Texas Demographic Conference

Shaping Tomorrow's Communities

May 21 - 22, 2025

Texas Demographic Center

Agenda

Keynote Speakers

Breakout Session 1 - 11:00am - 12:00pm

Plenary Session - 1:15pm – 2:15pm

Breakout Session 2 - 2:30pm – 3:30pm

Breakout Session 3 - 3:45pm - 4:45pm

View Presentation Slides

About our Speakers

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Schedule

Thursday, May 22, 2025

8:00am - 12:00pm
Registration

8:00am - 9:00am
Breakfast

9:00am - 10:00am
LIVESTREAM

Keynote Speaker Room 104

State of the State: Texas Demographic Trends and Characteristics

Lloyd Potter
Texas State Demographer

Discover the trends emerging from Texas, spanning population dynamics, demographic composition, migration patterns, and beyond.

10:00am - 10:45am
LIVESTREAM

Keynote Speaker Room 104

What Lies Ahead for the Texas Economy?

Pia Orrenius
Vice President, Federal Reserve Bank of Dallas

The Texas economy typically grows faster than the nation due to high rates of in-migration of firms and workers and pervasive confidence in the regional economy that spurs investment and hiring. Learn how these traditional strengths are under strain currently due to high policy uncertainty and what might lie ahead for the Texas economy.

Break - 10:45am - 11:00am

11:00am - 12:00pm

Breakout Session Room 100

Texas' Future in Numbers: Population Projections Explained

Helen You
Associate Director and Senior Demographer, Texas Demographic Center

Get an inside look at how the Texas Demographic Center forecasts the state's future population. Discover key trends by age, gender, and race/ethnicity that shape Texas' growth.

11:00am - 12:00pm

Breakout Session Room 104

Water, Wi-Fi, and Workforce: The Infrastructure Challenge (and Opportunity) Facing Texas

Evan Wolstencroft
Program Manager, Texas Rural Funders

Colin McDonald
Senior Policy Analyst, Texas Water Foundation

Texans rely on water to live and broadband to work and learn. Our economy needs both to thrive. But, with

more Texans than ever (and even more on the way), we need to invest in the infrastructure and workforce that support these critical services. The good news? Many of the tools, programs, and partners we need are already in place — we just need to put them to work. This session explores how we can take a comprehensive and coordinated approach to developing the workforce that powers Texas' water and broadband. Attendees will gain insights into: The current state of the water and broadband labor market; Existing tools and programs to train the water and broadband workforce in Texas; and Strategies to align education and training with industry needs and create strong, sustainable career pathways in infrastructure.

11:00am - 12:00pm

Breakout Session Room 101A/B

Innovating Care for Underserved Populations: AI-Driven Insights with the Community Vulnerability Compass (CVC)

Lance Rather
Senior Director of Product and Strategic Partnerships, Parkland Center for Clinical Innovation (PCCI)

This session highlights PCCI's use of AI and data science to improve health outcomes for underserved communities. It introduces the Community Vulnerability Compass (CVC), which provides localized, actionable insights across domains like housing and food access. Integrated into predictive models, CVC enhances precision by tying risk to non-medical drivers of health, often outperforming traditional clinical indicators. Future work includes expanding AI use cases and refining vulnerability modeling.

Lunch Break - 12:00pm – 1:15pm
Boxed lunch provided in North Lobby. Seating available in Room 104.

1:15pm – 2:15pm
LIVESTREAM

Plenary Session Room 104

Powering Growth: Why Accurate Population Data Fuels Economic Success and Thriving Communities

Angela Broyles
Director, Texas Census Institute (Moderator)

Andrea Coker
Chief Advocacy Officer, North Texas Commission

Steve Love
President & CEO, DFW Hospital Council

Drew Campbell
Executive Director, Dallas Regional Mobility Coalition

Opal Mauldin-Jones
City Manager, City of Lancaster

Join North Texas leaders from transportation, health, business, and city government as they discuss how reliable data informs critical decisions—from infrastructure and healthcare to economic development and public services. Learn why getting the count right is essential to supporting Texas's rapidly growing population and ensuring every community has the resources to thrive.

Break - 2:15pm – 2:30pm

2:30pm – 3:30pm

Breakout Session

Room 101B

Demographic Drivers of Texas Real Estate

Daniel Oney
Research Director, Texas Real Estate Research Center at Texas A&M University

Strong demographic growth has significantly influenced Texas' residential and commercial markets. How have the markets been influenced? What might be in store if the composition and rate of growth changes in the face of new economic and geopolitical events and trends? Join this fascinating session to hear the Texas Real Estate Research Center's answers to these questions and more.

2:30pm – 3:30pm

Breakout Session

Room 100

The State of the Texas Nonprofit Sector: Regional and Statewide Data Trends

Chris Bugbee
President and CEO, OneStar

Colton Strawser
Executive Director, North Texas Nonprofit Institute

How are Texas nonprofits doing—and where are they headed? This data-informed session explores trends shaping the nonprofit sector across the state, focusing on regional dynamics. Based on recent local and statewide research, participants will gain insights into the size, scope, and economic impact of Texas nonprofits and the challenges and opportunities facing the sector today. Learn valuable data to articulate the nonprofit sector's vital role in our community and better understand how this information can support advocacy, strategic planning, and resource development in your organization and region.

2:30pm – 3:30pm

Breakout Session

Room 101A

Leveraging Data Tools to find the Data You Need

Valeria Alvarez
Research Scientist Associate, Texas Demographic Center

This hands-on workshop (laptop required) will teach the basics on how to get started with your Census Bureau data search on data.census.gov, including downloading data, using the map feature, and customizing table views. Our presenters will also give a quick overview of the Texas Demographic Center Estimates Data Tool. Learn how to create a custom table by downloading data by year, age, sex, race, ethnicity and geography.

Break - 3:30pm – 3:45pm

3:45pm – 4:45pm

Breakout Session

Room 101B

Research and Demographic Forecasting at North Central Texas Council of Governments

Sarah Jackson
Geographic Information Analyst, North Central Texas Council on Governments

Mark Folden
Senior Predictive Analytics Specialist, North Central Texas Council on Governments

The Research team at North Central Texas Council of Governments (NCTCOG) plays a key role in creating and providing trusted data, as well as forecasting demographic trends using an in-house model to support regional planning. This session will provide an overview of the geospatial data products the team develops to be used by local governments and how these data are used in the demographic forecast. We'll explore the process used to prepare the long-range demographic forecast at NCTCOG including regulatory requirements, data sources, statistical methods, modelling approach, computing environment, and use cases. Attendees will also learn how to access and use this valuable information in their own work.

3:45pm – 4:45pm

Breakout Session Room 100

Texas Faces an Aging Population - What Does That Mean for our Future?

Doni Green
Director of Aging Services, North Central Texas Council on Governments

Stephanie Taylor
Research Specialist III, HHSC Office of Aging Services Coordination

This engaging session will explore how the growing number of Texans aged 60 and over is shaping demand for services, policies, and programs across the state. Attendees will gain insight into key demographic trends, the challenges facing older adults, and an overview of the evolving federal and state responses to those challenges. Presenters will also highlight the unique opportunities that come with an aging population, including a seasoned workforce and increased potential for civic engagement.

3:45pm – 4:45pm

Breakout Session Room 101A

Leveraging Data Tools to find the Data You Need (Continued)

Valeria Alvarez
Research Scientist Associate, Texas Demographic Center

4:45pm **Conference Adjourns**

Share your feedback with us!

Complete the conference evaluation here.

Texas Nonprofit Strong

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About our Speakers

Keynote Speaker

Lloyd Potter
Texas State Demographer

Lloyd Potter was appointed State Demographer on June 4, 2010. Dr. Potter holds a Ph.D. in Demography and Sociology from The University of Texas at Austin, a Master of Public Health Degree from Emory University, a Master of Science in Education from the University of Houston at Clear Lake, and a Bachelor of Science from Texas A&M University. He is a professor in the Department of Demography at The University of Texas at San Antonio where he also serves as the director of the Institute for Demographic and Socioeconomic Research (IDSER). He has extensive experience working as an applied demographer in several settings.

Keynote Speaker

Pia Orrenius
Vice President
Federal Reserve Bank of Dallas

Pia Orrenius is a labor economist at the Federal Reserve Bank of Dallas, where she leads the regional and microeconomics group and serves as executive editor of "Southwest Economy". She co-edited "Ten Gallon Economy" and coauthored "Beside the Golden Door", focusing her research on immigration and U.S. immigration policy. Orrenius is affiliated with multiple academic institutions and think tanks, including Southern Methodist University and the American Enterprise Institute. She previously served as a senior economist for the Council of Economic Advisers under the Bush administration. She holds a PhD in economics from UCLA and bachelor's degrees in economics and Spanish from the University of Illinois.

Valeria Alvarez
Research Scientist Associate
Texas Demographic Center

Ms. Alvarez coordinates data collection within the Texas Demographic Center (TDC) Population Estimates and Projections Program and assists with responding to data requests received by the TDC. She has experience working in the public sector on research projects and municipal initiatives covering topics including environmental policy and immigration.

Angela Broyles

Founder, President & CEO

Texas Census Institute

Angela Broyles is the Founder, President, and Chief Executive Officer of the Texas Census Institute, a collaborative, solutions-oriented leader who thrives in finding the talents and strengths in the team to encourage them to action. Broyles is a business and operations strategist with experience in the private and non-profit sectors, taking a systematic, collaborative, and balanced approach to solving complex business challenges. Broyles was previously the Founder and Chief Executive Officer of Winifred Bean.

Chris Bugbee

CEO

OneStar

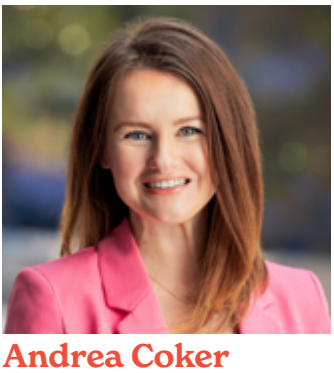
In October 2019, Chris Bugbee was appointed by the Governor of Texas as President & CEO of OneStar Foundation and the OneStar National Service Commission. Previously, he served as OneStar's COO, overseeing key programs like AmeriCorps*Texas, Disaster Services, and the Rebuild Texas Fund. Before joining OneStar in 2006, Chris held senior roles at the White House and U.S. Departments of Health and Human Services and Labor, leading national initiatives on prisoner reentry and mentoring programs. A native Texan, he holds degrees from Texas A&M University and the George Bush School of Government and Public Service. He lives in Austin with his wife and two sons.

Drew Campbell

Executive Director

Dallas Regional Mobility Coalition

Drew Campbell, Senior Partner at Capitol Insights, brings over 40 years of lobbying experience. Before co-founding Capitol Insights 15 years ago, he served as CEO of the Associated Motor Carriers of Oklahoma and the New Car Dealers Association of Metropolitan Dallas, building strong relationships with business and political leaders. As a seasoned spokesperson for the auto industry, he developed deep expertise in legislative strategy, media, and public relations. Drew now represents major clients in finance, transportation, and manufacturing and also serves as Executive Director of the Dallas Regional Mobility Coalition.



Andrea Coker

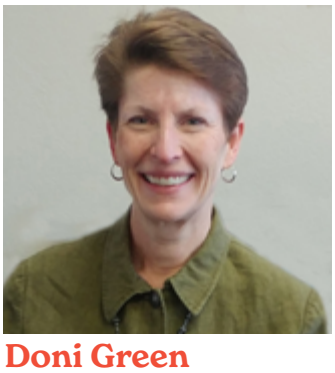
Chief Advocacy Officer

North Texas Commission

Andrea Coker is the Chief Advocacy Officer for the North Texas Commission, leading state and federal policy, lobbying strategy, communications, and relationships with the North Texas Federal Delegation. Her political background spans roles from the UK Parliament to the U.S. Congress, including leading communications at Visit Dallas and serving as Communications Director for a U.S. Representative. She has managed major school and city bond campaigns, municipal elections, and PR for the Dallas Police Association. A graduate of Navarro College, Dallas Baptist University, and Regent University, Andrea lives in Dallas with her husband, three children, and their French bulldog, Fred.

Mark Folden
Senior Predictive Analytics Specialist
North Central Texas Council on Governments

Mark's work is the development and execution of NCTCOG's in-house Demographic Forecasting system. This includes adapting input data for the system's use, model calibration and validation, model documentation, and preparing outputs for dissemination to internal customers, NCTCOG management, and external users. Mark will provide an overview of NCTCOG's Demographic Forecasting process including datasets and methods used as well as lessons learned over ten years from initial concept to use in practice.

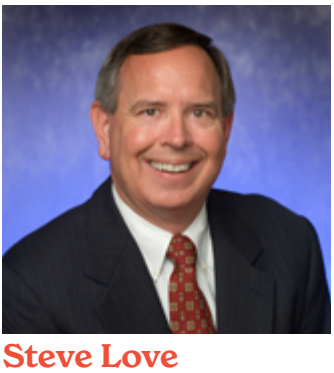


Doni Green
Director of Aging Services
North Central Texas Council on Governments

Doni Green has led the North Central Texas Council of Governments Aging Program since 1996, overseeing its Area Agency on Aging and Aging and Disability Resource Center. Prior to that time, she created and implemented a senior membership program at St. Paul Medical Center, served as a geriatric case manager at Parkland Hospital, and managed a group home for adults with intellectual and developmental disabilities in Mauston, Wisconsin. She holds a bachelor's degree from Coe College, Cedar Rapids, Iowa, and a master's degree in gerontology from Baylor University.

Sarah Jackson
Geographic Information Analyst
North Central Texas Council on Governments

Part of the Research team at NCTCOG, Sarah's work focuses on GIS layer development and special data layer creation. These layers are used both internally and made available to the public through the NCTCOG Open Data Site. Sarah will be showcasing a selection of these layers and providing information on how to find and download the data. She will also discuss the Spatial Data Cooperative Program (SDCP), an annual cost-sharing program available to local governments and other entities in need of spatial data in the DFW region.



Steve Love
President & CEO
Dallas-Fort Worth Hospital Council

Mr. Love is President and CEO of the Dallas-Fort Worth Hospital Council, representing 90 hospitals and 100 associate members, with a mission to improve patient care and health equity in North Texas. With over 50 years in healthcare management, he has led in hospital operations, finance, and corporate governance, including serving as CFO of a Fortune 500 healthcare company. He has received numerous honors, including the 2020 D CEO Lifetime Achievement Award and the 2024 Theodore P. Beasley Distinguished Leadership Award. Mr. Love actively serves on several nonprofit boards and currently chairs the Irving-Las Colinas Chamber of Commerce.

Colin McDonald

Senior Policy Analyst

Texas Water Foundation

Colin is the Senior Policy Analyst for Texas Water Foundation. He previously worked for the Texas Comptroller of Public Accounts on endangered species issues, coordinating state-funded research with stakeholder needs. Prior to that, he was a newspaper reporter focusing on environment and water issues, especially the Rio Grande and Edwards Aquifer. He holds a Bachelor of Arts in Environmental Journalism from Western Washington University.

Opal Mauldin-Jones

City Manager

City of Lancaster

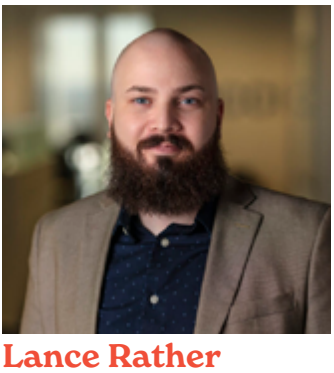
Opal Mauldin-Jones is a trailblazing public servant and the first African American woman appointed City Manager of Lancaster, Texas, where she has led since 2011. Under her leadership, the city's economy has grown from $1.5 billion to nearly $6 billion in value, earning Lancaster recognition as a 2019 All-America City. A respected figure in public administration, she has held key leadership roles statewide and nationally, and was inducted as a fellow of the National Academy of Public Administration in 2021. Opal is a proud UT Arlington alumna and continues her studies at Dallas Theological Seminary.

Daniel Oney

Research Director

Texas Real Estate Research Center at Texas A&M University

Daniel joined the Texas Real Estate Research Center in 2022. He specializes in building forecasting and decision models to help public and private leaders make better economic and fiscal choices. Before joining the Center, Daniel was managing director in Newmark's Global Corporate Services division where he supported clients with site selection, labor analysis, and development strategy. Daniel was economic research manager for the City of Dallas and senior economist for the Virginia General Assembly. He holds MPA and Ph.D. degrees from the University of Texas at Dallas.



Lance Rather

Senior Director of Product and Strategic Partnerships

PCCI

Lance Rather is the Senior Director of Product and Strategic Partnerships at PCCI, leading the development of data-driven health solutions like the Community Vulnerability Compass (CVC). He focuses on making complex data actionable and user-friendly for healthcare providers and policymakers. His leadership has supported successful CVC implementations with Dallas County Health and Human Services, United Way of Metro Dallas, and University Health in San Antonio.

Colton Strawser
President and CEO
Colton Strawser Consulting

Dr. Colton Strawser is President of Colton Strawser Consulting, which helps mission-driven organizations build funding, data, and leadership capacity to create meaningful change. He has supported over 1,500 nonprofits—including foundations, shelters, youth programs, and arts organizations—generating $25M+ in grants and contributing to local and national research. His work blends practical nonprofit strategy with academic insight and has been featured in journals like The Foundation Review and Candid. Founded in 2012, his firm focuses on organizational development, fundraising, research, and leadership.

Stephanie Taylor
Research Specialist III
HHSC Office of Aging Services Coordination

Stephanie Taylor is a Research Specialist III at the Texas Health and Human Services Commission's Office of Aging Services and Coordination (ASC), where she supports programs like Aging Texas Well, Age Well Live Well, and Texercise through research, data collection, and analysis. She holds a B.S. in Biology from UT San Antonio and a Master of Public Service and Administration from Texas A&M University, with a focus on health policy and nonprofit management. In her free time, she enjoys traveling, volunteering, and spending time with loved ones.

Evan Wolstencroft
Program Manager
Texas Rural Funders

Evan Wolstencroft is the Program Manager for Texas Rural Funders (TRF) with over a decade of experience in philanthropy and nonprofits. Before joining TRF, he was Deputy Director of Development for Educate Texas at Communities Foundation of Texas. He has worked on community grantmaking, public education, healthcare access, homelessness, and the 2020 Census. Evan holds degrees from Stonehill College and the LBJ School of Public Affairs at UT Austin and has received multiple fellowships, including the Critical Language Scholarship. He proudly calls Texas home.

Xiuhong "Helen" You
Associate Director and Senior Demographer
Texas Demographic Center

Helen You is Associate Director and Senior Demographer at the Texas Demographic Center at the University of Texas at San Antonio. She oversees the Center's Population Estimates and Projections Program. Dr. You is also a state representative to the Census Bureau's Federal State Cooperative for Population Estimates, and she served as Chair to the Research Subcommittee. With a general interest in demography and public policy in Texas, her works cover a wide range of topics including population, welfare, education, migration, health, and health care in Texas.

Texas Demographic Center

Data about the people and future of Texas.

About Us

The Texas Demographic Center (TDC) functions as a focal point for the distribution of Census Bureau information for Texas. Housed at The University of Texas at San Antonio, we are committed to providing reliable demographic, socioeconomic, and geographic information to support decision-making across the state.

What We Do

We equip policymakers, planners, researchers, businesses, and the public with the data and tools they need to understand the people of Texas.

Products and Services

- **Annual Estimates and Biennial Projections**
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IDSER Institute for Demographic & Socioeconomic Research

Institute for Demographic & Socioeconomic Research

About Us

The Institute for Demographic and Socioeconomic Research (IDSER) at The University of Texas at San Antonio conducts multidisciplinary research on demographic changes, focusing on migration, population, and urban/rural issues.

Housed within IDSER is the Texas Demographic Center (TDC), a state entity, that distributes demographic, economic, and related data and information to private and public sector clients in Texas and other parts of the nation.

What we do

Staff and faculty members associated with the Institute conduct grant and contract-supported research in the areas of population, transportation, education, health, housing, and social services.

Our work includes:

Detailed Demographic Analysis

Transportation and Infrastructure Planning

Strategic Survey and Public Engagement Solutions

Community Needs Assessment

Visit our Website

Meet our Team

Lloyd Potter, Ph.D.
Texas State Demographer

Xiuhong "Helen" You, Ph.D.
Associate Director (TDC) and Senior Demographer

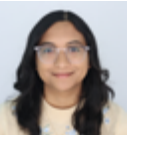
Jeffrey A. Jordan, Ph.D.
Associate Director (IDSER)

Monica Cruz, Ph.D.
State Data Center Lead and Special Research Associate

Jeongsoo Kim, Ph.D.
Research Data Analyst

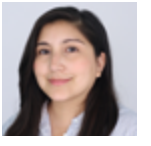
Saloni Rajput, Ph.D.
Research Data Analyst

Po-Chun Huang, Ph.D.
Project Manager and Special Research Associate



Valeria Alvarez, MPP
Research Scientist Associate

Muhammad Salaha Uddin, Ph.D.
Special Research Associate



Alejandra Leon
Sr. Communications Coordinator

Lisa Espinoza
Administration Services Officer II

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