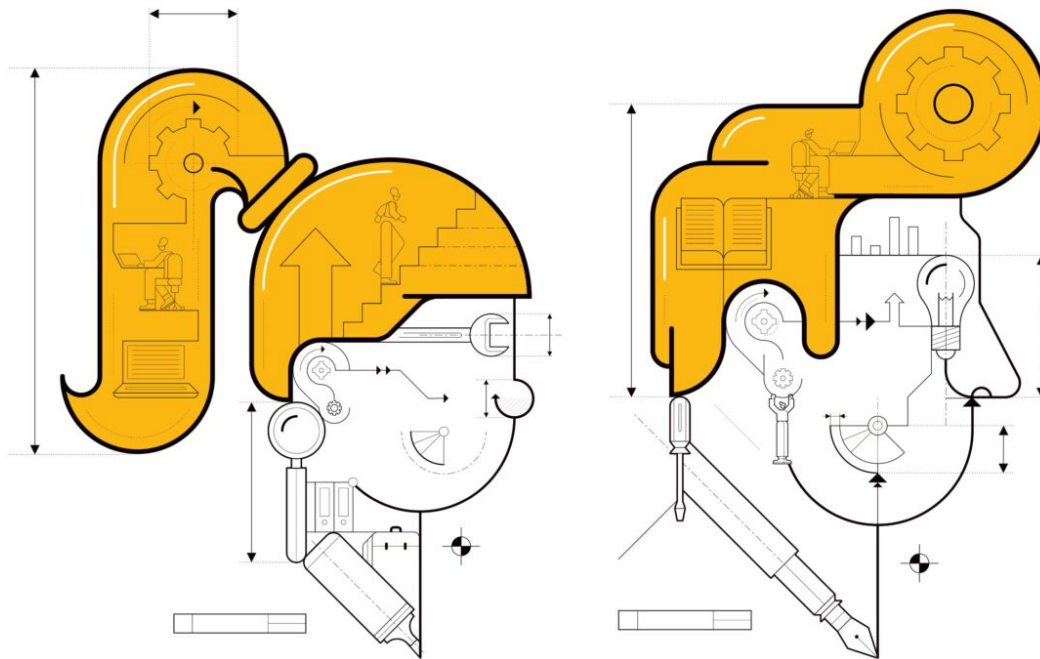


The New-Collar Workforce

by Colleen Ammerman, Boris Groysberg, and Ginni Rometty

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BlindSalida

Summary. Many workers today are stuck in low-paying jobs, unable to advance simply because they don't have a bachelor's degree. At the same time, many companies are desperate for workers and not meeting the diversity goals that could help them perform better while... [more](#)

Earning a bachelor's degree can expand one's mind, widen horizons, and provide a pathway to a well-paying, satisfying career. Yet for those who don't complete four years of college, the lack of a BA or BS looms as a barrier. Millions of people are locked out of promising job opportunities because too many companies

default to hiring workers with four-year degrees, even for positions that don't require that level of education. The trend began decades ago but spiked during the Great Recession: Research by Alicia Sasser Modestino, Daniel Shoag, and Joshua

Ballance shows that from 2007 to 2010, job postings requiring at least a bachelor's degree increased by 10%. That number dropped somewhat as the economy recovered, but scores of jobs remain inaccessible to people who have the skills and aptitude to succeed at them—but not a college diploma.

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