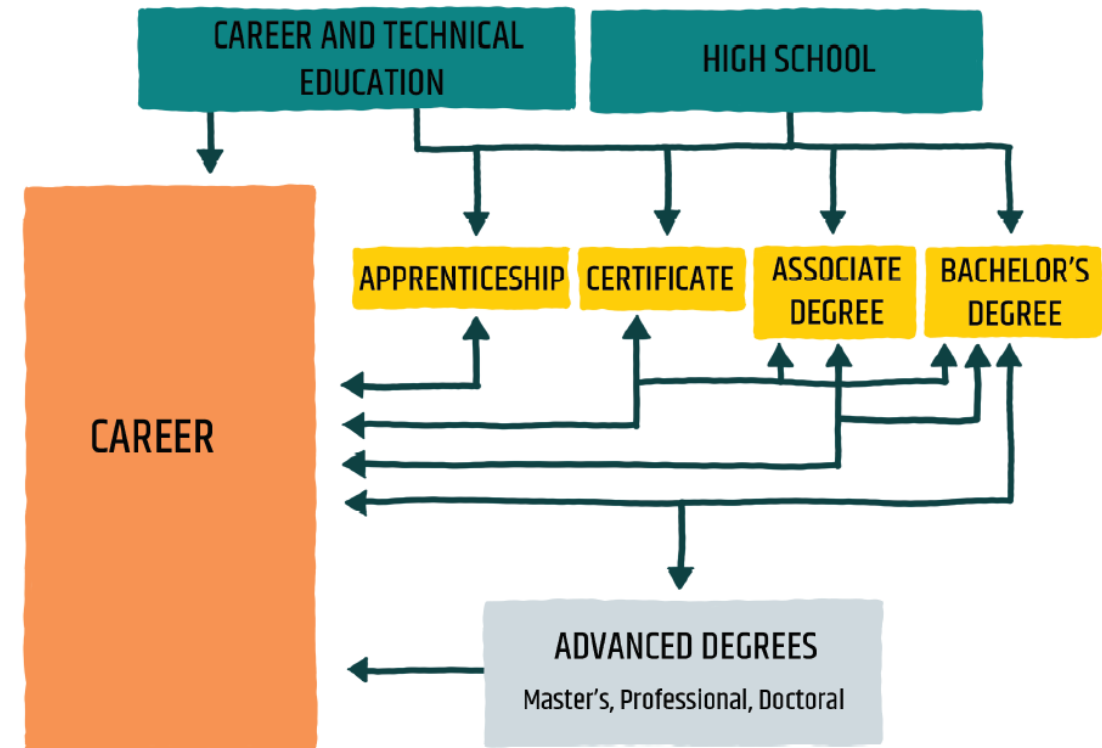


GET SUPPORT

Dialing it in.

User Centered Language & Tone

1. Emphasize empowerment and choice
2. Focus on inclusive language
3. Consider the end goal
4. Reinforce the variety of credentials
5. Introduce stackable credentials



Most Promising Jobs

Lessons Learned, Lessons Applied



Career Exploration & Preparation

1. Interactive database of high-demand, high-pay jobs in Vermont.
2. Free and fun quizzes to learn more about what type of jobs align with the user's interests and strengths
3. Different ways to test out a job or career, like job shadows and informational interviews
4. Tips for how to confidently and successfully apply for new jobs, including help with resumes and cover letters



EXPLORE CAREERS



FIND TRAINING AND EDUCATION



GET SUPPORT

Education & Training Information

1. Interactive database of Vermont education and training programs
2. Information about different types of education and training programs available at every stage of life
3. Explanations of the different types of credentials and how they can work for your career
4. The ways to reduce the cost of post-high school education and training programs



EXPLORE CAREERS



FIND TRAINING AND EDUCATION



GET SUPPORT

Career & Education Resources

1. Interactive database education and career support services
2. Connections to free in-person career and education counseling services
3. Resources to help high school students make empowered choices about their future
4. Resources to help adults make informed decisions about their next step



EXPLORE CAREERS



FIND TRAINING AND EDUCATION



GET SUPPORT

Next Steps for MyFutureVT

- Marketing and outreach campaigns
- Add stories and testimonials through various forms of media
- Add more resources (share your favorites!)
- Expand number of careers and programs
- More employer connections
- Highlight new supports, initiatives, funding etc.
- Build out curriculum (ie. teacher advisory)



Group Brainstorm Time

Consider following questions & prepare to report back.

- How can you see MyFutureVT being most useful to the populations you serve?
- How do you plan to integrate MyFutureVT into your work?



How you can help

- Like Advance Vermont on Facebook, Twitter & LinkedIn
- Share MyFutureVT in social media, newsletters etc. using our Navigator Toolkit
- Integrate MyFutureVT into your work
- Let us know who should do a workshop for
- Give us feedback on the site
- Simply continue what you are doing—thank you!



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| Thank you. Please be in touch.

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