



# VERMONT PROFESSIONALS OF COLOR NETWORK

February 20, 2025



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# Staff



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# Organizational Values

**Community** || Creating opportunities to provide **structure, relationships, affinity, safety,** and **openness** resulting in a **network** all to advance the prosperity of BIPOC in the state of Vermont.

**Growth** || Growing relationships with community members and organizations by **engaging in mutual learning, challenges, risks, and personal development** all to advance the prosperity of BIPOC in the state of Vermont.

**Leadership** || Using what we learn to **advocate** and **lead by example, foster respect,** and **earn trust from the community** all to advance the prosperity of BIPOC in the state of Vermont.

**Equity** || Disrupting traditional norms to build and **dismantle oppressive systems** because we are not free until we are all free.

**Service** || Meeting the needs of the community with **care, joy, respect,** and **humility** all to advance the prosperity of BIPOC in the state of Vermont.

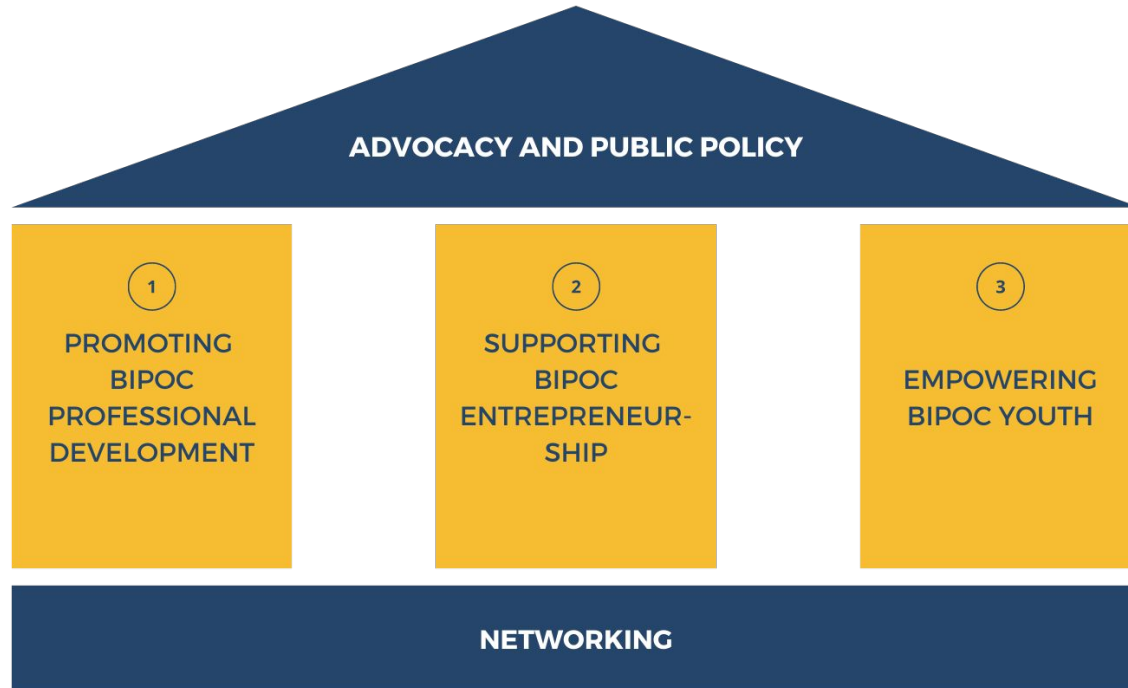


# Mission

VT PoC is a nonprofit organization that works to **advance the social and economic prosperity** of the Black, Indigenous, and People of Color (BIPOC) community in Vermont.

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# Our House



**Prosperity starts with opportunities to climb the economic ladder**


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## VT PoC's Request

- Support for the Governor's recommendation: \$250,000
- Additional request for \$100,000 as one-time request for **business support services**, inclusive of resource navigation, technical assistance, in-person events and support


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## What do we want to do?

- Maintain current capacity for business technical assistance/resource navigation
  - Increase business networking opportunities
  - Increase partnerships with state departments/funded programs by creating awareness campaigns for these resources
  - Socialize the data that we have collected in 2024
  - Create more meaningful ways to track the impact of VT PoC with this funding, especially with the business community
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## Where has the current contract funded?

1. Outreach
  2. Community Building
  3. Research and Data Collection
  4. Resource Navigation
  5. Workforce and Business Development
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# 1. Outreach



**1,355** Followers



**3,153** Followers



**1,675** Followers



**326** Followers



**1,383** Subscribers

VT PoC outreach includes digital, printed and in-person activities to ensure we are meeting people where they're at.

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## VT PoC Presence

- Members/followers in most counties except Grand Isle.
- Most members are in Northern VT.
- Growing numbers in Orange, Essex, Caledonia Counties thanks to our outreach efforts through funding from ACCD and USDA Rural Development.
- Includes those outside of Vermont - prospective VTers.

# INSTAGRAM REACH

FROM OCTOBER 7, 2024 TO DECEMBER 19, 2024

ORGANIC REACH

11,206

↓19.9%

FROM ADS

263

↑100%

TOTAL REACH

11,304

↓19.2%

Folks really enjoy our spotlight posts on both businesses and individuals!

Top IG posts by reach →



Donwoori Korean (@donwoorivt) is...

Fri Dec 6, 8:00am

2.2K 286  
8 37



Wed Nov 6, 1:19pm

2.1K 243  
2 29



After four seasons at Landry Park,...

Fri Dec 13, 5:40am

1.9K 155  
4 45



Learn about @eatpreppi (formerl...

Fri Nov 1, 7:16am

1.8K 53  
3 6



Our BIPOC professional feature...

Sat Nov 16, 7:20am

1.3K 116  
4 2

# INSTAGRAM “ENGAGEMENT”

FROM OCTOBER 7, 2024 TO DECEMBER 19, 2024

CONTENT INTERACTIONS

4.2K

↑27.9%

For reference, our median for IG interactions is 38. Here are the peaks:

- **261 interaction on December 6:** Article spotlight on Donwoori Korean moving
- **207 interactions on November 6:** Election response statement
- **168 interactions on December 13:** Article spotlight on Offbeat Creemee

## Top IG posts by interactions →



Donwoori Korean (@donwoorivt) is...

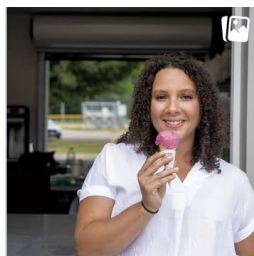
Fri Dec 6, 8:00am

339 286  
8 37



Wed Nov 6, 1:19pm

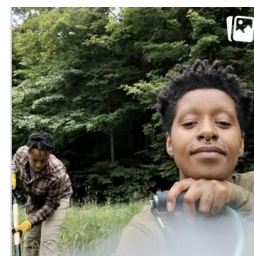
279 243  
2 29



After four seasons at Landry Park,...

Fri Dec 13, 5:40am

207 155  
4 45



Our BIPOC professional feature...

Sat Nov 23, 5:25am

157 149  
0 5



Huang's Noodle Shop, a family-run Chinese...

Fri Nov 22, 9:15am

146 134  
1 8

# INSTAGRAM'S BENCHMARKING

How we're doing compared to what Meta has observed in our industry in the past 28 days (December):

Metric	VT PoC Performance	Non-Profit Standard	Comments
<b>Total IG Followers</b>	3.2K	1.9K	VT PoC has a higher follower count than the industry standard, indicating strong initial outreach and engagement.
<b>Gained Followers</b>	41	61	Although VT PoC gained 41 new followers, this is slightly below the non-profit average. While the difference isn't substantial, it indicates that there are opportunities to work on growth strategies.
<b>Content Interaction</b>	1.6K	764	VT PoC's content interaction is significantly higher than the industry standard. This indicates that the audience finds the content appealing and relevant, leading to more likes, comments, and shares.
<b>Published Content</b>	77	21-77	VT PoC is publishing a similar amount of content as the typical range for non-profits.

# FACEBOOK REACH

FROM OCTOBER 7, 2024 - DECEMBER 19, 2024

ORGANIC REACH

18,145

↑110.2%

FROM ADS

4,588

↑100%

TOTAL REACH

22,371

↑159.2%

Folks really enjoy our business spotlight posts!

Top FB posts by reach →

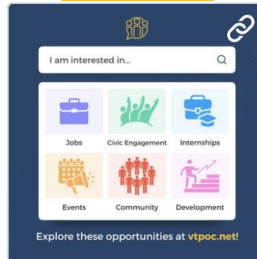
## Ad Post



Huang's Noodle Shop, a family-run Chinese...

Fri Nov 22, 9:15am

10.3K 490



Build your career, find community, and get...

Tue Nov 19, 7:14am

4.6K 21



Donwoori Korean is moving to Winooski...

Fri Dec 6, 8:00am

2.8K 35



Learn about Little Miss Taco Food and...

Fri Nov 1, 7:16am

1.8K 6



You heard it here—we're coming to your...

Thu Oct 10, 8:55am

1.1K 24

# FACEBOOK'S BENCHMARKING

How we're doing compared to what Meta has observed in our industry in the past 28 days (December):

Metric	VT PoC Performance	Non-Profit Standard	Comments
<b>Total Followers</b>	1.4K	1.8K	VT PoC is currently below the standard in terms of total followers. However, considering that the previous non-profit standard from the last update was 1.1K and VT PoC gained 100 followers since then, the growth we are seeing is still reasonable and positive.
<b>Gained Followers</b>	20	11	VT PoC's growth in new followers is slightly higher than the standard.
<b>Content Interaction</b>	289	361	VT PoC's content interaction is slightly lower than the industry standard. However, considering that the previous non-profit standard from the last update was 161, the growth we are seeing is still within reason and positive.
<b>Published Content</b>	74	5-25	VT PoC is publishing more content than the typical range for non-profits.


# MAILCHIMP ANALYTICS


OCTOBER 7, 2024 - DECEMBER 19, 2024


People seem to open the event ones the most!



 Total sends  
**20,724**  
↑ 204%  
(last update: 12,303)

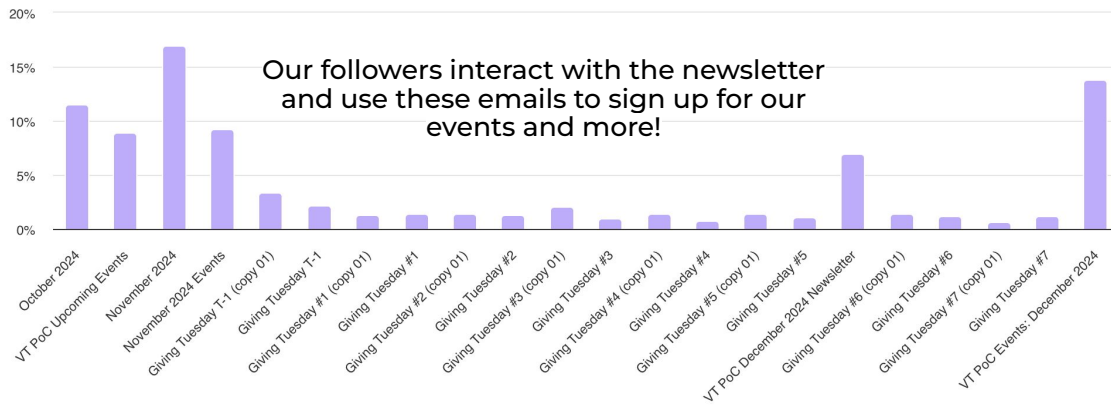
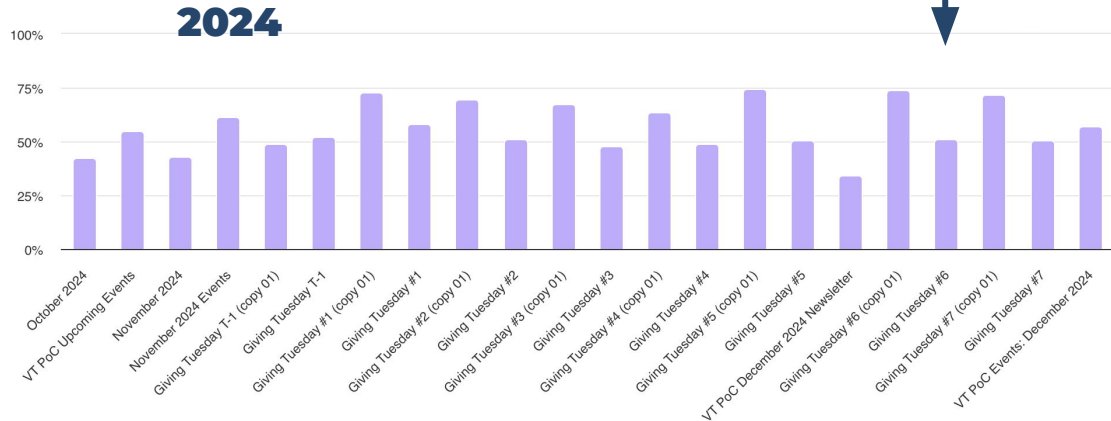
 Open rate  
**51.2%**  
↑ 11.2%  
(last update: 45%)

 Click rate  
**5.3%**  
↓ 5.2%  
(last update: 5.0%)

 Unsubscribe rate  
**0.13%**  
↓ 11.1%  
(last update: 0.19%)

How many people open the content:

How many people interact/click within the content:





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## 2. Community Building

- **16 Professional/Business Networking events**, including
  - Co-work and chill - statewide for remote workers
  - Lunch with Lenders - in collaboration with CVOEO, US SBA and SOV Treasurer's Office
- **34 Community building events**
  - Community check-ins \*new\* - virtual and in-person to reduce isolation and build community
  - Winter wellness series
  - Outdoor and nature series

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## 3. Resource Navigation

In addition to businesses supported, we have offered:

- **20 education workshops**
  - Including 10 legal workshops since Feb 2024
- **44 educational videos** produced, including on state policies and civic engagement
- **52 ongoing partnerships** with business/professional service orgs or state departments, eg.
  - Engagement in the Women+ Small Business Collaborative
    - Statewide business toolkit funding request
  - Pride and Prosperity Network partnership
  - VT Small Business Law Center partnership
  - BDCC's VT Employment Pathway tool

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## (some) Partnerships

- Office of the State Treasurer
- Office of the Secretary of State
- ACCD Department of Economic Development
- ACCD Department of Tourism
- City of Burlington
- City of South Burlington
- City of Winooski
- Discover St. Johnsbury
- Downtown Winooski
- CVEDC
- BDCC
- CVOEO
- Mercy Connections
- Center for Women and Enterprise
- VT Women's Fund
- Local Motion
- Vermont Businesses for Social Responsibility
- Unlikely Riders
- Vermont Outdoor Business Alliance
- VT Works for Women
- King Street Center
- Montpelier Alive
- VT Department of Labor
- Vermont Business Roundtable
- Champlain Housing Trust
- Champlain College
- University of Vermont
- UVM Medical Center
- Vital Communities
- Upper Valley BIPOC Network
- US Small Business Association
- Flynn Theater
- Vermont Comedy Club
- AALV
- VT Language Justice Project
- VT Sustainable Jobs Fund
- VT Womenpreneurs
- VCET
- VT Futures Project
- CCRPC
- NAACP Windham County
- NAACP Rutland County
- Racial Justice Alliance
- Liberation Ecosystems
- Barre Area Development Corp
- Vermont Housing Finance Agency
- VT League of Cities and Towns
- VT Small Business Development Center
- VT Small Business Law Center
- Community Capitals
- VT Community Loan Fund
- NEK Prosper

## 4. Research and Data Collection



**Vermont Small Business  
Environment Assessment for  
Underrepresented Communities**

COMMUNITY NAVIGATOR PILOT PROGRAM | SEPTEMBER 2023

SUBMITTED BY



2025 Report Forthcoming  
Funded by ACCD BIPOC  
Business Development  
contract

## 5. Workforce and Business Development



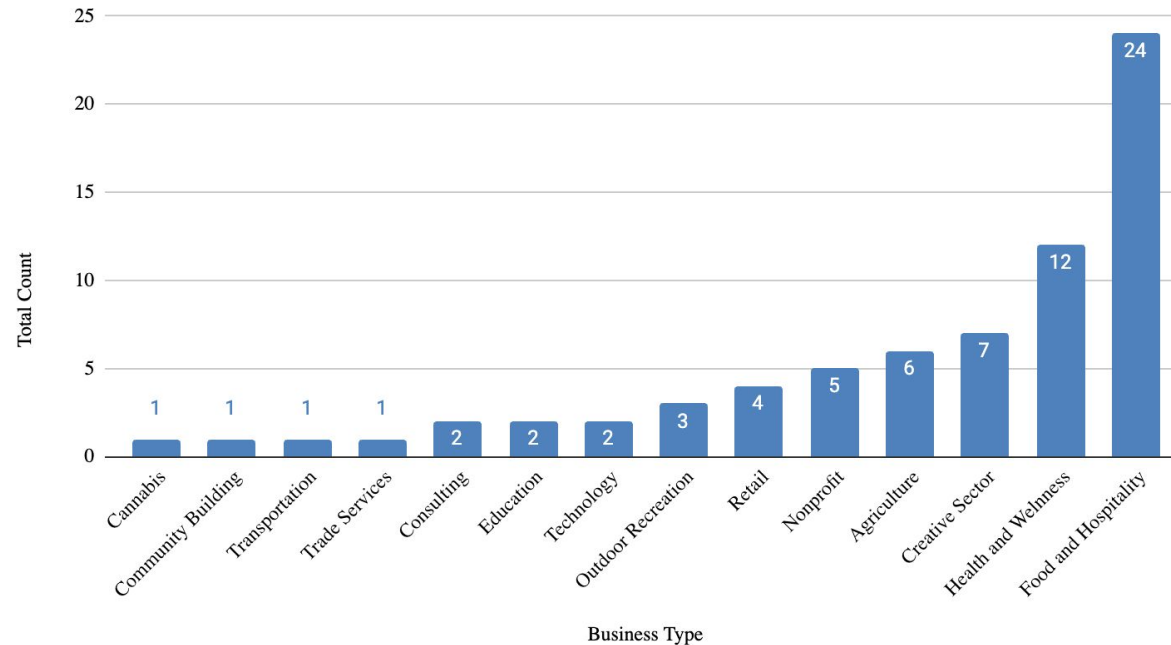
VT PoC partnered with CVOEO, US SBA, and SOV Treasurer's Office on the 3rd Annual Lunch with Lenders event (2/8), bringing ~ **100 immigrant, refugee, and BIPOC identified business owners** together to meet with lending institutions and business resource services at Winooski High School.



VT PoC Business Networking event in **St. Johnsbury** in December 2024 brought together **30 BIPOC and Allied business owners**. This event was supported by **ACCD BIPOC Business Development Contract** and USDA Rural Development.

# Business Development

VT PoC Business TA Support - Business Categories (n=71)



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# What do BIPOC business (owners) need

- Information about and/or access to existing resources
- Financial resources: credit, assets, collateral, family assets, **working capital**
- Flood recovery resources - eg BEGAP
- Marketing capacity
- Business plan development
- Understanding of how to get business started
- Networking opportunities
- One-off requests (medicare biller, website developer, accountant)
- Affordable cost of living - housing/rentals - goods/supplies/materials - healthcare
- **Accessible/affordable training** for trade jobs

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# Workforce Development

- Business services
- Graphic design
- Social services
- Public/nonprofit sector
- Construction
- Retail
- Health Care
- Education
- Higher ed and high school students

## **What do they need?...**

- Career changes
- Resume support
- Connecting to employers
- Connecting to mentors
- Simply needing someone to talk things out



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## Some Numbers

- **BIPOC Business Directory** lists 413+ businesses and receives ~10,000+ impressions on a quarterly basis (there are approximately 800 BIPOC owned businesses in VT according to US SBA data)
- **Job Board** lists 600-700 jobs annually and receives ~12,000+ impressions on a quarterly basis
- 8,000 followers across **social media platforms**, which offer weekly spotlights of BIPOC businesses across the state.
- **70+ businesses supported** through our technical assistance program since 2023.
- **685 completed survey responses** in the 2024 BIPOC Community Survey
- Over **\$200,000** received by businesses working with VT PoC since 2023 in grants and loans that we know of

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# Thank you!

**Weiwei Wang**

Co-Executive Director

VT Professionals of Color Network

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