

2024 UNIVERSITY OF PHOENIX & CENTER ON RURAL INNOVATION

G.R.O.W. Generating Rural Opportunities in the Workforce™

The G.R.O.W.™ report uncovers career barriers and opportunities for rural workers, spotlighting disparities between rural and nonrural communities.

68%

of rural workers are optimistic about their career paths.

However, 61% of Gen Z, 76% of millennials and 79% of non-white workers in rural areas are considering relocation to advance their careers.

32%

of rural workers report poor broadband access, limiting career and education opportunities.

Technological barriers hinder participation in modern career advancements like AI.

THE PATH FORWARD

Public-private partnerships could help bridge the rural-urban divide and provide tailored workforce support.

47%

of rural workers say they need to develop professional social capital – mentorship programs and networking events can help.

Government, businesses and educational institutions could collaborate on improving infrastructure and expanding educational resources.

Employers and schools can guide rural students and workers through personalized career mapping for skills development.

growth
collaboration
success
empowerment

Learn more about how to address these challenges by reading the full [G.R.O.W.™ report](#).