

# 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 \$9.7 million annually on institutional operations, including services, supplies, and utilities. More than \$6.9 million was spent in Vermont; including \$5 million in the local communities surrounding NVU's campuses.

NVU employs 400 people, including part-time faculty and staff. The university's payroll and benefits add another \$31.4 million to the economy of northern Vermont. In addition, 263 students were employed by the university in FY20 through work-study or direct hire.

In addition to enrolled students, the university typically 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 visiting the campuses 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.

Conservatively, NVU directly contributes \$41.1 million to Vermont. Using a 2.5 multiplier, NVU's total economic impact is estimated to be \$102 million.

## Partnerships That Provide Resources to Vermont

NVU secured a Northern Border Regional Commission grant of \$986,252 for NVU's Forestry Accelerator Initiative. This amplifies work underway at Do North Coworking in which the mature forest products industry will be provided business-building education and resources to evolve and modernize. It includes technical assistance for forestry and recreation businesses and entrepreneurship and workforce development education for displaced forest economy workers.

A \$465,000 USDA Rural Utilities (RUS) grant will help NVU expand videoconferencing services in rural communities throughout the state, adding 30 additional community sites (for a total of 60) to expand access to workforce training and education, distance learning opportunities, and telemedicine and mental health and substance abuse counseling in underserved areas in Vermont.

A \$3.5 million gift from the family of a 1978 NVU-Lyndon alumnus is helping launch NVU's Learning and Working Community, responding to the region's needs for workforce development, providing access to affordable higher education, and addressing students' needs to connect their academic studies with real world experiences.

## Students and Alumni

- NVU typically serves more than 2,000 enrolled students in our residential and online programs.
- 90% of our students receive financial aid and/or scholarships.
- In FY20, NVU awarded \$8.4 million in scholarships, fellowships, tuition discounts, and institutional aid, including \$365,165 awarded via 197 merit and need-based scholarships provided by generous donors. Altogether, when including federal aid and grants, NVU award \$14.6 million in financial aid.
- 46% of NVU's undergraduates are first in family to attend college.
- Over the last ten years, NVU has had a first year student retention rate of 64-68%, slightly higher than our comparison schools according to the National Education Center for Education Statistics' Integrated Postsecondary Education Data System. Note: 55-65% is typical at small, rural, 4-year access institutions like NVU.
- 70% of NVU campus-based students are in-state; 30% are out-of-state.
- 75% of NVU Online students are Vermonters.
- Students have bridged academic study with real world experiences via internships, which have included companies such as the Vermont State House, Jay Peak, Walt Disney World, Office of Sen. Patrick Leahy (Washington, D.C.), Catamount Arts, Northeastern Vermont Regional Hospital, Southwest Airlines (Texas), WCAX-TV, the Colonial Theater, ESPN, NASA, Netflix, Grand Canyon National Park, The Weather Channel, and more.

## Curriculum

NVU's curriculum combines nationally recognized liberal arts and professional programs with hands-on experience, tailored to the working world. Students participate in internships, travel, and collaborative research. NVU's four academic schools (School of Arts and Communication, School of Business and Leadership, School of Cultural and Human Studies, and School of Physical and Life Sciences) span the campuses and departments, creating interdisciplinary collaboration and opportunities for students

Central to NVU's academic program is the commitment to helping students develop the career and 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 collaborate 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.

With the state-funded VSCS "Helping Vermonters Get Back to Work" initiative in late 2020, NVU provided nearly 300 people with classes thru NVU Online and Center for Professional Studies. The program was funded by Federal CARES Act money to help Vermonters whose employment was affected by the pandemic.

## Accreditation

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

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.