

The background of the slide is a teal-tinted image of the Texas state flag waving on a flagpole against a cloudy sky. The flag features a single white star in the upper left corner.

Texas Talent Accelerator

AI Education Leadership
Collaborative

December 2, 2025

The Regional Challenge

Despite a strong economy and unprecedented growth, Texas is facing widening gaps between current and emerging workforce needs and the ability to develop skilled talent at the necessary scale and speed.

This disconnect threatens our competitive advantage and leaves thousands of talented individuals on the sidelines.



The Disconnect in Numbers

21,737

Entry-Level Positions

Available across Dallas and Tarrant
Counties for those with high school
diploma and credentials

11,374

Dallas County Jobs

54.7% of regional market share

10,363

Tarrant County Jobs

45.3% of regional market share

Yet thousands of college and high school graduates remain unemployed or underemployed, while employers struggle to fill critical positions. The talent is there—the connection is missing.

Regional Flavor: Top Occupations by County

Understanding local market dynamics reveals both similarities and unique opportunities across the Dallas-Fort Worth region.

Tarrant County

1. **Retail Salespersons** (496 positions)
2. **First-Line Supervisors of Retail** (424 positions)
3. **Customer Service Representatives** (381 positions)
4. **Maintenance & Repair Workers** (344 positions)
5. **Laborers & Material Movers** (332 positions)

Dallas County

1. **Customer Service Representatives** (566 positions)
2. **Maintenance & Repair Workers** (533 positions)
3. **Laborers & Material Movers** (480 positions)
4. **Unclassified Occupation** (472 positions)
5. **First-Line Supervisors of Retail** (448 positions)

These patterns inform targeted workforce development strategies tailored to each county's unique economic landscape.



Bridging the Talent Gap

- Mission
 - Address the widening gap between workforce needs and educational institutions' ability to develop skilled talent at necessary speed and scale
- Vision
 - The TTA will provide comprehensive labor market insights, improve collective capacity of North Texas educational and workforce ecosystem, and coordinate employer engagement
- Core Research Focus
 - Supply and demand of current occupations, skills, certifications, degrees, with projections and resulting gaps over time

The Texas Talent Accelerator Focuses on Actionable Insights



Using the latest in data analytics, what can we learn about the talent supply and demand?



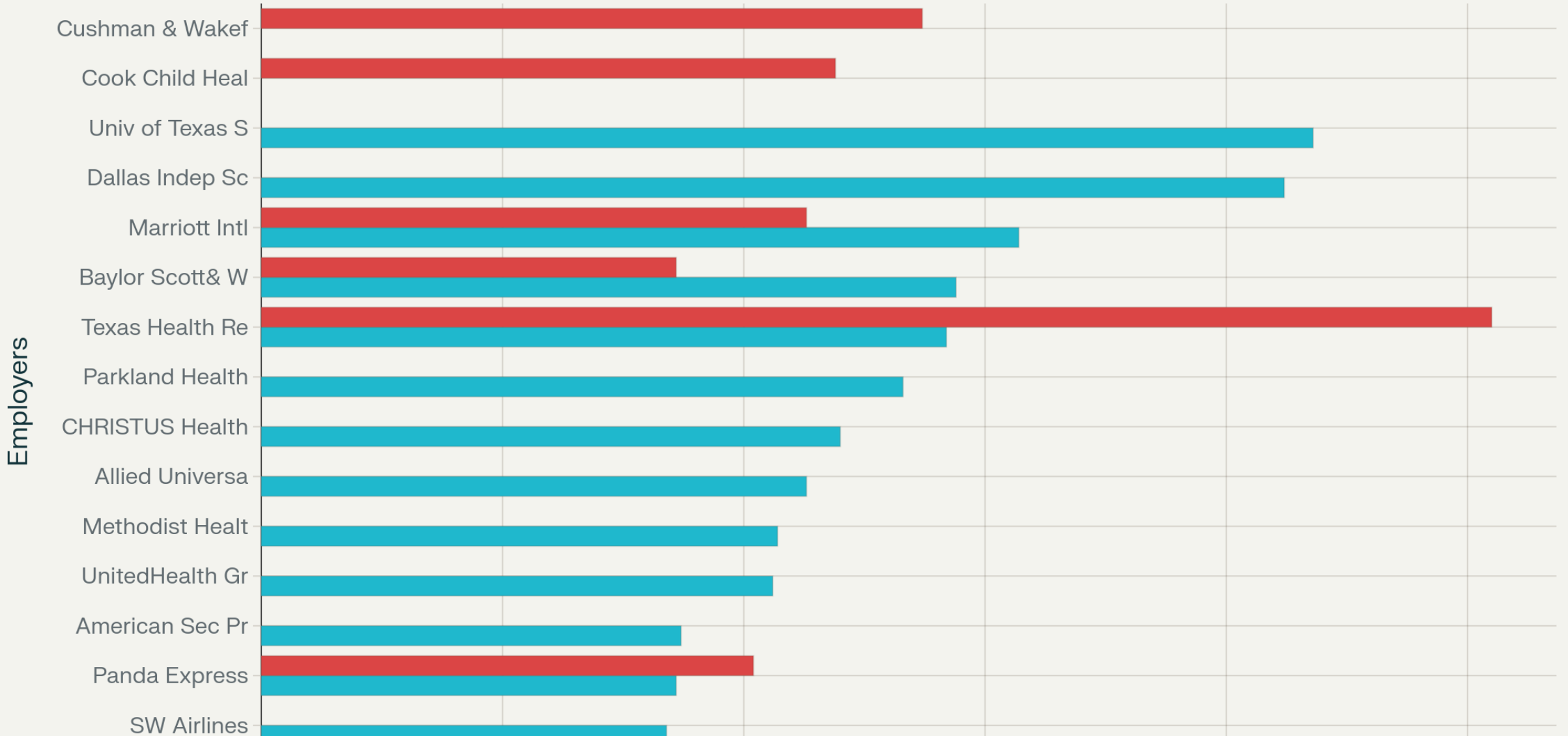
Combine this with employer feedback, forecasting and insights on their experiences as talent enters their workforce



Provide the combined information to educational institutions in higher education and public education to inform and align curriculum and activities at all levels to create credentials of value for students and workforce ready talent for employers.

Top 20 Employers: Dallas vs Tarrant Aug 25

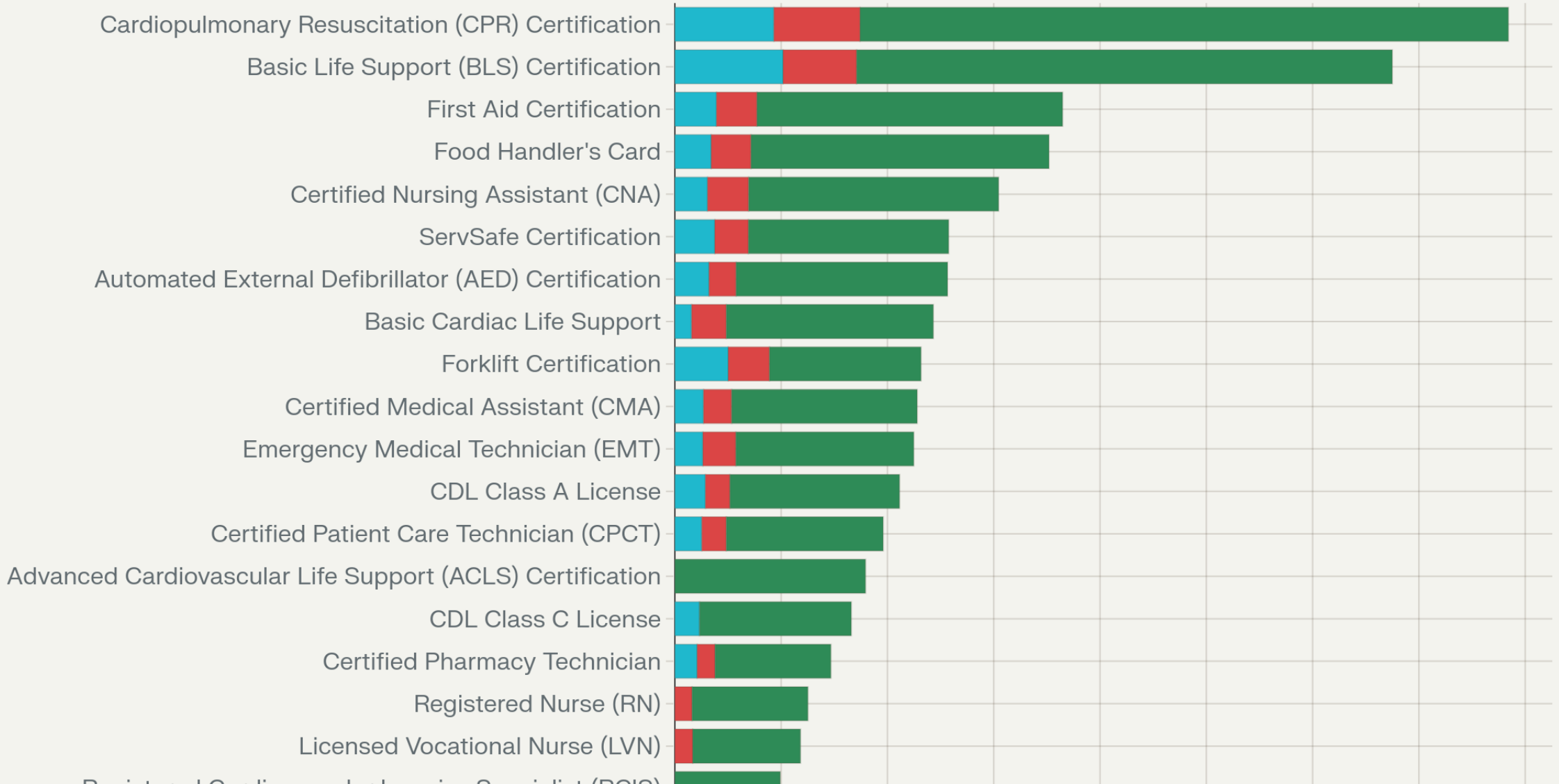
Dallas Tarrant



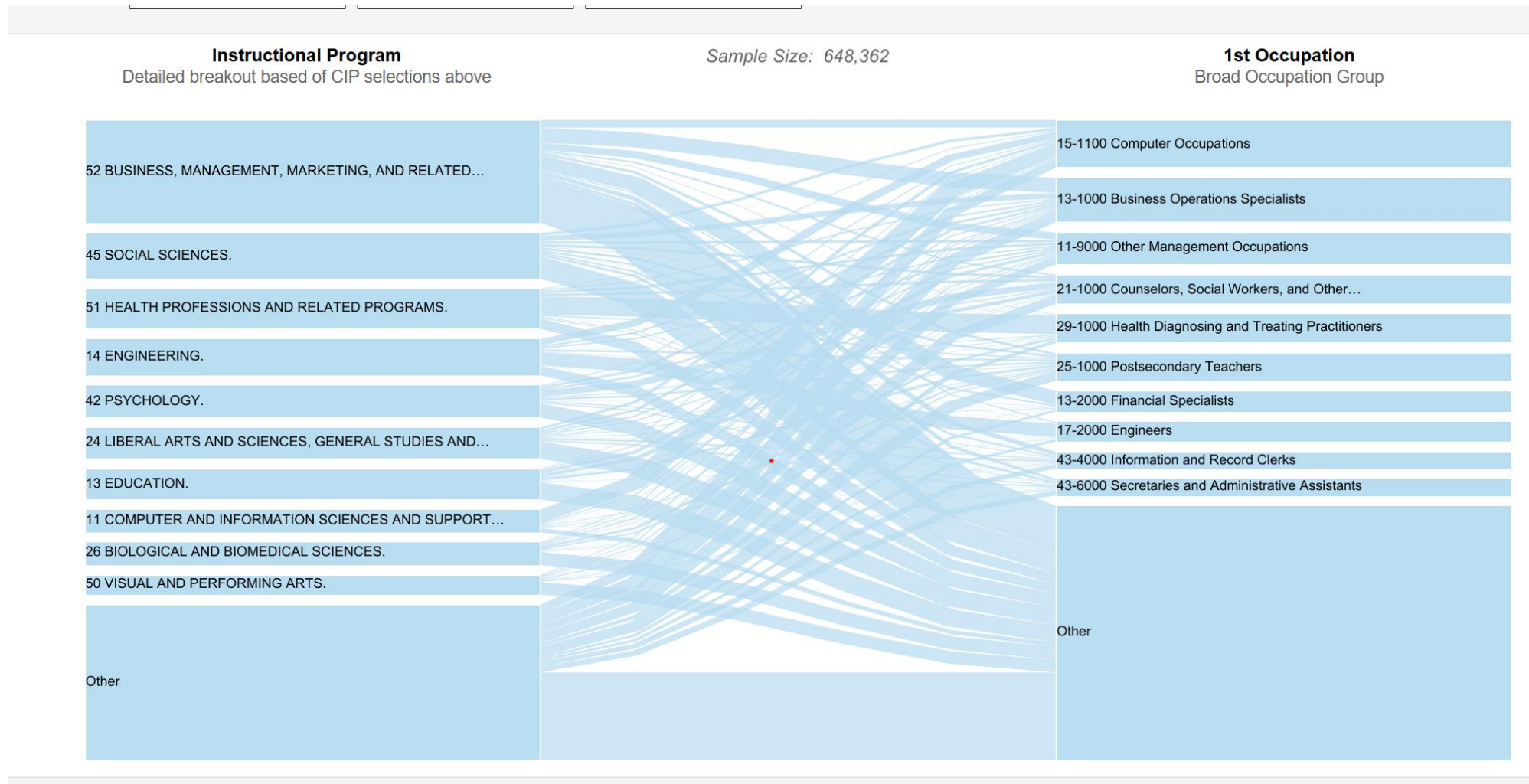
Top 20 Certs by Job Postings

Region ■ Dallas County ■ Tarrant County ■ North Central Texas

Certification



Mapping of Majors to First Occupation (Example)



Emerging Skills & New Job Titles

The Texas Workforce is Evolving Rapidly

High-Demand Emerging Skills

- **AI & Machine Learning Operations**
- **Cybersecurity & Data Privacy**
- **Digital Transformation Management**
- **Sustainable Energy Systems**
- **Cloud Architecture & DevOps**
- **Healthcare Technology Integration**
- **Supply Chain Analytics**

New Job Titles in Texas (2023-2025)

Job Title	Growth
AI Prompt Engineer	487%
Renewable Energy Technician	342%
Data Ethics Officer	256%
Remote Work Coordinator	213%
Telehealth Specialist	198%
Sustainability Analyst	176%
E-commerce Growth Manager	164%

These rapidly emerging roles demonstrate why real-time labor market intelligence is essential for preparing tomorrow's workforce today.

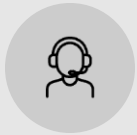
Beyond Technical Skills – Even at the Entry Level

Essential Competencies Employers Are Seeking



Communication

More than 40,000 jobs require strong written and verbal communication abilities



Customer Service

Almost 40,000 jobs demand exceptional customer interaction skills



Team Management

Almost 20,000 jobs need people who can manage and work effectively with others

Adaptability

Many jobs require the ability to operate effectively in uncertainty

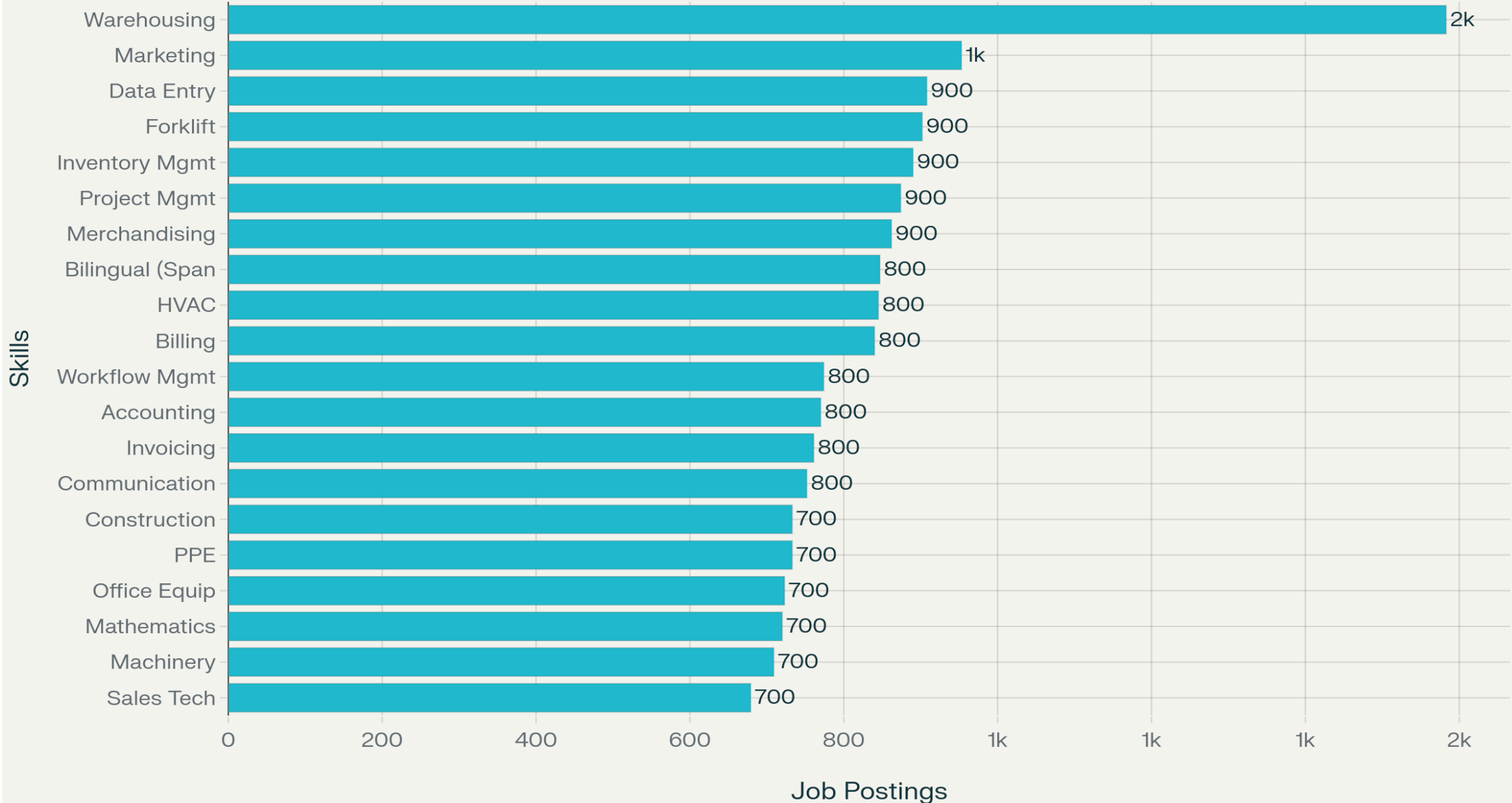
Sales & Persuasion

Almost 20,000 jobs seek those who can sell products, services, or ideas

Top Skills match for Tarrant and North Central but Dallas is more focused on logistics

Rank	Dallas County	Tarrant County	North Central Texas
1	Warehousing (1,583)	Communication (5,553)	Communication (36,555)
2	Marketing (953)	Customer Service (5,287)	Customer Service (34,861)
3	Data Entry (908)	Management (3,038)	Management (19,464)
4	Forklift Operation (902)	Operations (2,726)	Sales (18,624)
5	Inventory Management (890)	Sales (2,637)	Operations (16,870)

Dallas County Top 20 Skills by Postings



Texas and the Federal Government are incentivizing “credentials of value”

- TX HB 3(2019)/HB 8 (2023)
- Reconciliation Act and Workforce Pell
- KEY: Employer input is needed for both current in-demand certifications and for those that will be needed in the future.



Employer Insights for Educators

Allow students to use AI for research where appropriate.

Companies are expecting new-hires to have used multiple AI tools and be able to explain the pros and cons of each while academia is telling students not to use AI. This represents a massive disconnect.

<https://www.cisco.com/content/dam/cisco-cdc/site/m/ai-workforce-consortium/documents/2025-ai-workforce-playbook.pdf>

"Educational institutions should consider updating their curricula to integrate AI technologies and offer targeted certificate programs, ensuring graduates gain practical, industry-relevant skills for a seamless transition into the workforce. Equally important is to upskill their educators to ensure they are equipped with the necessary pedagogy in AI skills to teach and support students in their learning journey. Educational institutions should also embrace AI-teaching practice while develop comprehensive AI strategies and clear policies on the use of AI in the classroom and across academic activities."

Classroom Applications Now

Sourcing

Students cite sources and determine: (a) date and relevance of the sources, (b) context (c) rank sources and content, with (d) comparisons of any differences.

Explain

Students orally explain why those sources made sense and why some were rejected.

Defend

Students verbally defend their findings and things they learned (in small groups or in front of the class).

Debate

Have other students ask students questions and debate their findings and relevance.

Employers Say – Communication and Appropriate Workforce Behavior is still KEY

"Partnerships with corporate industry must move beyond occasional guest lectures toward co-developing curricula, aligning on emerging technical and human skills, and creating agile micro-credentialing programs that respond quickly to shifting workforce demands."

"Thriving in an AI-driven job market requires a balanced development of human skills—such as communication, critical thinking, and collaboration—alongside strong AI technical capabilities. Embedding these skills through real-world, scenario-based learning fosters problem-solving, innovation, and adaptability in fast-changing environments. Vocational Education and Training (VET) systems, including technical colleges, apprenticeships, and dual-training models, provide scalable opportunities for such experiential learning. Partnering VET providers with universities and industry can broaden access to AI-focused training and create inclusive, market-relevant career pathways. Early engagement through internships, applied projects, and mentorship further accelerates skill and work experience development to enhance employability."

Practical MS and HS Classroom Applications Now



Provide students with written and video scenarios of workplace situations and potential conflicts or have students bring in things they have seen in online news services.



Have students discuss whether there are two reasonable positions, why each side might have felt justified, how they would try to resolve it if they were the supervisor.

What if they could let someone go? What if they couldn't? What if their compensation depended on these people doing their job? What if their parent/brother/self were the one that violated the rules?



Discuss HR handbooks and how those govern behavior and disputes.



Learning Never Stops

"Lifelong learning is essential to remain relevant in the age of AI. Actively engaging in reskilling and upskilling, whether it is through employer programs, Vocational Education and Training (VET) upskilling and reskilling providers, labor union programs, online courses, or certifications - enables adaptation to evolving roles and responsibilities impacted by AI."

Questions?

Ben.magill@unt.edu

<https://texas-talent.org/>

