

Elevate Vermont Achievements

Attracting More Workers for a Stronger Future

Vermont continues to lead the nation in addressing complex issues, but we are also experiencing an [aging population and a declining workforce](#). Vermont has set progressive goals for addressing climate change, childcare affordability, and governmental support all while making strides on social justice and equity, affordable housing investments, broadband buildout, and more. Each of these [achievements](#) presents an opportunity to capitalize on our strengths and promote Vermont as a great place to live, work, and raise a family.

To accomplish this, Vermont needs a sustained multi-year investment to expand our image beyond being a travel destination. This must be additional funding so that it complements the revenue from our tourism economy, instead of restricting it. This strategic approach to elevate Vermont's achievements to combat our declining demographics will pay dividends for Vermonters, communities, and state revenue.

1. Establish ambassador programs to recruit workers in targeted industries:

- Health Care: Promoting training and education incentives, wage levels, and the talent pipeline pathway would make a convincing case for students at many levels; nursing, hospitals, long-term care, and home health.
- Construction & Trades: Encouraging a “come build Vermont” message that targets professionals in the trades from neighboring states by highlighting relocation incentives, wage levels, career pathways, trades scholarships, and reciprocity.

2. Build on the successful ThinkVT website and create a comprehensive online toolkit to assist in relocation to Vermont:

- Highlight existing regional resources and develop new sources to explore schools, housing, and cultural opportunities throughout the state.
- Promote state investments in childcare, housing, and economic opportunities.
- Expand ThinkVT's local connections like Front Porch Forum, the Vermont Welcome Wagon, and Meet your Neighbors to include the VT Professionals of Color Network, Pride Center of Vermont, and faith communities.

3. Expand upon relocation testimonials to create promotional materials highlighting diverse Vermont voices:

- Source additional [testimonials](#) from Vermonters with large platforms, such as [Mirna Valerio](#) and [Noah Kahan](#).
- Identify target audiences for outreach, including climate refugees and new Americans.
- Partner with employers to use these materials in their recruitment, and amplify the success of initiatives like the [Declaration of Inclusion](#).