

2026

# TALENT SUPPLY REPORT

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Analysis of and recommendations  
for Georgia's future workforce



Metro Atlanta thrives when businesses have the talent they need to grow and compete. This report builds on the region’s strengths and outlines clear, actionable strategies to help employers, educators and communities work together to strengthen the talent pipeline and ensure metro Atlanta remains a premier destination for business and economic opportunity.

**Katie Kirkpatrick**  
President & CEO  
Metro Atlanta Chamber



**SCAN THE QR CODE FOR THE VIRTUAL TALENT SUPPLY REPORT**

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# EXECUTIVE SUMMARY

Over the past five years, Georgia's economy has proven to be resilient, recovering from the pandemic sooner than most states. When we compare Georgia to the U.S., we see that Georgia increased its number of jobs by 6.8 percent, compared to the U.S. rate of 4.8 percent. That higher percentage growth accounts for roughly 92,000 additional jobs in Georgia compared to if the state had grown at the slower U.S. rate.

Georgia's economic development efforts have resulted in more domestic and international companies, as well as expansions by many companies already here. Substantial increases in manufacturing opportunities, along with growth in information technology and construction, have helped diversify Georgia's economy and provide opportunities for Georgia families.

In just a few years, Georgia has developed industries such as film and television, electric battery and vehicle manufacturing, and a vibrant startup ecosystem. Expanding these industries will require education systems that deliver skills training and a flexible workforce, one that is creative, adaptable, and prepared for rapid technological change.

- Job postings in Georgia continue to show opportunities in the workforce; however, postings are currently five percent lower than they were in 2019.
- Entry-level job postings increased by 12.4 percent, compared to overall postings at 5.5 percent. That nearly seven-percentage-point difference indicates potential employees will have opportunities to begin their careers.
- The completion of degrees in high-demand fields continues to increase, showing that Georgia's higher education institutions are working with businesses to deliver a workforce with the right skills.

## Georgia still needs to address these issues:

- There are 334,000 open jobs in Georgia and only 181,000 people who are unemployed in the state. This shows that there is still high demand for workers yet it also highlights Georgia's skills gap.
- Georgia's labor force participation rate is currently less than 61 percent. That number is around 7 percent lower than pre-COVID levels and is not expected to increase significantly in the foreseeable future.
- Attainable workforce housing is in demand all over the country. The communities that lead on this issue will reap the benefits in terms of companies expanding in their area.



Artificial Intelligence is having an effect on hiring around the country and Georgia is no exception. Along with the extended period of policy uncertainty the economy is facing, this continues to shape the labor market. Georgia's business community and chambers of commerce have partnered with policymakers to expand access to higher education, remove barriers to employment, and strengthen technical and workforce training programs. While challenges remain, the trajectory is positive. With decisions grounded in data, informed by best practices, and aligned with future industry needs, Georgia is positioned to sustain economic growth and reinforce its standing as a national and global leader.



*Jerry D. Parrish*

Jerry D. Parrish, Ph.D.,  
Chief Economist,  
Metro Atlanta Chamber

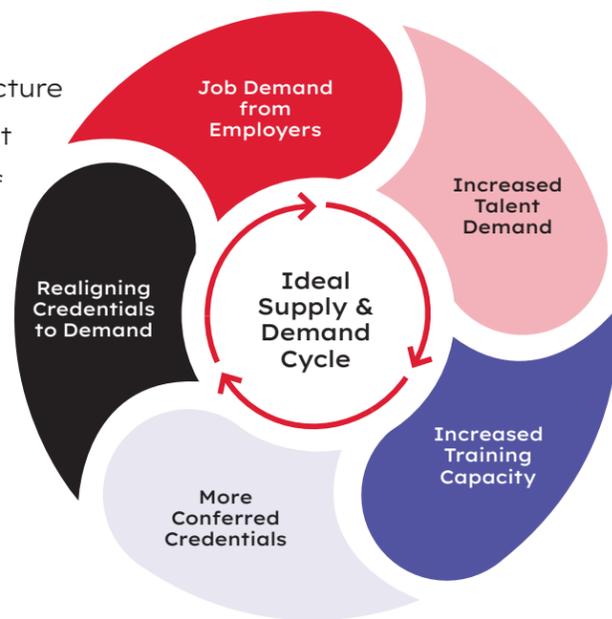
# THE IDEAL TALENT SUPPLY & DEMAND CYCLES

Metro Atlanta’s workforce is evolving in step with the region’s dynamic economy. As industries grow and skill needs shift, keeping talent supply aligned with employer demand isn’t just important, it’s essential for competitiveness and long-term growth. This report uses the **Ideal Supply & Demand Cycle** as its organizing framework. The model illustrates how employer insights shape education and training systems, how those systems produce skilled workers, and how continuous feedback keeps the pipeline responsive.

The cycle includes four core components:

- Employer Demand:** Clear signals on current and emerging hiring needs.
- Talent Supply:** Graduates and workers ready for in-demand roles.
- System Alignment:** Education and workforce partners adapting programs to meet employer expectations.
- Feedback & Adjustment:** Ongoing collaboration to close gaps and improve outcomes.

This framework guides the structure of the 2026 Talent Supply Report and showcases the strengths of Georgia and metro Atlanta’s talent ecosystem while identifying opportunities to enhance alignment.



# TALENT DEMAND

## Employer Signals, Demographic Forces Shaping Demand, and Hiring Trends

Metro Atlanta continues to experience strong and sustained employer demand, fueled by economic expansion, demographic growth, and the region’s position as a national hub for logistics, corporate services, healthcare, and technology. The following indicators capture the dynamics shaping current and future workforce needs across the region.

## EMPLOYMENT GROWTH

Both metro Atlanta’s and Georgia’s non-farm employment has shown steady growth since 2017 and continues to maintain momentum into 2025, underscoring the region’s resilience and long-term economic vitality. Industries such as logistics, healthcare, technology, and professional services are driving this expansion, ranking among the fastest growing in the nation.

Looking ahead, forecasts point to continued growth, reinforcing the need for a robust talent pipeline that can meet both rising job creation and replacement demands as the workforce evolves.

### TOTAL (NON-FARM) EMPLOYMENT 2017-2025

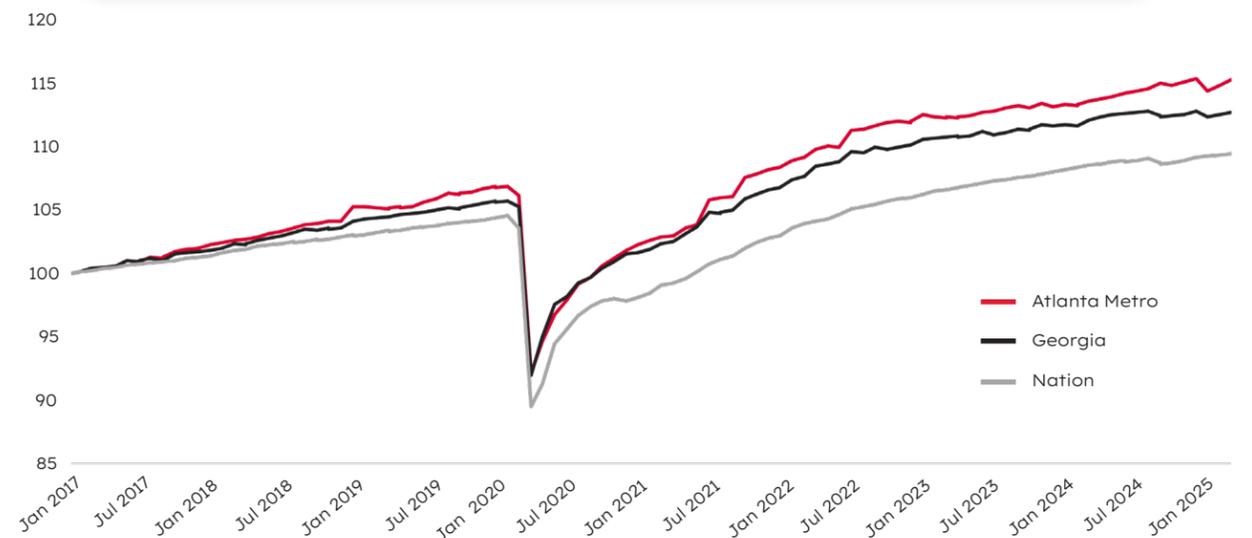


Figure 1.1

# TOTAL JOB POSTINGS (2019-2024)

Job postings across Georgia remain well above pre-pandemic levels, signaling a structurally higher baseline of employer demand. After peaking in 2022 during the post-pandemic hiring surge, postings moderated through 2023 and 2024. Even at these normalized levels, demand in 2024 is still significantly above 2017-2019 volumes. This sustained strength reflects both ongoing economic expansion and replacement needs driven by turnover and retirements.



# INDUSTRY-LEVEL HIRING TRENDS

Hiring demand has increased significantly in several key industries. Health Care (+67%) shows the largest rise in postings since 2019, reflecting sustained workforce shortages and rising patient demand. Administrative & Support (+27%), Retail Trade (+25%), and Manufacturing (+34%) also show substantial growth, driven by Georgia's expanding industrial base and logistics network. Sectors such as Accommodation & Food Services and Wholesale trade demonstrate solid gains. Declines in Professional Services, Finance & Insurance, and Transportation & Warehousing indicate a normalization after unusually high demand earlier in the decade. Overall, the data point to broad-based hiring needs across both frontline and high-skill sectors.



## TOTAL JOB POSTINGS

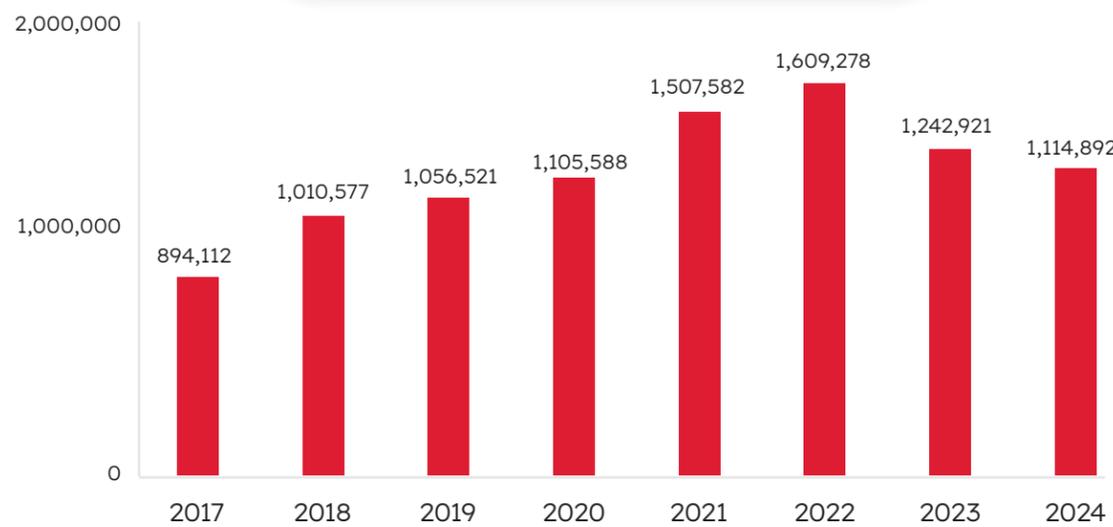


Figure 1.2

## JOB POSTINGS BY INDUSTRY

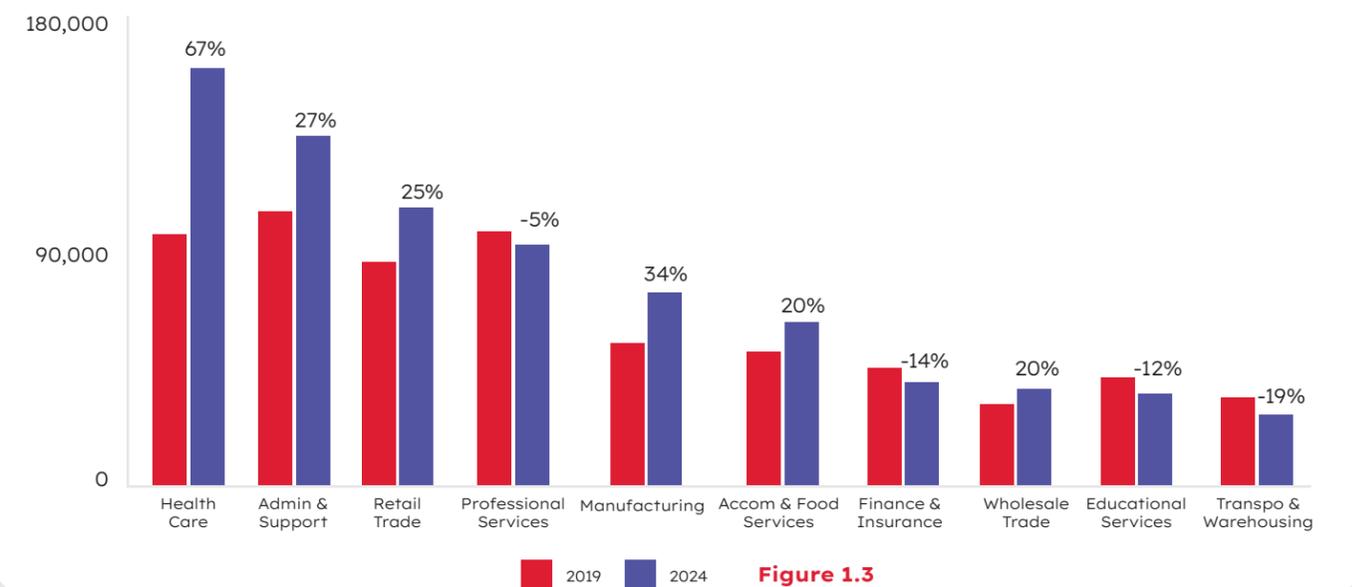


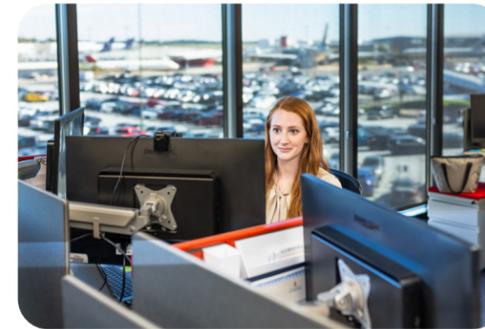
Figure 1.3

# OCCUPATION-LEVEL HIRING TRENDS

Essential occupations continue to show strong momentum in job postings. Registered Nurses (+38%), Maintenance Repair Workers (+32%), and Heavy Truck Drivers (+24%) lead the way, highlighting sustained growth in healthcare and logistics. Retail supervisory roles are also trending upward. While postings for some office-based and tech-support roles have moderated, such as Software Developers (-57%), Computer Occupations (-35%), and Sales Representatives (-54%). These shifts reflect evolving business models, automation, and efficiency gains. Overall, the labor market is adapting to change, with healthcare, logistics, and essential services driving opportunity and growth.

The best workforce strategies start with employers. When we build talent supply based on what businesses actually need, we create career pathways that work—employers fill critical roles, workers access good careers, and regions invest with purpose. That demand-driven alignment is what makes workforce systems sustainable and scalable.

**Jamie Francis**  
Vice President,  
Policy and Programs  
US Chamber of Commerce



# TOP ENTRY-LEVEL OCCUPATIONS

Entry-level opportunities remain strong in essential services, logistics, and frontline operations, key pillars of the region's economy. Registered Nurses lead early-career postings, followed by Retail Supervisors, Heavy Truck Drivers, Retail Salespersons, and Customer Service Representatives. Many roles, such as Maintenance & Repair Workers, show healthy demand for both new and experienced candidates. This mix signals that employers are committed to hiring first-time workers.

## JOB POSTINGS BY OCCUPATION (2019-2024)

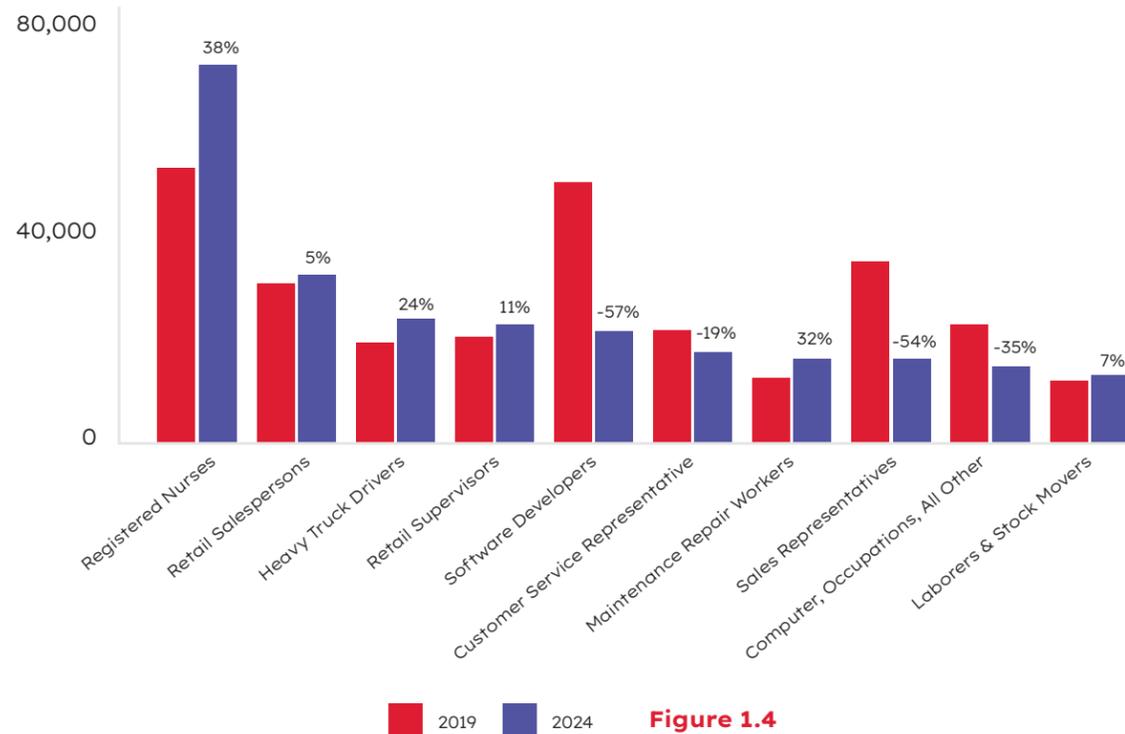


Figure 1.4

## TOP ENTRY-LEVEL OCCUPATIONS

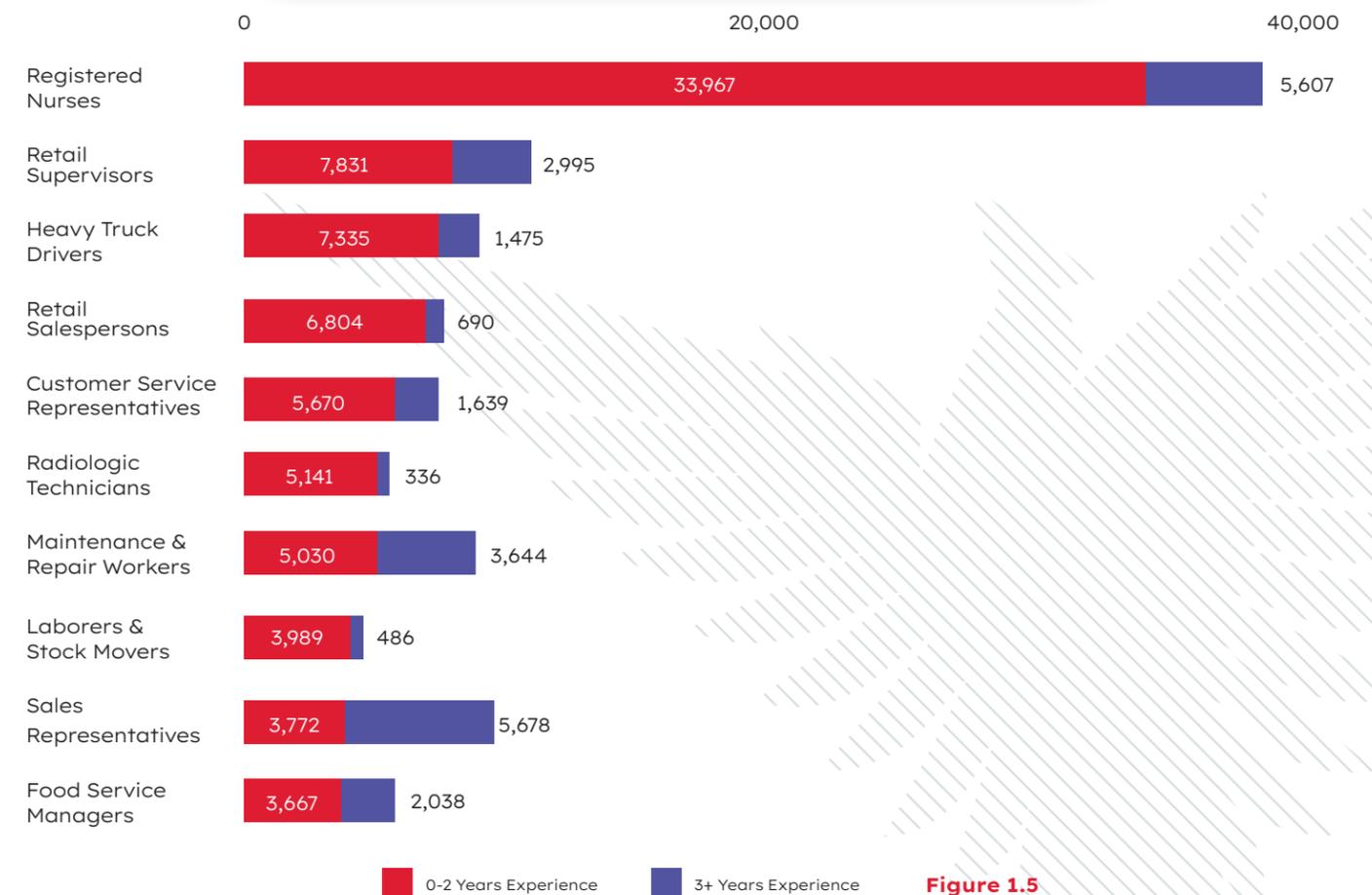


Figure 1.5

# EXPERIENCE EXPECTATIONS FOR ENTRY-LEVEL ROLES

Many roles which are typically classified as entry-level are requiring multiple years of experience prior to hiring, particularly where immediate job-readiness is critical. For example, more than 60% of Sales Representative postings require at least 3 years of experience. Sales Representatives, Maintenance & Repair Workers, Retail Supervisors and other frontline roles also reflect higher experience expectations. This trend highlights the growing importance of work-based learning, internships, apprenticeships, and early-career pathways that equip new job seekers with the skills and experience employers value.

## ENTRY-LEVEL OCCUPATIONS ASKING FOR 3+ YEARS EXPERIENCE

OCCUPATION	2023	2024	% CHANGE
Registered Nurses	12.1%	14.2%	2.1%
Sales Representatives	52.8%	60.1%	7.3%
Retail Supervisors	26.5%	27.7%	1.2%
Customer Service Representatives	19.6%	22.4%	2.8%
Laborers & Stock Movers	10.1%	10.9%	0.8%
Heavy Truck Drivers	14.2%	16.7%	2.5%
Retail Salespersons	9.4%	9.2%	-0.2%
Maintenance & Repair Workers	41.0%	42.0%	1.0%
Secretaries & Admin Assistants	35.6%	33.9%	-1.7%
Food Service Managers	33.0%	35.7%	2.7%

Figure 1.6



# TOP SKILLS REQUESTED

Employer job postings consistently emphasize foundational, transferable skills that cut across industries and occupation levels. Communication stands out as the most frequently requested skill, underscoring its central role in nearly every workplace function—from frontline roles to management and professional occupations. Customer service, management, sales, and operations also rank highly, reflecting strong demand for individuals who can engage customers, support teams, and keep day-to-day business functions running efficiently.

Beyond these core functions, employers continue to prioritize leadership, problem

solving, and attention to detail—skills that signal reliability, judgment, and the ability to navigate complexity in fast-changing work environments. The prevalence of skills such as “valid driver’s license” further highlights demand in roles that require mobility and on-site presence, particularly across logistics, field service, and skilled trade occupations.

Taken together, this data suggests that while technical and occupation-specific skills remain important, employers place significant value on adaptability, professionalism, and job-readiness. For education and workforce partners, these findings reinforce the importance of embedding employability skills—such as communication, teamwork, and problem solving—alongside technical training to better align talent supply with employer expectations.

## TOP SKILLS REQUESTED

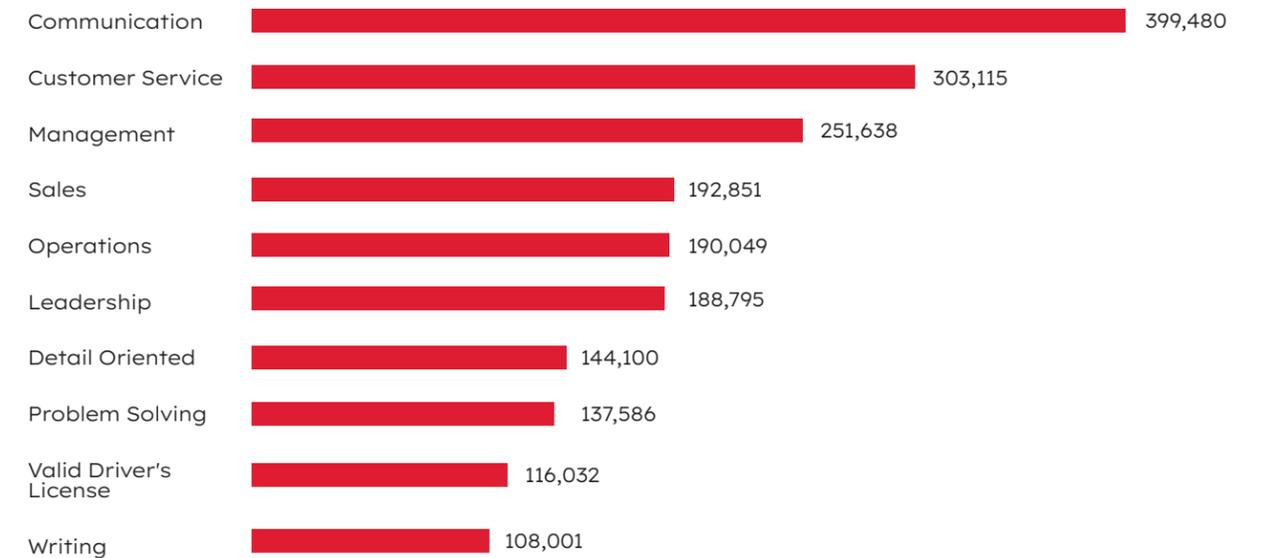


Figure 1.7

# POPULATION TRENDS

Georgia's population continues to grow, fueled by a surge in international migration and steady domestic migration supporting workforce expansion. These trends expand the labor pool, particularly among working-age residents, creating new opportunities for employers and job seekers alike. To fully meet rising demand for specialized roles, the focus now shifts to building strong credential pathways in healthcare, engineering, IT, and technical fields.



## GEORGIA POPULATION TRENDS

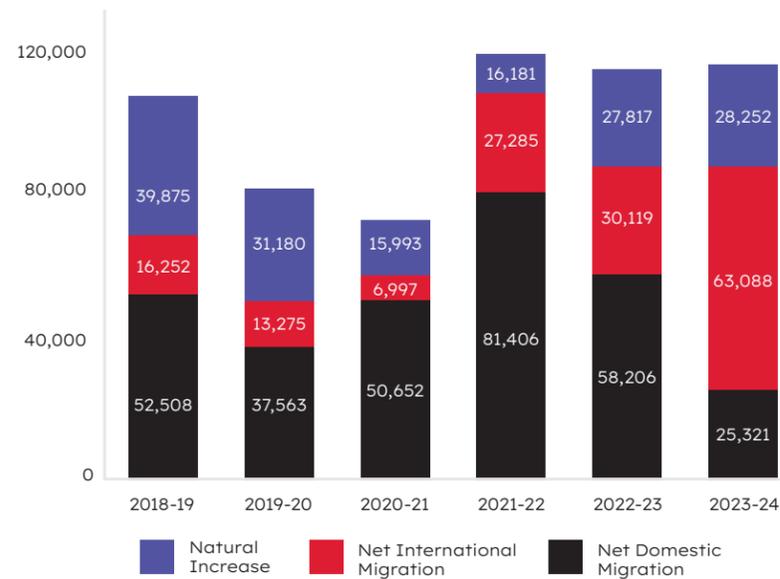


Figure 1.8

# TALENT SUPPLY

## The Education Pipeline, Credential Production, and Institutional Contributions

Georgia's higher education and training ecosystem—anchored by the University System of Georgia (USG), the Technical College System of Georgia (TCSG), and a robust network of private institutions—forms a powerful foundation for the state's talent pipeline. Each year, tens of thousands of graduates enter the workforce, many choosing to stay in or move to metro Atlanta, fueling regional growth. Statewide credential production is a critical driver of employer readiness, and recent trends point to continued strength. This section highlights the structure and strengths of Georgia's talent supply, rising credential completions, and institutional growth that solidify the state's position as a premier, talent-first destination.

## GEORGIA'S EDUCATION PIPELINE AND CREDENTIAL OUTPUT

Georgia's education pipeline consistently produces a wide range of credentials that align with the breadth of diverse industries operating across the state. Credential rankings have remained stable over time, with Business & Management, Health Professions, and Computer & Information fields consistently among the highest-volume programs. Steady completions in Liberal Arts & Sciences, Engineering, Biological Sciences, and Education further reflect the rich academic pathways fueling Georgia's labor market. This stability underscores Georgia's strength in producing a broad spectrum of talent at scale. One area of note is precision production programs, which have seen a steady increase in completions over recent years, signaling sustained demand for skilled talent in manufacturing and production-related fields.



In a global, highly competitive talent market, organizations like Truist rely on precision—not assumptions—when developing talent strategies. Aligning talent supply with clearly defined business demand enables firms to build capabilities that support innovation, risk management, and long-term growth.



**JJ Rodrigues**  
SVP, Head of HR Acceleration  
& Teammate Experience Design,  
Truist



# DISTRIBUTION OF CREDENTIALS

Georgia offers a well-balanced mix of credentials across certificates, associate degrees, and bachelor's degrees, creating multiple pathways for students to enter the workforce and providing employers with talent at every skill level, from technical and middle-skill roles to advanced STEM and professional occupations.

- Certificates enable rapid entry into technical, operational, and skilled-trades roles.
- Associate degrees prepare students for clinical, technical, and specialized occupations.
- Bachelor's degrees supply much of the state's STEM, business, and professional workforce.

While this report focuses on these three award levels—where most workforce entry occurs—Georgia institutions also confer substantial numbers of master's and doctoral degrees. These advanced credentials support high-skill roles in healthcare, analytics, research, and management, further reinforcing Georgia's position as a talent-rich state.

## DEGREES & CERTIFICATES CONFERRED

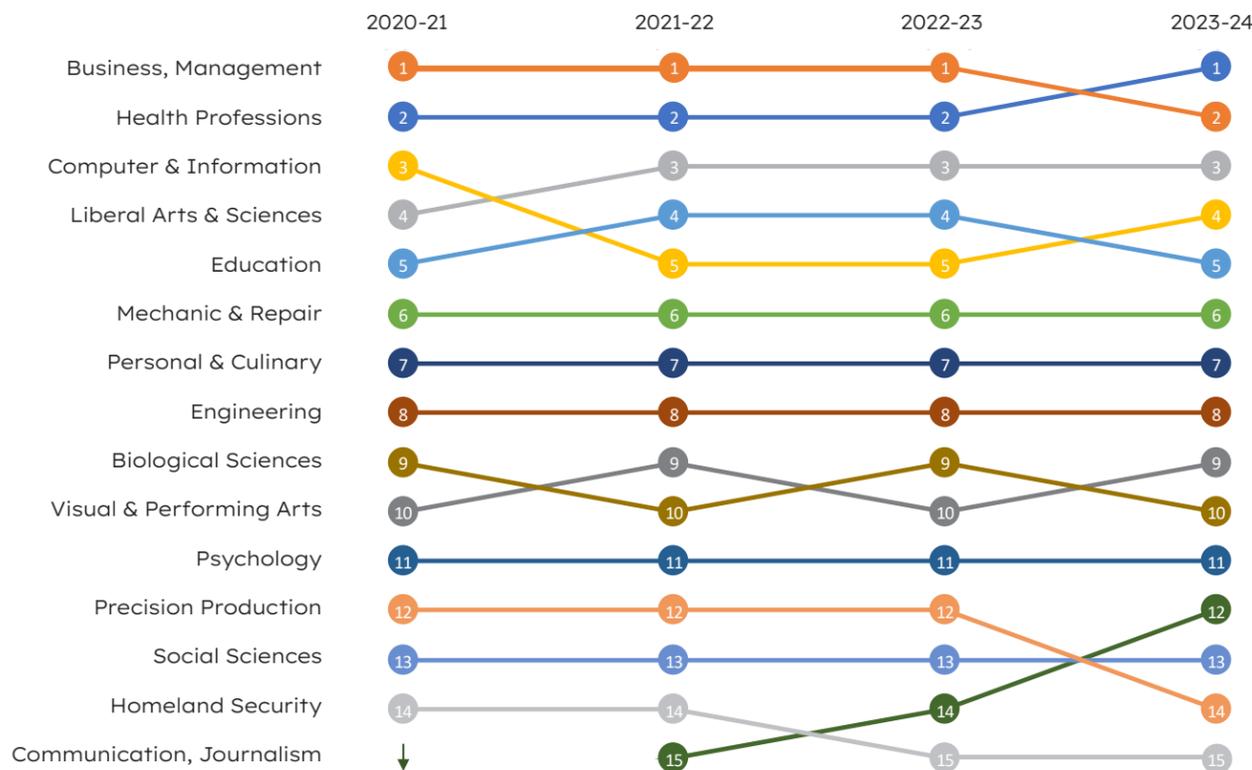


Figure 2.1

## USG AND TCSG INSTITUTIONS - ALL AWARDS CONFERRED

SYSTEM	INSTITUTION	ALL COMPLETIONS 2024	10-YEAR CHANGE
TCSG	Chattahoochee Technical College	7,166	185%
USG	Georgia Institute of Technology-Main Campus	12,251	116%
TCSG	Southern Crescent Technical College	4,249	86%
USG	Kennesaw State University	8,574	53%
TCSG	Central Georgia Technical College	6,122	53%
USG	University of West Georgia	3,406	46%
USG	University of Georgia	13,837	33%
USG	Georgia Southern University	5,356	24%
TCSG	Gwinnett Technical College	3,941	24%
USG	Georgia State University	8,261	10%

Figure 2.2

# A DECADE OF GROWTH ACROSS USG & TCSG

Georgia’s postsecondary institutions have expanded credential production significantly over the past decade, reflecting sustained investment in talent development statewide.

## USG Institutions

Bachelor’s degree completions have grown across several USG campuses, particularly at institutions that play a significant role in supplying talent to metro Atlanta, such as Kennesaw State University and the Georgia Institute of Technology. Each of these institutions shows notable 10-year growth, reinforcing the strength of Georgia’s higher education system and its ongoing ability to produce high-skill talent in business, STEM, and professional fields.



## TCSG Institutions

TCSG institutions have experienced particularly strong growth in certificate and associate-level awards, reflecting statewide demand for technical and middle-skill talent. Over the past decade, colleges across the system have significantly increased completions in areas such as skilled trades, logistics, advanced manufacturing, healthcare support, and information technology.

This expansion demonstrates TCSG’s critical role in supplying job-ready workers for many of metro Atlanta’s fastest-growing sectors. Their ability to quickly scale programs, adapt curriculum, and collaborate with employers ensures that the state can respond effectively to evolving workforce needs.

## USG INSTITUTIONS BACHELOR’S CONFERRED

SYSTEM	INSTITUTION	BACHELOR’S 2024	10-YEAR CHANGE
USG	University of North Georgia	2,313	65%
USG	Georgia Gwinnett College	1,189	46%
USG	Kennesaw State University	6,253	42%
USG	Georgia Institute of Technology-Main Campus	4,576	40%
USG	University of Georgia	8,804	18%
USG	Georgia Southern University	3,869	17%
USG	Georgia State University	5,162	8%
USG	University of West Georgia	1,619	(2%)
USG	Georgia College & State University	1,136	(11%)
USG	Valdosta State University	1,460	(13%)

Figure 2.3

## TECHNICAL COLLEGE INSTITUTIONS - CERTIFICATES CONFERRED

SYSTEM	INSTITUTION	CERTIFICATES 2024	10-YEAR CHANGE
TCSG	Chattahoochee Technical College	6,227	207%
TCSG	Southern Crescent Technical College	3,808	95%
TCSG	Georgia Northwestern Technical College	2,880	60%
TCSG	Lanier Technical College	1,921	59%
TCSG	Central Georgia Technical College	5,025	39%
TCSG	Gwinnett Technical College	3,219	24%
TCSG	Atlanta Technical College	2,507	20%
TCSG	Wiregrass Georgia Technical College	1,908	15%
TCSG	West Georgia Technical College	2,238	5%
TCSG	Southern Regional Technical College	1,852	2%

Figure 2.4

# TALENT SUPPLY SUMMARY & AREAS OF OPPORTUNITY

Georgia's education pipeline remains strong and consistent, producing a wide range of credentials that support the state's diverse industry base. The stability of completions across major fields—such as Business, Health Professions, Computer & Information, Engineering, and Liberal Arts—demonstrates the resilience of Georgia's talent ecosystem and its ability to meet broad workforce needs.

Figure 2.5 illustrates growth in the top credential areas highlights several opportunities. Fields tied to Georgia's technical and digital economy

continue to expand, while others—particularly health- and engineering-related fields—remain stable despite long-term employer demand. These patterns underscore the importance of continuing to expand clinical capacity, technical program seats, and employer-education partnerships that help institutions scale offerings aligned with the evolving labor market.

Overall, Georgia's institutions are increasing their output and adapting to shifting workforce needs, driven by strong growth in certificate production and steady expansion of bachelor's degrees across USG campuses. Strengthening capacity in select high-demand fields—while continuing to support rapid-entry pathways and high-skill programs—will help ensure that metro Atlanta and the broader state remain well positioned to meet future workforce demands.

## TOP 10 2024 AWARDS

PROGRAM	CIP CODE	2019	2024	PERCENT CHANGE-5Y
Liberal Arts & Sciences, General Studies & Humanities	24	8,711	13,193	51%
Computer & Information Sciences & Support Services	11	9,490	13,515	42%
Culinary, Entertainment, & Personal Services	12	5,697	6,647	17%
Engineering	14	5,121	5,909	15%
Education	13	9,354	10,684	14%
Biological & Biomedical Sciences	26	4,536	5,059	12%
Mechanic and Repair Technologies/Technicians	47	7,732	8,114	5%
Business, Management, Marketing, & Related Support Services	52	24,575	25,138	2%
Visual & Performing Arts	50	4,974	4,988	0%
Health Professions & Related Programs	51	26,040	23,956	-8%

Figure 2.5

# TALENT ALIGNMENT & OPPORTUNITIES

The alignment between Georgia's talent supply and employer demand is key to how effectively metro Atlanta can meet the needs of growing industries. The state produces a strong volume of credentials each year and continued focus on specialized technical skills and critical training will help close remaining gaps. This section explores where talent supply aligns with employer needs and highlights opportunities to strengthen workforce readiness across the region.

## CLOSING TALENT GAPS THROUGH GROWTH

Georgia's credential production continues to rise, strengthening the state's talent pipeline and supporting metro Atlanta's economic momentum. While completions have increased, additional focus on specialized technical skills and clinical training will help meet growing demand in high-impact sectors such as healthcare, engineering, information technology, and logistics. These areas often require certifications, licensure, or advanced technical expertise, creating opportunities for expanded programs and innovative partnerships. By scaling capacity and aligning education with employer needs, Georgia is well-positioned to close remaining gaps and ensure a future-ready workforce.

## POTENTIAL TALENT GAP

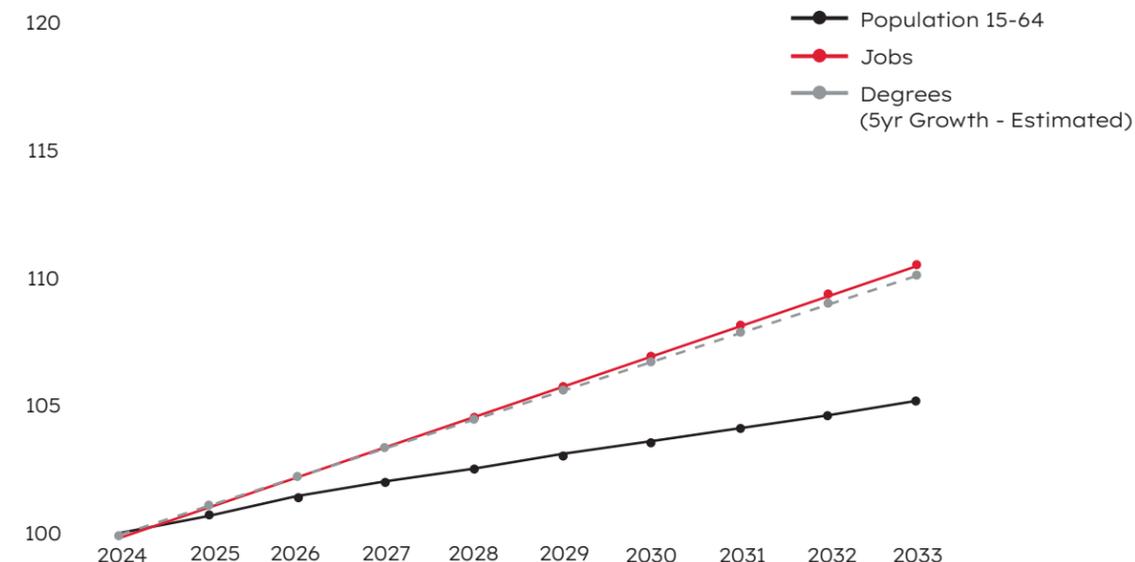


Figure 3.1

# CREDENTIAL ALIGNMENT FOR FUTURE READINESS

Comparisons of job demand and credential production reveal a consistent pattern across award levels. While employer needs currently outpace graduate output in several critical fields, this trend highlights the vitality of Georgia's economy and the potential for education systems to expand capacity. Entry-level job postings exceed completions for certificates, associate degrees, and bachelor's degrees, signaling demand across the entire talent pipelines. High-impact sectors, particularly healthcare, education, and logistics, are generating momentum for new programs, partnerships, and pathways that will strengthen Georgia's ability to meet future workforce needs.

Global organizations like The Coca-Cola Company don't just wrestle with hiring volume—the real challenge is alignment. When workforce plans match true business demand, companies stay agile, grow with confidence, and put the right skills in the right place at the right time.

**Rob Carter**  
Senior Director,  
Global Talent Acquisition  
Leader-Americas  
The Coca-Cola Company



## CREDENTIAL GAPS

EDUCATION LEVEL	CERTIFICATES	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE
Awards Conferred	56,754	17,035	57,265
Related Entry-Level Job Postings	95,680	32,036	58,688
Gap	-38,926	-15,001	-1,423

Figure 3.2

# CERTIFICATE-LEVEL GROWTH OPPORTUNITIES

Certificate-level supply and demand comparisons highlight strong opportunities for growth in several high-need fields. Employer demand for entry-level workers exceeds current graduate output, particularly in logistics coordinator, medical support, industrial maintenance, and construction trades. These roles are essential to supply chain operations, healthcare delivery, and infrastructure development, making expanded certificate pathways critical to sustaining metro Atlanta's economic momentum. Strengthening programs in health professions, technical trades, and transportation will help meet rising demand and ensure a future-ready workforce.

## CROSSWALK - CERTIFICATES

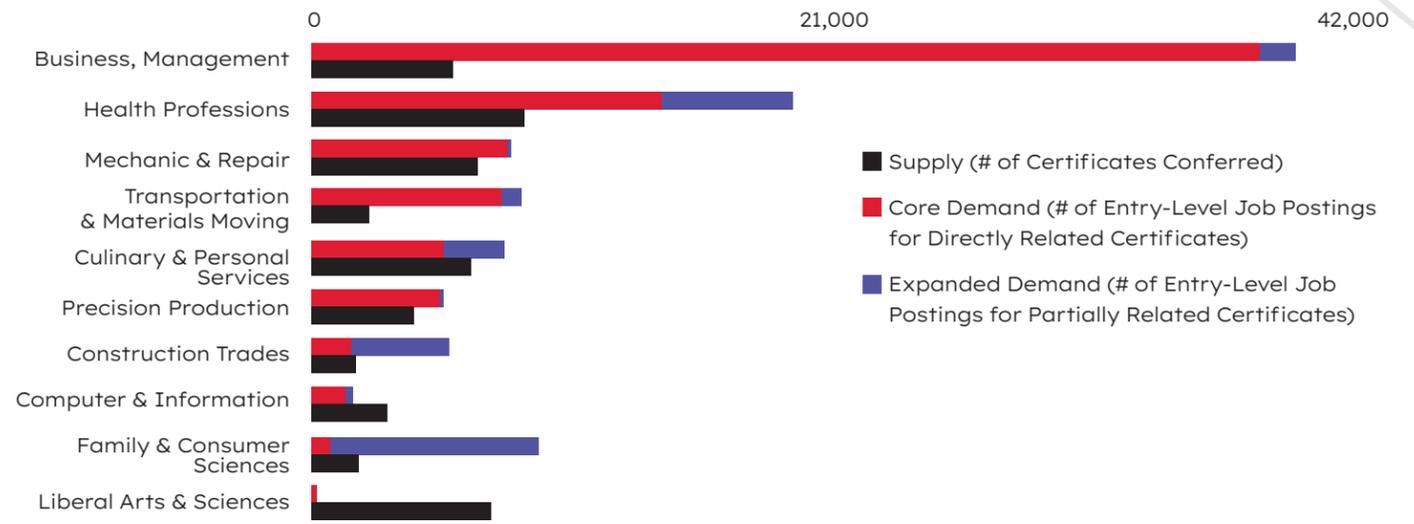


Figure 3.3a

## CERTIFICATES RANKINGS

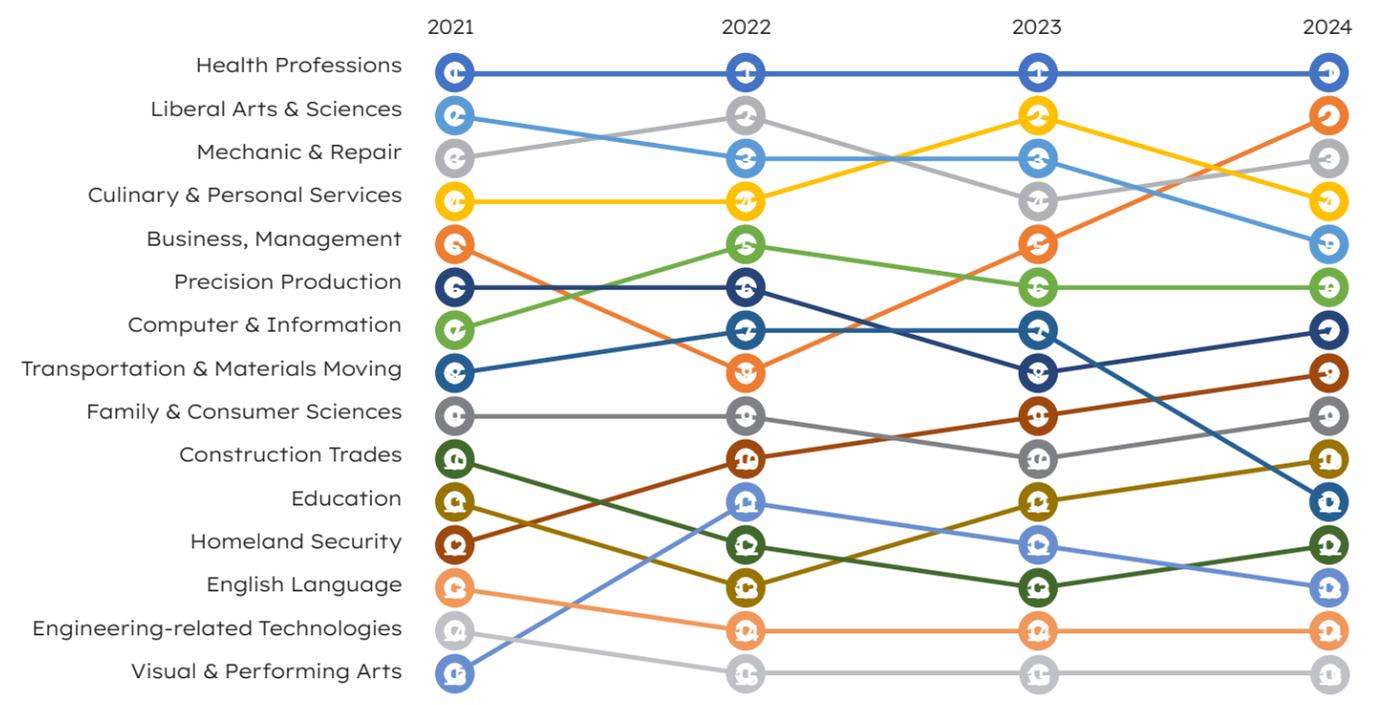


Figure 3.3b

# EXPANDING ASSOCIATE-LEVEL PATHWAYS

Associate-level supply and demand comparisons highlight strong opportunities for growth in several high-need fields. Employer demands exceed graduate output

in occupations requiring technical proficiency, licensure, or clinical training, such as nursing and industrial maintenance. These programs often face constraints, including specialized equipment needs and challenges in recruiting qualified faculty, which can slow scaling efforts. Expanding capacity and accelerating program development will likely be key to meeting demand for these critical roles and ensuring metro Atlanta's workforce remains future-ready.

## CROSSWALK - ASSOCIATE'S

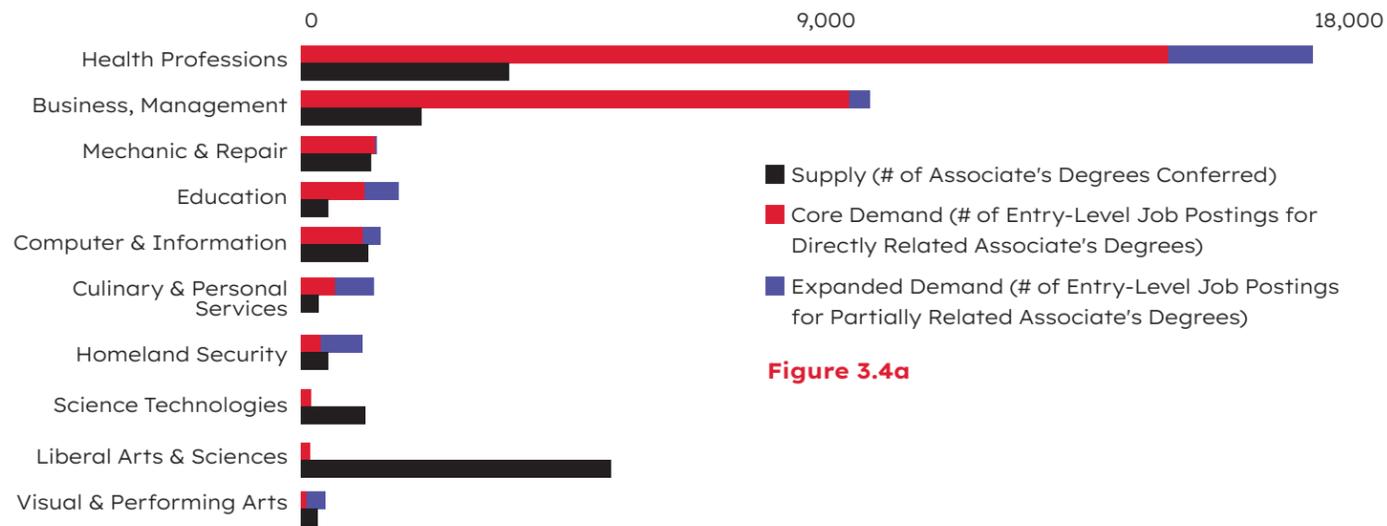


Figure 3.4a

## ASSOCIATE'S RANKINGS

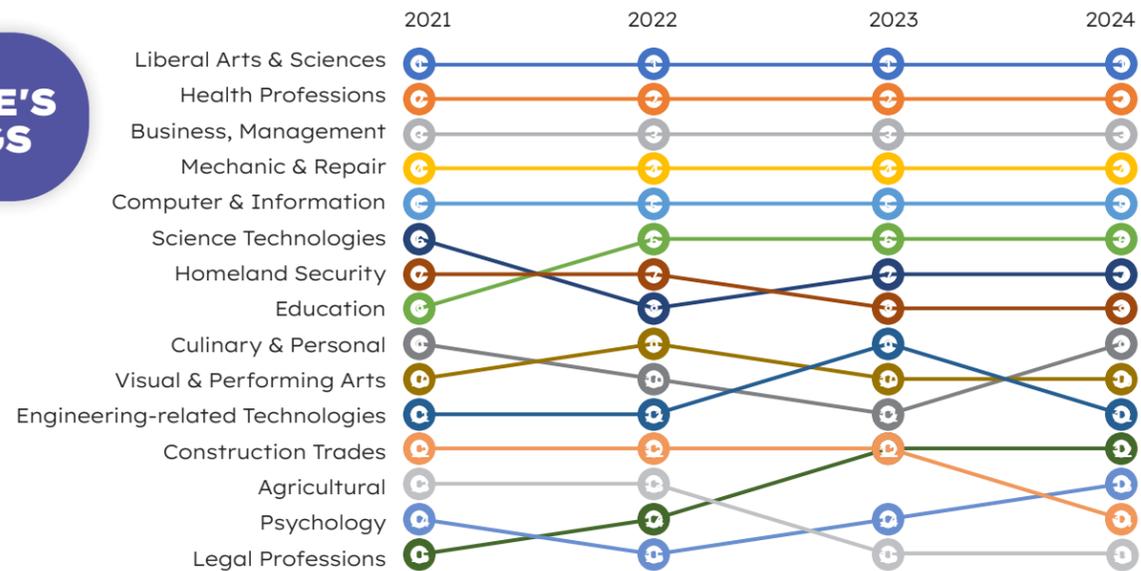


Figure 3.4b

# EXPANDING BACHELOR'S DEGREE

Bachelor's-level supply and demand comparisons highlight strong opportunities for growth in several talent-critical fields. Employer demand is especially high in Health Professions, Business specializations, Computer and Information fields, and Engineering, where job postings for entry-level roles consistently

outpace degree completions. This trend reflects sustained demand for nurses, data analysts, and engineering professionals—roles that anchor metro Atlanta's healthcare systems, digital economy, and infrastructure development.

Meanwhile, fields such as Visual and Performing Arts, and Communication produce more graduates than related entry-level openings, signaling areas of stronger alignment or potential oversupply. Expanding capacity in STEM and health disciplines will be essential to meeting long-term workforce needs.

## CROSSWALK - BACHELOR'S - 2023-24

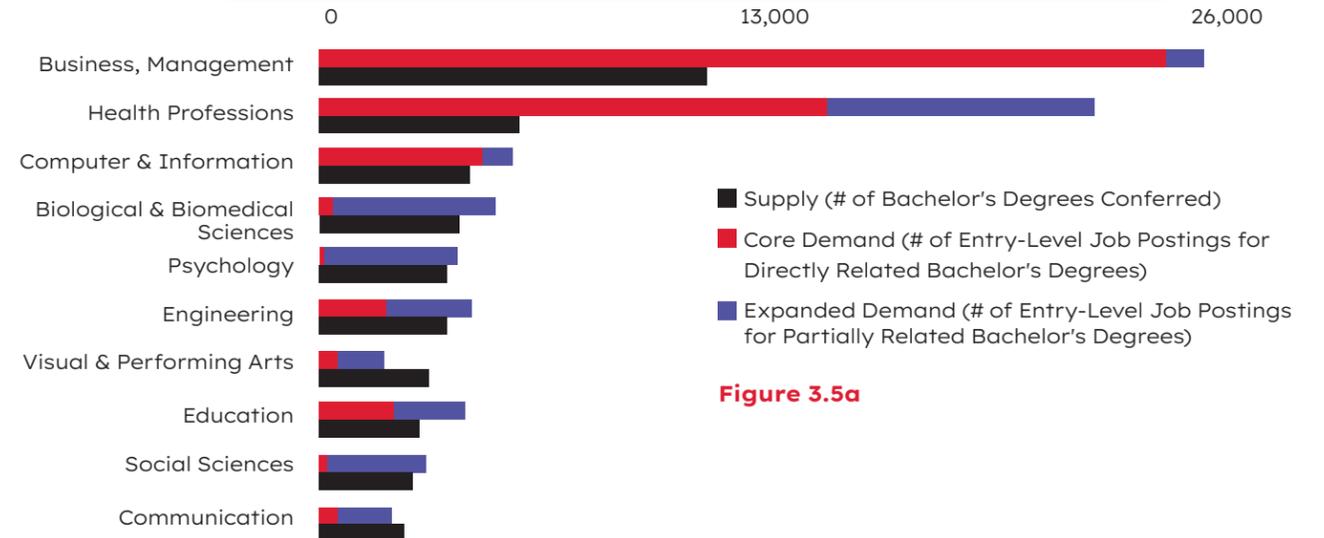


Figure 3.5a

## BACHELOR'S RANKINGS

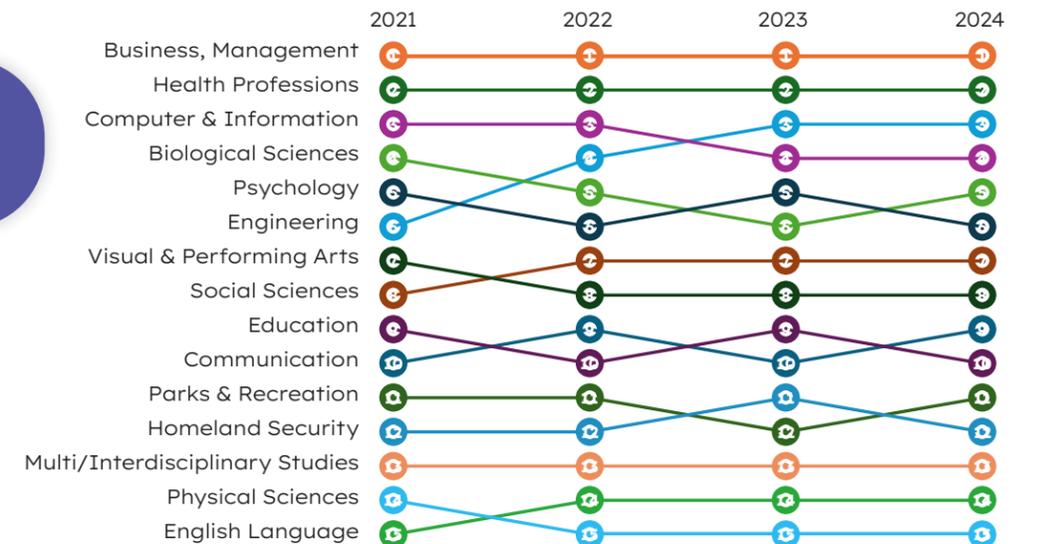


Figure 3.5b

# ALIGNMENT SUMMARY

High-misalignment occupations are those where employer demand significantly exceeds the supply of qualified workers entering the labor market. In metro Atlanta, the most consistently undersupplied roles include registered nurses, licensed practical nurses and other healthcare support roles, skilled trades and industrial maintenance technicians, and logistics and supply-chain support workers. These occupations form the backbone of the region’s healthcare delivery system, manufacturing and industrial operations, and logistics infrastructure—industries that continue to expand and drive metro Atlanta’s economic competitiveness.

Current workforce gaps in these fields underscore the importance of expanding training pathways, increasing access to clinical and technical learning environments, and strengthening employer–education partnerships that create clearer routes into these professions. At the same time, Georgia’s education pipeline remains strong overall, though alignment with employer demand varies significantly by occupation and credential level. While several academic fields—such as social sciences and general studies—produce more graduates than there are related entry-level openings, gaps in healthcare, technical trades, industrial and logistics roles, and other hands-on, high-skill occupations remain pressing.

Closing these gaps will require continued investment in program capacity, coordinated strategies across state education systems, and expanded work-based learning and upskilling opportunities that prepare residents for high-demand jobs.



# HOW GEORGIA ALIGNS TALENT SUPPLY & DEMAND

## State, System, and Employer Responses That Strengthen the Talent Pipeline

The final stage of the Talent Supply & Demand Cycle is the system response—the coordinated actions taken by employers, educators, workforce organizations, and state agencies to rebalance supply and demand as labor market needs evolve. In Georgia, this response is strengthened by an integrated approach to workforce development that supports talent at every stage of the pipeline, from K-12 through postsecondary education and into careers. This section highlights how statewide policy, institutional alignment, and employer engagement collectively shape Georgia into a talent-first state.



## STATEWIDE STRATEGY & POLICY ALIGNMENT

Georgia’s statewide strategy places workforce development at the center of its economic competitiveness efforts. As part of this work, the state launched the **Top State for Talent** initiative—a coordinated approach focused on aligning education, training, and employer needs to ensure residents have clear and efficient pathways into high-demand careers. State agencies—including the Technical College System of Georgia (TCSG), the University System of Georgia (USG), the Georgia Department of Education (GaDOE), and WorkSource Georgia—collaborate to strengthen the talent pipeline across multiple entry points.

Key statewide levers include:

- Expansion of high-demand programs in healthcare, engineering, information technology, logistics, and skilled trades.
- Investments in instructional labs, equipment, and faculty to support program growth.
- Employer incentives and training partnerships that scale apprenticeship and earn-and-learn models.
- Short-term and accelerated credential pathways aligned with industry-recognized skills and certifications.

These policy decisions allow Georgia to respond quickly to employer needs, adapt training capacity, and reinforce the workforce priorities of metro Atlanta’s high-demand industries.

# K-12 CAREER PATHWAYS & EARLY TALENT DEVELOPMENT

Georgia's K-12 system plays a critical role in developing early talent and building awareness of high-demand careers. **CTAE** (Career, Technical, and Agricultural Education) programs expose students to foundational technical skills across healthcare, IT, engineering, logistics, and skilled trades while creating clear connections to postsecondary pathways.

The state's **College and Career Academy (CCA)** network further strengthens this pipeline by offering hands-on, industry-aligned training in partnership with local employers and technical colleges. CCAs provide advanced labs, simulated work environments, and industry-recognized credentials that prepare students for immediate employment or seamless transition into TCSG and USG programs. Georgia now operates one of the largest CCA networks in the country, serving as a national model for industry-education collaboration.

**Dual Enrollment** expands these opportunities by enabling high school students to earn college credit at no cost, accelerating time-to-completion and broadening access to technical and academic pathways. Collectively, CTAE, CCAs, and Dual Enrollment create earlier, clearer, and more career-connected routes into high-demand occupations—strengthening long-term alignment between Georgia's K-12 system and statewide workforce needs.



# EDUCATION SYSTEM ADJUSTMENTS

TCSG and USG institutions continue refining programs to better align with employer needs by:

- Scaling engineering, computing, nursing, and allied health programs.
- Updating curricula to incorporate emerging technologies and industry standards.
- Expanding short-term credential offerings for rapid entry into technical and operational roles.
- Strengthening transfer pathways between TCSG and USG for students pursuing advanced technical or healthcare degrees.

These adjustments ensure the education system remains responsive to shifts in industry demand and is capable of meeting long-term workforce needs.

# WORKFORCE ECOSYSTEM SUPPORTS & BARRIER REDUCTION

Workforce development organizations and community partners provide essential supports that help job-seekers access training and employment. These efforts include:

- Assistance with transportation, childcare, and financial needs.
- Wraparound services that increase persistence and completion.
- Sector partnerships that coordinate employer needs and training solutions.
- Community-based recruitment pipelines into logistics, manufacturing, and healthcare roles.

Such support is especially important for helping underrepresented and economically disconnected residents enter high-demand fields.

# EMPLOYER-LED RESPONSES

Metro Atlanta employers continue adapting their hiring and talent development models to meet workforce needs. Many are adopting skills-based hiring, widening candidate pools by focusing on competencies rather than solely degree requirements. Employers are also expanding internships, apprenticeships, and work-based learning to create stronger on-ramps for early-career talent.

Additionally, companies are increasing investment in upskilling and reskilling, using credentialing programs, tuition assistance, and career pathway models to help existing employees transition into high-demand roles. These employer actions are essential to addressing near-term gaps and building a more sustainable long-term talent pipeline.

# SUMMARY

Georgia's approach to workforce development is highly coordinated across policy, education, and industry partners. By expanding high-demand programs, strengthening pathways across K-12 and postsecondary systems, scaling work-based learning, and deepening employer collaboration, the state maintains a talent pipeline capable of meeting both current and future workforce needs. These collective actions reinforce the Talent Supply & Demand Cycle and position Georgia—and metro Atlanta in particular—as a talent-first state prepared for long-term economic growth.

# DATA SOURCES

**This report utilizes the most current available data from the following sources:**

- University System of Georgia (USG)
- Technical College System of Georgia (TCSG)
- Lightcast labor market analytics
- Georgia Department of Labor (GDOL)
- U.S. Bureau of Labor Statistics (BLS)
- U.S. Census Bureau
- U.S. Department of Education (USDOE)
- National Center for Education Statistics (NCES)
- Integrated Postsecondary Education Data System (IPEDS)
- Metro Atlanta Chamber (MAC) internal research

# KEY DEFINITIONS:

- **Talent:** The collective knowledge, skills, abilities, and credentials possessed by individuals participating in the workforce. In this report, talent refers to workers and jobseekers across all education and experience levels who contribute to the region's economic competitiveness.
- **Talent Supply:** Credential completions and graduate output from Georgia's education and training systems.
- **Talent Demand:** Job posting activity, occupational projections, and employer hiring patterns.
- **Talent Gap:** The difference between employer demand and the number of related academic completions.
- **High-Misalignment Occupations:** Roles where employer demand significantly exceeds talent supply, based on long-term labor market trends.



As Delta enters its second century of flight, building long term pipelines of skilled talent is essential to sustaining our momentum. By investing in skills development and mobility, we're creating a workforce ready to support the next hundred years of innovation.



**Lisa Blackmon**  
Managing Director,  
Global Talent Acquisition  
Delta Air Lines



**Want deeper insights?  
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metro Atlanta.**

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