MAIN STREET HR PARTNERS
SAMPLE COMMUNITY WORKFORCE PROFILE

Prairie Junction, Kansas

A decision-focused workforce profile for an illustrative Kansas community

ILLUSTRATIVE SAMPLE All names, organizations, places, and figures in this document are fictional or composite. This sample demonstrates Main Street's format and decision method without disclosing client or active project information.

8,420	3,760	34.1	34%
Population	Labor force	Median age	Outbound commuters

WORKFORCE MODEL

A young, connected labor pool with strong production skills and limited near-term housing headroom.

The community should treat outbound commuters and shared employer demand as the first sources of workforce capacity. Recruitment volume should be phased against housing, child care, and supervisor capacity.

CORE SIGNALS

What the profile says about workforce behavior

Signal	Illustrative finding	Decision implication
Population and households	Population is younger than the surrounding region, with steady household formation.	Retention and housing choice may matter as much as external recruitment.
Labor force	Participation is stable, but not all potential workers are available for standard schedules.	Test schedule, child care, and transportation barriers before labeling a labor shortage.
Commuting	More than one-third of resident workers commute out for employment.	Ask what job quality, career path, or schedule would make local work attractive.
Employer base	Production, education, health services, construction, and public employers share several skill needs.	Create shared foundational training and avoid employer-by-employer duplication.
Housing	Vacancy is tight and starter-home supply is limited.	Phase recruitment and monitor whether growth displaces existing households.
Education	Strong secondary participation exists, but adult and incumbent-worker access is fragmented.	Build flexible entry points and clear credit for existing skills.

MAIN STREET HR PARTNERS
DECISION IMPLICATIONS

What fits this community now

The profile is useful only when it changes the questions leaders ask and the sequence they choose.

EMPLOYMENT BASE

Transferable skills cross several local sectors.

Illustrative job mix: production and logistics 24%, education and health services 22%, construction and trades 14%, public and local services 13%, and other sectors 27%.

Priority	Why it fits	First action	Measure
1. Commuter opportunity study	Resident workers already demonstrate access to wider employment, but local return interest is unknown.	Survey and interview outbound commuters by occupation, wage, schedule, and reason for travel.	Return-interest pool by role
2. Shared skill pathway	Multiple sectors use overlapping maintenance, quality, leadership, and operations skills.	Validate one cross-employer skill standard before designing delivery.	Employers approving standard
3. Housing-linked pacing	Low vacancy can convert workforce growth into household pressure.	Create hiring gates tied to units available, price movement, and employer timing.	Housing signal at each gate
4. Flexible adult access	Potential workers may be excluded by schedule and support barriers rather than skill alone.	Test evening, hybrid, paid, and employer-hosted delivery options.	Participation by access model

VALIDATION AGENDA

Questions public data cannot answer

Who to involve	Questions to resolve
Existing employers	Which roles are persistently hard to fill? Which skills transfer? What growth or replacement demand is real?
Workers and commuters	What drives the current commute? Which combinations of wage, schedule, career path, and location could change behavior?
Education and training	What can current programs deliver now? Where are the instructor, schedule, equipment, or funding limits?
Housing and service partners	How much growth can current housing, child care, transportation, and health capacity absorb?
Community leaders	What outcomes define good growth here? What should be protected as conditions change?

RECOMMENDED NEXT MOVE

Validate commuter behavior and shared employer demand together.

A 45-day discovery phase should combine commuter interviews, employer role validation, provider capacity, and housing signals before leaders choose a permanent program or growth commitment.