



MyFutureVT 2024 • RECAP

An initiative of Advance Vermont

• Published video “Building carpentry skills through hands-on learning.”

JANUARY



WHAT IS IT?

Created in May 2021, MyFutureVT is a free online resource that provides information about education and career options and pathways in Vermont.

MyFutureVT is designed for users of all ages, lifestyles, and ability levels — with a focus on accessibility.

WHAT DO USERS THINK?

94% rate the site as ‘good’ or better.

96% found valuable content

90% advanced in their future planning



• Completed SEO audit, increasing organic search traffic.

MAY

• Users can now search programs by learn & earn opportunities.

JUNE

• Added skills-based hiring platform Vermont Employment Pathfinder.



118,000 users • 145,000 sessions • since may 2021
That’s over 23 times as many people as 2023’s high school senior class (5,006 students)

WHAT’S TRENDING?

Top site searches

1. Nurse/LNA/Health
2. Teacher/Education
3. CDL
4. Logging

Traffic acquisition

- **84%** increase in organic traffic
- **46%** increase in direct traffic
- **22%** increase in referral traffic

Popular pages

1. Career database
2. Education database
3. Interest quiz
4. Find a job



Vermont Credential Transparency Project

WHAT IS IT?

Housed on MyFutureVT, Vermont’s only initiative to inventory **all** postsecondary credentials available in Vermont for the benefit of students, workers, education and training providers, and state leaders.

Credentials included: apprenticeships; associate, bachelor’s, master’s, and doctoral degrees; certificates and graduate certificates, certifications, and licenses.

You can find information about **650 programs...**

- offered in 33 towns, plus 131 online programs
- from 30 credential providers (public and private colleges, career and technical centers, and organizations)
- from 13 different industries

JULY



• New interactive homepage design goes live.

AUGUST

• Published step-by-step career and education guide videos.

OCTOBER

• All career data updated.
• Careers published grows to 554.

DECEMBER

• All support services data updated.

2025 JANUARY

• Education & training program data updated and new programs added

ALL YEAR



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