

**Office of
Engagement:
Elevating and Amplifying our
Land Grant Mission**

Christopher Koliba, Ph.D.

Professor & President's Fellow for Engagement

Director, Office of Engagement



The University of Vermont

A “Front Door” to UVM



www.uvm.edu/engagement

**ECONOMIC
DEVELOPMENT
OPPORTUNITIES**



**PROFESSIONAL
DEVELOPMENT
SUPPORT**



**INTERNS FOR
YOUR
ENTERPRISE**



**TRAINING
OPPORTUNITIES**



**TECHNICAL
ASSISTANCE**



**FIND
VOLUNTEERS**



**FIND POLICY
SOLUTIONS**



**RESEARCH
EXPERTISE**



An “Engage 14 ” Strategy



Agrotourism COVID Projects



Community Library Air Quality Projects



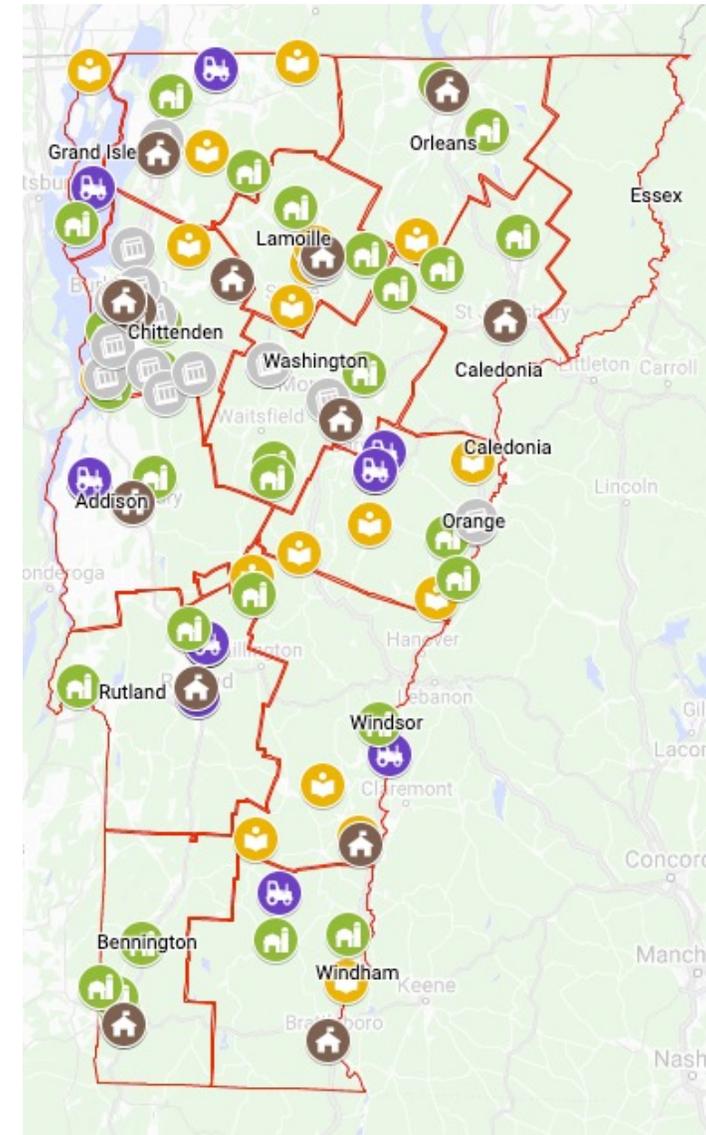
Community Newspaper Business Planning Support



Extension Offices



Recent ('20) Extension Projects



<https://www.google.com/maps/d/u/0/viewer?mid=1WiT6tpnR1fgMCfRx39r80g4QVGELiTEf&ll=44.10136356613594%2C-72.56938803488553&z=8>

#1 Priority: Economic Development

UVM's Industry Partnership Framework

Attract businesses to Vermont



Partner with Vermont businesses



Internships and workforce development



Draw business capital to the state



Support start-ups thru SBIR & Tech Transfer



State-wide Economic Resilience Assessment

STEERING COMMITTEE



INITIAL REPORT: MAY, 2021

OVERARCHING GOALS

- Defining economic success
- Shaping Vermont's economic narratives to help economic performance
- Helping Vermont's rural economy compete in a post-pandemic world
- Understanding of low wages and mix of industry
- Determining the economic impact of the non-profit sector
- Expanding the density of employee-owned, women-owned, BIPOC-owned businesses
- Growing more Vermont businesses to >20 employees
- Supporting Vermont businesses profitable adoption of new technology

METHODS

Expert roundtables; Data platforms; Business survey
Business and nonprofit leaders focus groups

New Economic Data Services

Unique offerings:

- Industry/occupation mix
- Labor inventory
- Occupation gaps
- Labor and wage trends
- Economic impact reports
- Supply chain information
- Willing and able
- Skill gaps
- Job and talent locator
- COVID-19 impact projections



Spotlight Summary

Total - All Industries
Central VT – 2020Q3

EMPLOYMENT



43,299

Regional employment / 152,418,189 in the nation

WAGES



\$50,700

Avg Wages per Worker / \$60,042 in the nation

-0.2% ↓

Avg Ann % Change Last 10 Years / +0.9% in the U.S.



100.0%

% of Total Employment / 100.0% in the U.S.



2.9% ↑

Avg Ann % Change Last 10 Years / +2.9% in the U.S.



TOP OCCUPATION GROUPS



TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

1.2% ↑



Health Care and Social Assistance

-0.8% ↓



Educational Services

-0.8% ↓



Retail Trade

Quarterly Reports and Data Requests

Current Data Services Partners



Collaboration with the Regional Development Corporations (RDCs)

Components:

Annual baseline data reports

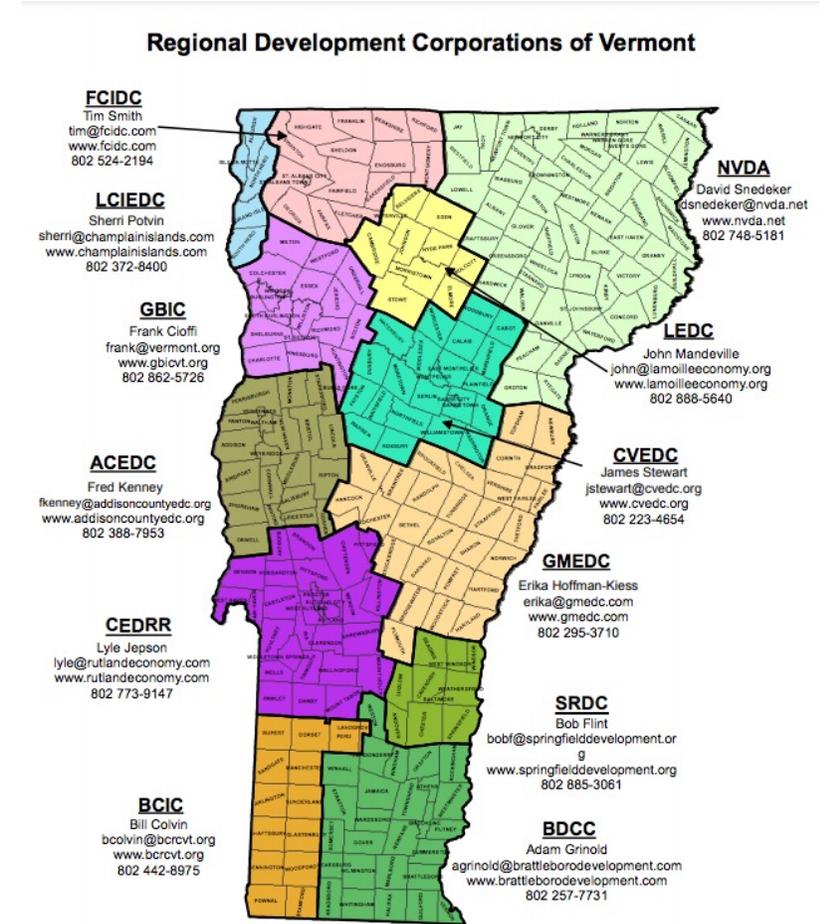
- 10-20 reports/RDC/year

Unique data products for each RDC

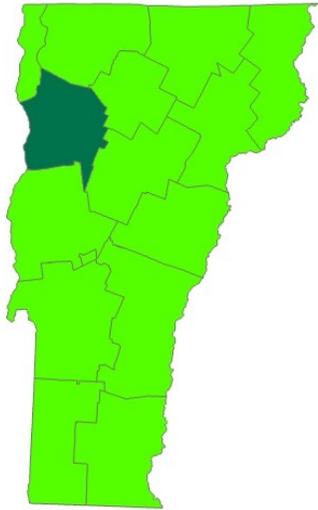
- 1:1 meetings with UVM team

Data requests

- Fielded through UVM OOE website



Economic Development Snapshot- Chittenden County



Overview:

Population: 164,791
 Total regional employment: 113,453
 Median household income: \$73.6K
 Millennial population: 33,830
 Retiring soon population: 46,848
 Source: EMSI, retrieved March 24, 2021

Unemployment Rate

January 2021, Seasonally Adjusted

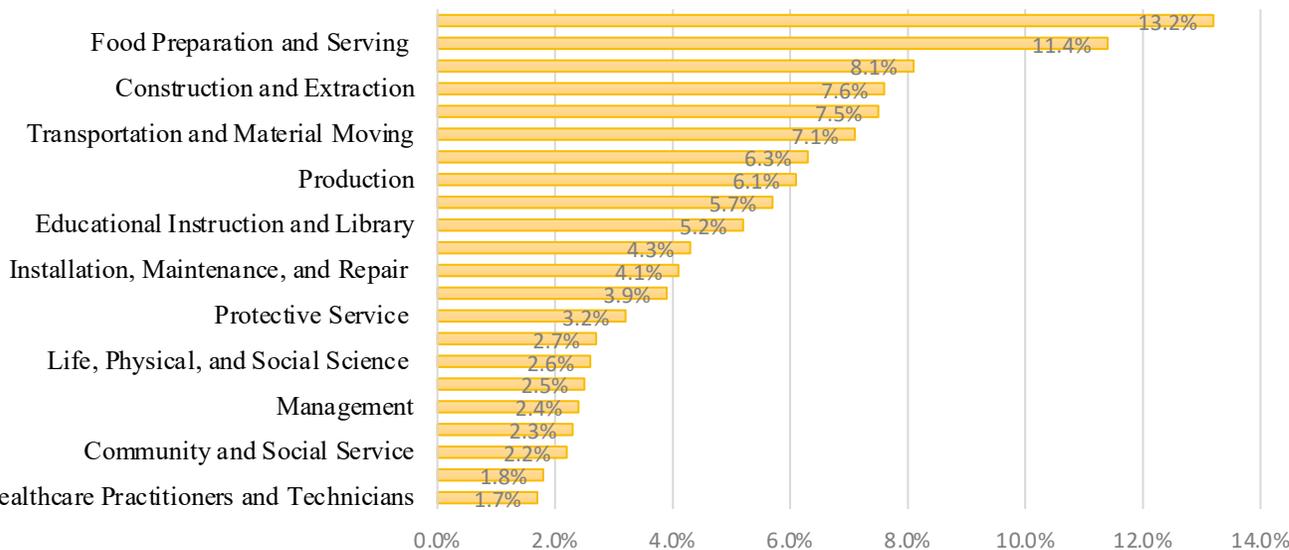
US: 6.3%

Vermont: 3.2%

Chittenden County: 3.1%

Source: VT Dept. of Labor, Retrieved March 24, 2021

Chittenden County Unemployment Rate by Occupation



Source: JobsEQ, Retrieved March 24, 2021

Fastest Growing Occupations

1. Management
2. Healthcare Practitioners and Technicians
3. Computer and Mathematics
4. Community and Social Services
5. Healthcare Support
6. Educational and Library Instruction
7. Life, Physical, and Social Sciences
8. Business and Financial Operations
9. Farming, Fishing, and Forestry
10. Transportation and Material Moving

Source: EMSI, Retrieved March 24, 2021



Economic Development Snapshot- Bennington County

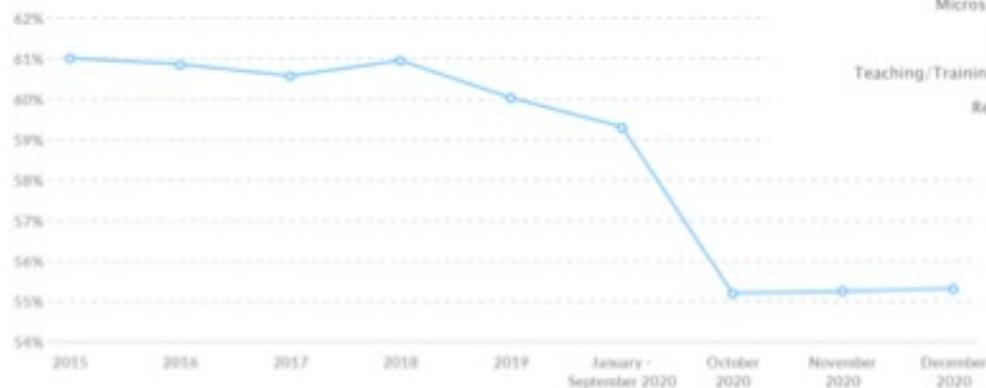


Small Business CARES Act Loan Funding: Vermont



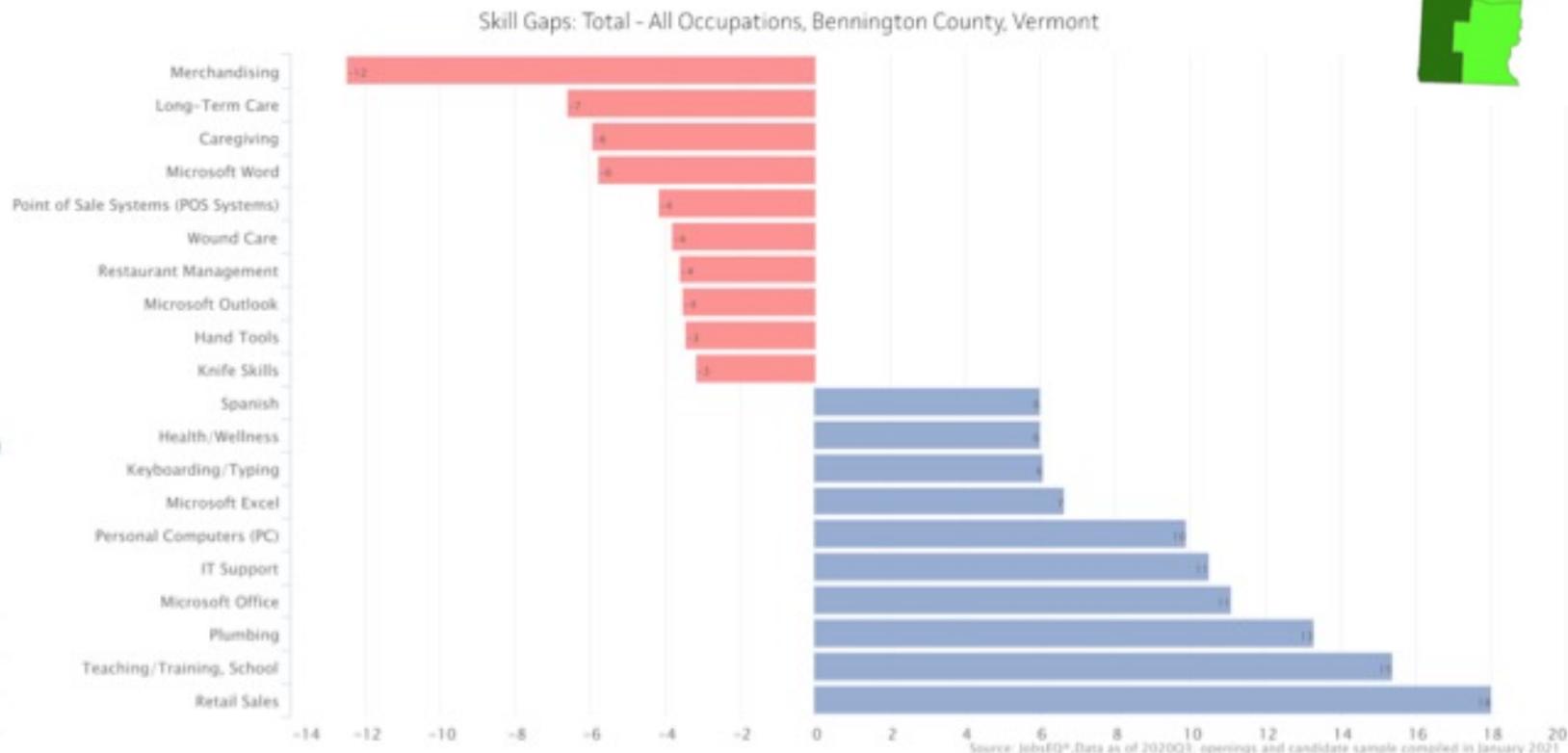
Source: Small Business Administration, Retrieved March 25, 2021

Labor Force Participation Rate



Source: FMSI, Retrieved April 1, 2021

Skill Gaps in Bennington County, VT



Source: JobsEQ, Retrieved April 1, 2021



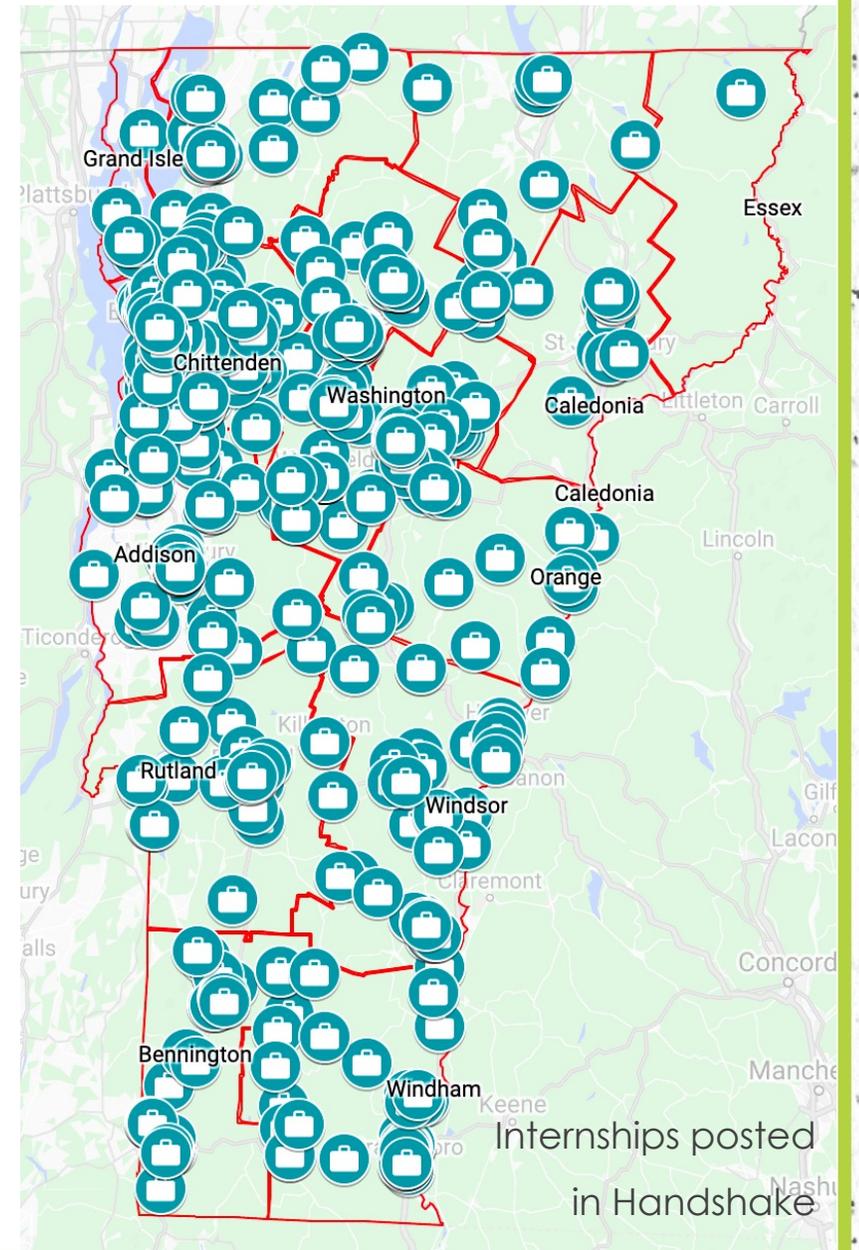
#2 Workforce Development & Talent Pipeline

- Develop **state-wide Internship Platform** with other higher education partners
- Provide **data services** workforce and pipeline development
- Support **workplace equity, diversity, inclusion and belonging** with training and Technical Assistance support
- **Convene / support** other higher education & service providers for collective impact



Internship goals:

- Grow number and breadth of internship offerings, especially across all counties in Vermont
- Equity: Expand opportunities for Vermonters and lower income students
- Ensure effective internship programming and supports in place across all UVM academic programs



#3 Vermont Business Assistance

New Training and Professional Development

Diversity, Equity, Inclusion and Belonging (DEIB) Credentials and Workshops

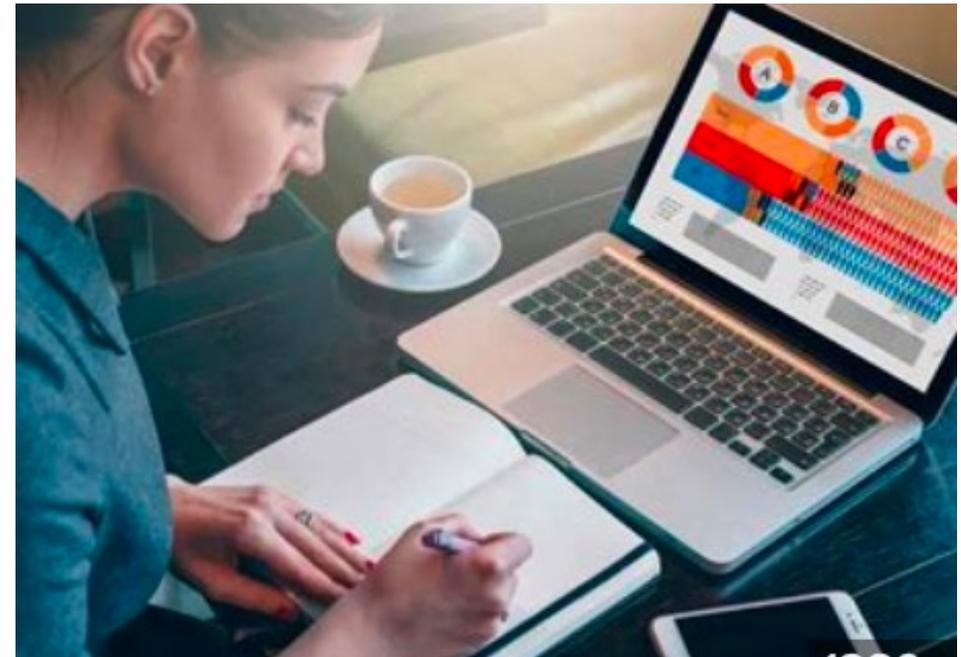
Change Management Workshops

Lean Management and Digital Marketing Series

- Step-by-step guided support for business owners/staff to develop digital marketing strategy
- Introduction to lean management efficiencies leading to certificates.

Additional Critical Business Topics

- Supply chain management
- Sales
- Customer service
- Marketing
- eCommerce



PLANNED ACTIVITIES



#1 Economic Development

- **A comprehensive industry partnership framework**
- **Rural Innovations Design Lab:** to offer data science and services
- **Technology-Based Economic Development (TBED) Program** (w/ACCD)
- Integration of our **research & development engine**
 - **Build and market science services** (environmental sensing, nano materials, biomedical application, etc.)
 - **Core facilities** and **co-location** opportunities
 - **Broader Impacts Hub**
- **Intellectual property and commercialization support** for Vermonters
 - UVM Innovations integration: Expand SPARK

#2 Workforce and Talent Pipeline Development

- **Jobs attraction campaign** to alumni base (w/ ACCD and Chamber of Commerce)
- **Statewide internship platform** (w/VSC system and state)
- **Tactical design workshops**

#3 Business Services

- **Start-up, SBIR, co-location and relocation** services
- Attract more **risk and patient capital investments** (UVM alumni)
- Fill **training, professional development, & technical assistance** gaps
- **DEIB training and workshops**

Success Metrics (by the end of 2022):



Common Ground Values: Offer regular DEI&B external programs; communicate the values of engagement as a central tenet of our university

Economic Development: Support Vermont planners and developers: offering at least 30 data products and 10 tactical design workshops a year

Workforce Development: Aim for 75% of all UVM students undertaking internships, clinicals or practica - with 75% of those internship paid; coordinate workforce development programming across state service providers

Business Services: Grow number of SBIR grants by 50% a year; build sustainable diverse STEM workforce development programs; grow IP and commercialization portfolio by 50%

Thank you

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ckoliba@uvm.edu