

# ECONOMIC SERVICE REPORT

## Mission Statement

Northern Vermont University (NVU) fosters the intellectual, creative, and personal growth of every student in a community committed to diversity and inclusion. We provide an innovative professional and liberal arts education that prepares students to be critical thinkers and engaged global citizens.

## Economic Impact

A part of the Vermont State Colleges System, NVU alone spends more than \$12.5 million annually on institutional operations, including services, supplies, and utilities. More than \$8.9 million was spent in Vermont; including \$6 million in the local communities surrounding NVU's campuses.

NVU employs, on average, 700 people, including 400 part-time faculty and staff. The university's payroll and benefits add another \$32.7 million to the economy of northern Vermont.

**Using a conservative 2.5 multiplier, NVU's total economic impact is \$113 million in the northern tier of Vermont.** A multiplier measures the effect of money as it moves from one source to another. For example: a person's salary as it moves from where they work to the local grocery store or restaurant, and from there to the salaries and operating expenses of the grocery store or restaurant.

In addition to enrolled students, the university brings in tens of thousands of dollars more for the local economy by attracting nearly 18,000 visitors each year. These include the more than 1,200 prospective students and their families and more than 16,000 attendees of performances and events at the Dibden Center for the Arts and Alexander Twilight Theatre, conferences, meetings, retreats, and summer camps, which range from Basketball Camp to Governors Institutes of Vermont to the Northeast Kingdom Running Camp to the renowned Burklyn Ballet.

## Students and Alumni

- NVU is serving 2,365 enrolled students in our residential and online programs.
- Nearly 89% of our students receive financial aid and/or scholarships. These include: merit and need-based scholarships, regional and out-of-state discounts; in-state tuition for military veterans; federal work-study and loans and grants.
- In FY19, NVU provided nearly \$7 million in financial aid to students.
- Nearly 50% of NVU's students are first in family to attend college.
- The university has a student retention rate of 66% for first-time, full-time first-years, slightly higher than the national rate of 61.7% students at any U.S. institution retained at their starting institution, according to the NSC Research Center's 2019 National Persistence, Postsecondary Snapshot Report. A \$1.8 million Title III grant over five years is supporting innovative approaches toward retention.
- 95% of NVU seniors participate in an internship. Graduates have worked at companies such as Union Bank, the Vermont State House, Stowe Reporter, Jay Peak, Walt Disney World, Office of Sen. Patrick Leahy (Washington, D.C.), Catamount Arts, Northeastern Vermont Regional Hospital, Green Mountain Concert Services, Southwest Airlines (Texas), Idaho Fish and Game, WCAX-TV, the Colonial Theater, Vermont Lake Monsters, AT&T, ESPN, NASA, Netflix, Grand Canyon National Park, The Weather Channel, and more.
- 70% of NVU students are in-state; 30% are out-of-state.
- 76% of NVU Online students are Vermonters (Spring 2020).

## Curriculum

NVU's curriculum combines nationally recognized liberal arts and professional programs with hands-on experience, tailored to the working world. Starting in year one, students participate in internships, travel, and collaborative research. NVU's recently created four academic schools span the campuses and departments, creating interdisciplinary collaboration and opportunities for students.

***School of Arts and Communication:*** Creative and professional opportunities are at the forefront, from the student-run, Emmy Award-winning newsroom, art studios, or Mac computer labs, students gain the skills to turn their talents into a career.

***School of Business and Leadership:*** NVU's hands-on curriculum helps students learn what it takes to run a business, launch a career in the music industry, or work in the outdoor recreation sector.

***School of Cultural and Human Studies:*** Many of NVU's graduates are working in childhood education, elementary education, secondary education, and special education as well as criminal justice and human services.

***School of Physical and Life Sciences:*** Real-world experience, innovation, and creative solutions; developing adaptable skills in the fields of exercise and health sciences, climate change, sustainability, and information technology.

Central to NVU's academic program is the commitment to helping students develop the soft skills employers demand—creative and critical thinking, communication, problem solving, teamwork, and research. Through the university's general education curriculum, students are asked to think through solutions for some of society's biggest challenges, with an in-depth course in climate change, social justice, or sustainability.

Northern Vermont University is at the forefront for educating mental healthcare providers and substance abuse counselors in Vermont. NVU's M.S. and M.A. programs in Clinical Mental Health Counseling programs are collaborating with the Vermont Cooperative for Practice Improvement and Innovation (VCPI), broadening opportunities for training and professional development for mental health and substance use counseling professionals across the state. In development is a program to assist rural Vermonters with access to desperately needed technology that will allow practitioners to assist with mental health and substance use counseling needs throughout the state.

## Accreditation

Northern Vermont University is accredited by the New England Commission of Higher Education (NECHE).

**Other recognition includes:** Council of Public Liberal Arts Colleges (COPLAC), Johnson campus · Military Friendly School, Lyndon campus · LGBTQ-friendly campus, Johnson campus · Top 20 College for Outdoor Enthusiasts, Lyndon campus

A university is much more than a place where recent high school graduates pursue a degree. NVU is grounded in our commitment to driving and supporting the economic, educational, environmental, and cultural vitality of Northern Vermont.