

# Recruitment: The effort to recruit and relocate more workers to Vermont

*Highlight of BDCC related programs and activities*



*Presentation for Reloc802, March 2019*



The Brattleboro Development Credit Corporation, guided by the Southeastern Vermont Economic Development Strategies Windham CEDS (Comprehensive Economic Development Strategies) has been highly focused on the CEDS objectives relating to workforce, from increasing employment opportunities to replace lost Vermont Yankee jobs, to increasing wages, and above all increasing the size and quality of the workforce.

BDCC's Workforce Center of Excellence operates programs and engages in regional partnerships to accomplish our workforce goals which contribute to achieving the state's workforce goals:

1. Increase the Labor Participation Rate of Vermonters
2. Recruit and Relocate More Workers to Vermont
3. Assist Employers in Accessing and Retaining Qualified Workers

The BDCC's WFCoE implements recruitment-related actions that contribute to goals 2 & 3 through BDCC's SeVEDS-led initiatives: Targeted Expertise Recruitment and Retention, Young Professionals and Internship Programs.

Recruitment efforts are also advanced through activities implemented through regional partnerships such as SoVermont Sustainable Marketing and Recruitment and the Vermont Stay to Stay program.



Pictured above are two of the “TERR Networking Events”, targeted to new hires and their partners. These are put on in addition to BDCC Young Professionals events which occur 1-2X monthly.

Helping companies welcome new talent and “trailing talent”, facilitating social and professional connections.

**Individual, personal support makes a difference. TERR highlights:**

- Law Firm – helped spouse of new partner secure teaching position in advance of relocation
- Value added food Mfr – helped new engineer secure interim housing in advance of relocation
- Hi Tech Mfr – hosted and toured three finalists for top position, helping new engineer relocate family to region
- Doctor – helped partner navigate housing, community and school choices to finalize decision to accept position
- Cannabis sector scientist – leveraged inquiry into introduction and hire for new fast growing firm
- Mental health sector – facilitated resume sharing ahead of stay to stay leading to hire and relo of family of 6

**Resume Sharing & Mass Layoffs: addition to rapid response help, BDCC has facilitated resume sharing between impacted individuals and interested employers. Retaining talent is as important as attracting new people.**



Working state and regional partners, using digital tools to reach and welcome new people.

- BDCC was an early partner for Vermont **Stay to Stay**, facilitating 5 weekends, 7 employer participants and 28 visitors so far.
- BDCC “**Ski to Stay**” in February captured holiday visitor traffic (with Deerfield Valley chamber, Dover, Wilmington and Mount Snow)
- **Bridge to Brattleboro** – BDCC partners with Diverse Workforce Cmte to welcome college students to a daylong job shadow.
- BDCC’s Targeted Expertise Recruitment and Retention (**TERR**) uses LinkedIn to push out job opportunities. We proactively reach thousands of candidates (viewable to millions). 45 jobs posted in the past year on behalf of regional employers.
- BDCC went to **48 campus and career events and presentations**, many of the region, to promote Windham’s jobs and internships.
- **SoVermont.Com** a Southern Vermont Zone collaboration promotes opportunities + lifestyle leveraging employer recruitment and marketing to reach diverse audiences outside the region
- BDCC Young Professionals: through events and individual inquiries SoVT YPs’ have a proven track record for creating connections.

*Brattleboro and Mount Snow Stay to Stay events.*

# Lessons

- Scale increases reach and impact
  - **Stay to Stay** leverages state marketing and promotion but brings people to specific towns and employers.
  - **SoVermont** enables us to partner across two counties and project a critical mass of opportunities in a sector rather than a single employer.
  - **TERR** has allowed us to combine resources to access tools small employers don't have like LinkedIn recruiting, or extensive social and professional networks, including our Young Professionals and engaged employers.
- Collaboration is essential
  - Success comes from **public sector orgs** working together - across tourism, workforce and economic development.
  - **State of Vermont** recruitment and marketing efforts so far have increased national visibility and awareness, and helped our regional efforts to attract and retain talent.
  - **Employers** are happy to engage public-private partnerships, but we must stay focused on helping them find the talent they need to succeed.

**But we can't forget ROI>>>**

# Return on Investment:

- Unfilled jobs are a hidden economic drain due to lost productivity.
- Recruitment is expensive for employers: 100-200% of annual salary
- Every hire we assist is a major win for employer and individual.

Total Direct and Indirect Costs to Replace 1 Individual  
At 100% of Annual Salaries  
**This is a VERY Conservative Cost Estimate**

Southern Vermont (Non Metropolitan Area)

Occupation	Average Annual Salary (Southern VT Area)	Total Direct and Indirect Replacement Cost ( @100 % of Annual Salary ) for Southern VT Area
Pediatrician	163,740	\$163,740
Psychiatrist	208,000	\$208,000
Mechanical Engineer	74,590	\$74,590
Family and General Practitioners	210,720	\$210,720
Internists, General	224,310	\$224,310
Marketing Manager (3)	122,620	\$122,620
S/W Developer, Applications	92,950	\$92,950
S/W Developer, Systems Software	208,000	\$208,000
Financial Manager	118,470	\$118,470
Personal Financial Advisor	76,910	\$76,910

Vermont (Statewide)

Occupation	Average Annual Salary (Vermont)	Total Direct and Indirect Replacement Cost ( @100 % of Annual Salary ) for Vermont
Pediatrician	143,540	\$143,540
Psychiatrist	199,540	\$199,540
Mechanical Engineer	84,370	\$84,370
Family and General Practitioners	195,770	\$195,770
Internists, General	208,560	\$208,560
Marketing Manager (3)	122,620	\$122,620
S/W Developer, Applications	93,500	\$93,500
S/W Developer, Systems Software	107,830	\$107,830
Financial Manager	121,890	\$121,890
Personal Financial Advisor	71,530	\$71,530

- Where there was not quite a match for occupations within the BLS tables, we specified similar occupations; e.g., there was no data for a “Pediatric Psychiatrist”, so we supplied the average annual salaries for a Pediatrician and a Psychiatrist.
  - For “General Practitioner”, we provided “Family and General Practitioners” and “Internists, General”
  - For Software Engineer, we provided S/W Developer for both applications and systems software.
- (3) We used the Vermont (Statewide) average annual salary for Marketing Managers; there was no data available in BLS for Southern Vermont ( Nonmetropolitan area) Marketing Managers annual salary.