

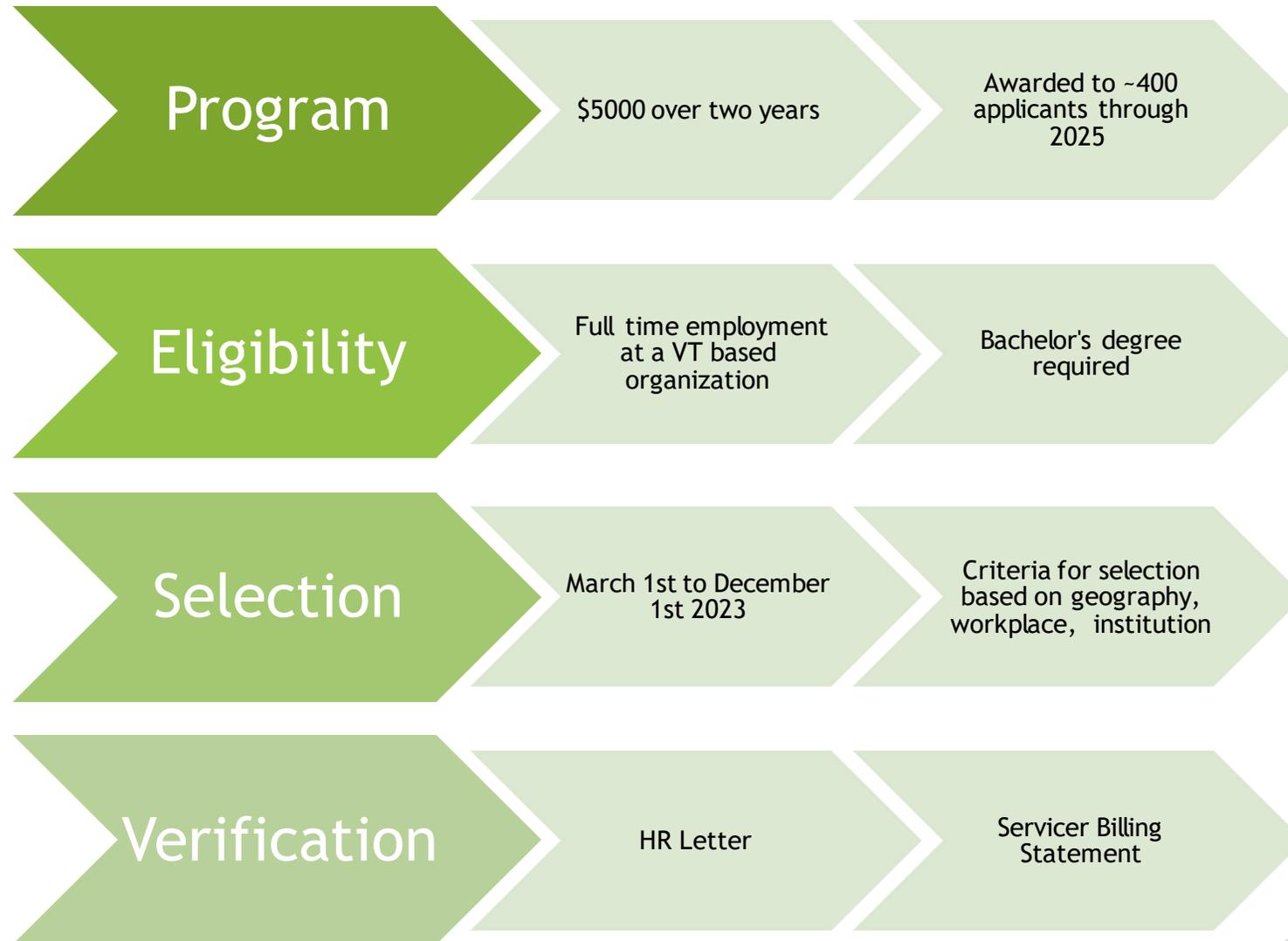
# Green Mountain JOB & RETENTION Program



The University of Vermont



# Promoting Job Attraction and Retention



# Marketing Strategy

Phase 1:  
Institutions



# Data Collection

## Applicant

Country of legal residence

VT college/university

Majors/field of study

Gender

Ethnicity

Loan server information

## Employer

Name of employer

Physical address

Employer classification (for profit, gov, non-profit)



# Thank you! Questions?

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THE UNIVERSITY OF VERMONT  
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