AI & YOUR CAREER CONVERSATIONS | INDUSTRY ENGAGEMENT BRIEF

AI IS PART OF EVERY CAREER NOW. HELP STUDENTS SEE IT.

You're in the room to show students what industry needs, **even if they can't see it yet.** Whether you're leading a workshop or talking at a roundtable, AI fluency is now one of those needs.

In a workshop: tie your expertise to one real AI or data application. On a panel or at a roundtable: tell a quick story about how AI changed your work.

WHY IT MATTERS

- Employers are hiring for it. Two-thirds of employers plan to hire talent with specific AI skills, and AI and big data top the list of fastest-growing skills. (WEF, 2025)
- The job is moving. Employers expect about 39% of core skills to change by 2030. (WEF, 2025)
- Agriculture is already there. 17% of farmers worldwide now use generative AI for farm tasks. (McKinsey, 2026)

THE MESSAGE TO STUDENTS

"This is something you need to know more about and be skilled at. Your future employer will expect it and is looking for it."

- Data literacy first. AI runs on data. Know where it came from, read the output critically, and spot when it's wrong.
- It's a competitive advantage. Graduates who use AI well will outpace those who don't, in any role.
- It doesn't replace you. Judgment, relationships, and leadership still decide direction and outcomes.

5 WAYS TO SPEAK TO AI AND AFA'S VALUE NO MATTER THE CAREER PATH

1. Make it personal. Share one concrete way AI or data shows up in your work this year. Specific beats general.
2. Go beyond tech jobs. Sales, finance, policy, communications, production ag. Show students every path runs on data.
3. Pair the tool with the leader. AI handles tasks; people lead. AFA programs build the judgment, communication and relationships employers want alongside AI skill.
4. Model responsible use. Talk about checking outputs, protecting data and being transparent about when you use AI.
5. End with a challenge. Ask students to try one AI tool, build one data skill, or ask about AI in their next interview.

THE BOTTOM LINE: Our role is to create relevance for what industry needs in students' minds, even if they don't see it today. AI is one of those needs.

Sources: World Economic Forum, Future of Jobs Report 2025; McKinsey & Company, Global Farmer Insights 2026.