



2023 Evaluation Results

To gain a deeper understanding of how Vermonters are using and benefiting from MyFutureVT, Advance Vermont contracted with two vendors in fall 2023 to conduct a user survey and one-on-one interviews, and to review site analytics and screen recordings.

Data in this report refers to career and education seekers unless otherwise noted.

Working toward their goals

- 58%** of users have a career goal.
- 46%** of users have an education goal.
- 14%** of users have a goal, but are also just getting started.
- 12%** of users do not yet have any goals.

Leading to positive outcomes

- 90%** of education & career seekers say **something changed for them** after using MyFutureVT.
- 93%** of navigators say **MyFutureVT made a difference** for their clients or family members.

“I have just heard a lot of negative things about just the workforce in general, especially in Vermont ... this opened me to jobs that are local and nonprofit.”

- Lydia (20s) of Washington County



94% of all users rate MyFutureVT as **‘good’ or better**.

96% of all users say MyFutureVT has **content that is valuable** to them.

94% of all users say MyFutureVT has a **good look and feel**.

“I’ve used similar platforms that were different in the way things were set up. This is more user friendly and has a more student-friendly feel.”

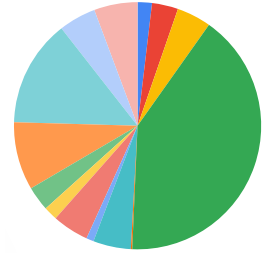
- Zeynep (20s) of Chittenden County

74% of career and education seekers say MyFutureVT is engaging, which encourages them to explore more information — and 89% of navigators report the same.

Reaching a broad audience

All Vermont Users by County

- Addison
- Bennington
- Caledonia
- Chittenden
- Essex
- Franklin
- Grand Isle
- Lamoille
- Orange
- Orleans
- Rutland
- Washington
- Windham
- Windsor

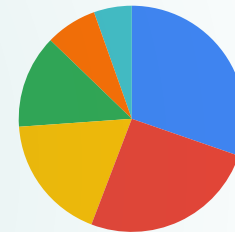


Nearly half of Vermont counties saw usage within 1% of their share of the population.



All Users by Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



**Data below age 18 is not collected*

“I don’t have any hesitation sharing this site with students from many different backgrounds.”

- Jessica, education program navigator

Users in underrepresented groups

- 19%** of users identify as living with a disability.
- 3%** of users identify as new Americans.
- 22%** of users identify as LGBTQ+.
- 40%** of users are parents.
- 3%** of users are involved in the justice system.