

Vermont Professionals of Color Network Status

Over the course of the year, VT PoC network has established itself as a professional resource for BIPOC community of Vermont.

Their mission is to build communities and networks that promote, support, and affirm VT PoC in a way that helps them succeed personally and professionally throughout Vermont. There are sort of three pillars to their organization – networking, mentoring and education, and visibility and advocacy

The community group has kept up with their promises – in 2021 they saw 300% membership increase, or 12 new members per week; grew social media followings on Instagram, Facebook, LinkedIn, and Twitter; drew attention from VPR, VTDigger, and Mayor Weinberger. Their most significant achievement was the development of their own website.

In terms of where costs were felt this year, most expenses went towards personnel - customary given their growth; they added a Communications and Outreach internship and created a Director of Operations and Development position. The remainder of the expenses were split between marketing, operations, events, and web development

Within the month of January, VT PoC network offered community events, like the 2022 Economic Conference from VT Chamber of Commerce, a two-day event that delved into state trends facing VT businesses for 2022, as well as a VT PTAC and VTRANS Civil Rights run event focusing on the best strategies for business in Vermont. Other social networking events, like a BIPOC Ski Day and Gentle Yoga, have offered opportunities for the nurturing of a powerful professional network.

VT PoC network website linked to a program the Main Street Alliance has established in tandem with Vermont Small Business Development Center (VtSBDC), titled a Vermont Community Navigator Pilot Program – the program seeks to conduct small business outreach through survey collection, one on one meetings, and small group listening sessions. While the program is in its early stages of developing the survey, the program is a critical addition to addressing gaps in small business development for BIPOC, women, veteran– owned businesses across Vermont.

For more information, visit – <https://www.vtpoc.net>
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