

# Unserviced Workforce.

- Likelihood of leaving the region
- Education attainment
- Ability to drive & grow regional economy

## WHITE COLLAR

- **specific billable skills**  
private sector, third-party headhunter assist

## UNSERVICED WORKFORCE

- younger
- potential (upside)
- some higher education
- no billable skills (but good skills)
- want professional jobs (\$25-\$50K)
- critical mass
- public nor private sector helping them

## BLUE COLLAR

- **public sector assists**  
through placement and training

White collar professional workers are being serviced by private third-party groups (headhunters). Typically their skill sets are in high demand and companies are paying a premium for their services. Professions such as health care, engineering, information technology, accounting, architecture are all in high demand regardless of region. These workers are coveted because they will most likely drive the regional economy forward.

The blue collar skilled workers are being serviced by public third-party agencies (community colleges, workforce investment boards, employment commissions, staffing agencies, etc.). Typically their skill sets are in high demand and companies try to create a pool of candidates to become trained to perform these jobs. Professions such as manufacturing, trades, technicians are all in high demand. These workers are coveted because they can stall the regional economy from moving forward.

**The unserviced workforce is caught in the middle.** Neither the public nor private sector is serving this group. This segment of the workforce can be characterized as: younger with potential or upside; has some form of higher education; has good skill sets, but not billable skill sets, which are in demand; and are looking for a "professional" job paying a salary between \$25-\$50k. This is the critical mass of knowledge workers who are underemployed, overeducated, or who are leaving smaller regions for larger metropolitan areas for better employment opportunities.