

**Houston Foresight Spring
Gathering
March 1, 2014**



Morning Agenda

Morning Session 9-12

- **9am - Andy Hines & Alex Whittington -- Introducing Student Needs 2025+**
 - **10 am - Ross Shott & Mackenzie Dickson -- Learning**
 - 10:30 - Break**
 - **10:45 am - Christopher Manfredi & April Koury -- Participating**
 - **11:15 am - Morgan Kaufmann & Jason Swanson -- Working**
 - **11:45 am - Cody Clark & Laura Schlehuber • Playing**
- Lunch 12:15 - 1pm**



Afternoon Agenda

Afternoon Session 1-5

- **1:00 pm - Terry Collins & Jim Breaux · Connecting**
- **1:30 pm - Terry Grim & Kate Burgess-Macintosh · Living**
- **2 pm - Open session/exercise/discussion**
- 3:00 pm - Break**
- **3:15 pm - Tribute to Dr. Bishop: Participants share their favorite "Peter" story**
- **4:15 - 5 pm - Closing Plenary**



Icebreaker

Divide into groups of four or five people (number off)

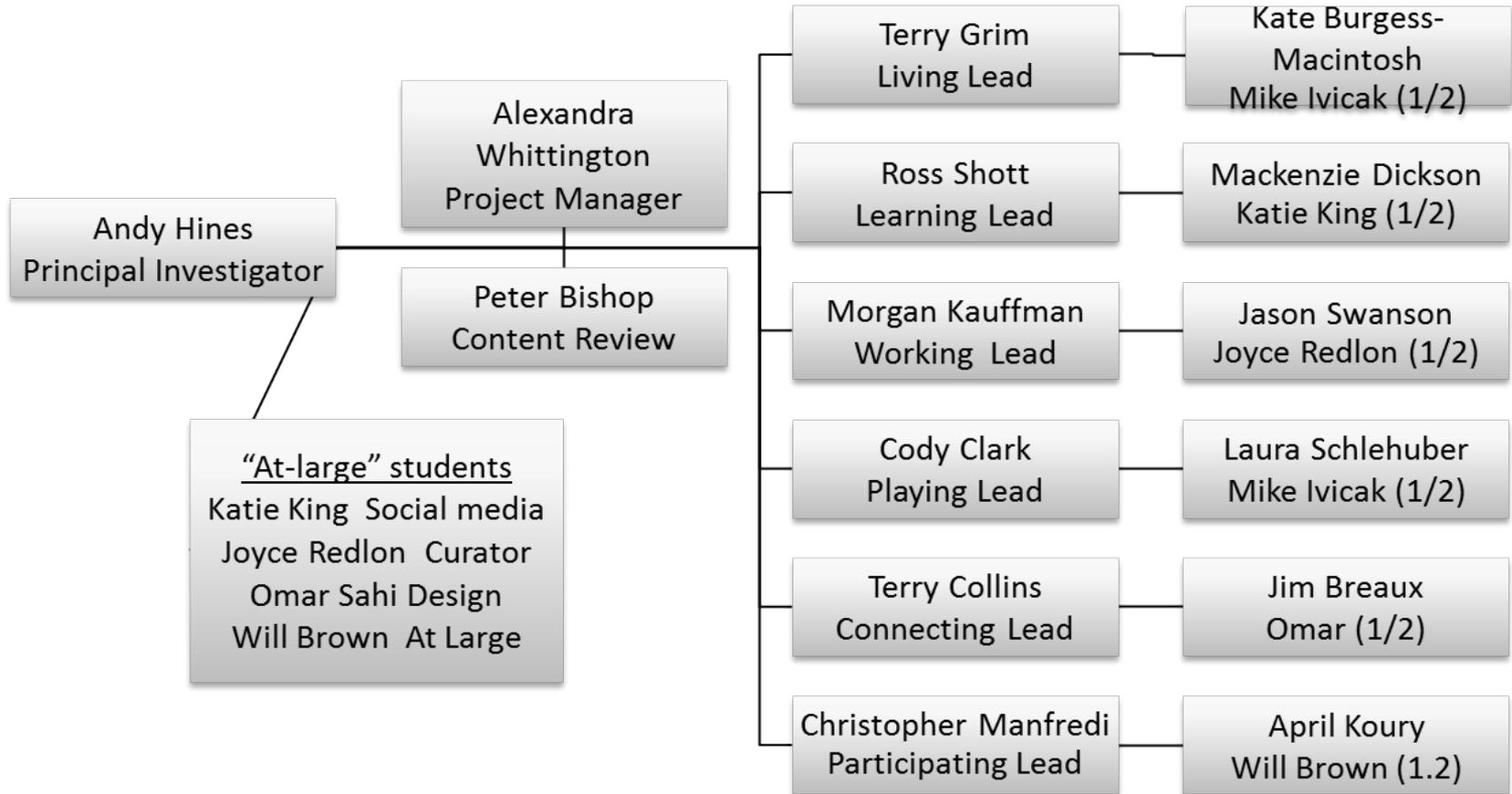
- Assignment: Find ten things you have in common, with every other person in the group, that have nothing to do with work. (no body parts or clothing --- we all have those)
- Report back: One person must take notes and be ready to read their list to the whole group
- Time: about 10 – 15 minutes



ABOUT THE PROJECT



The Team



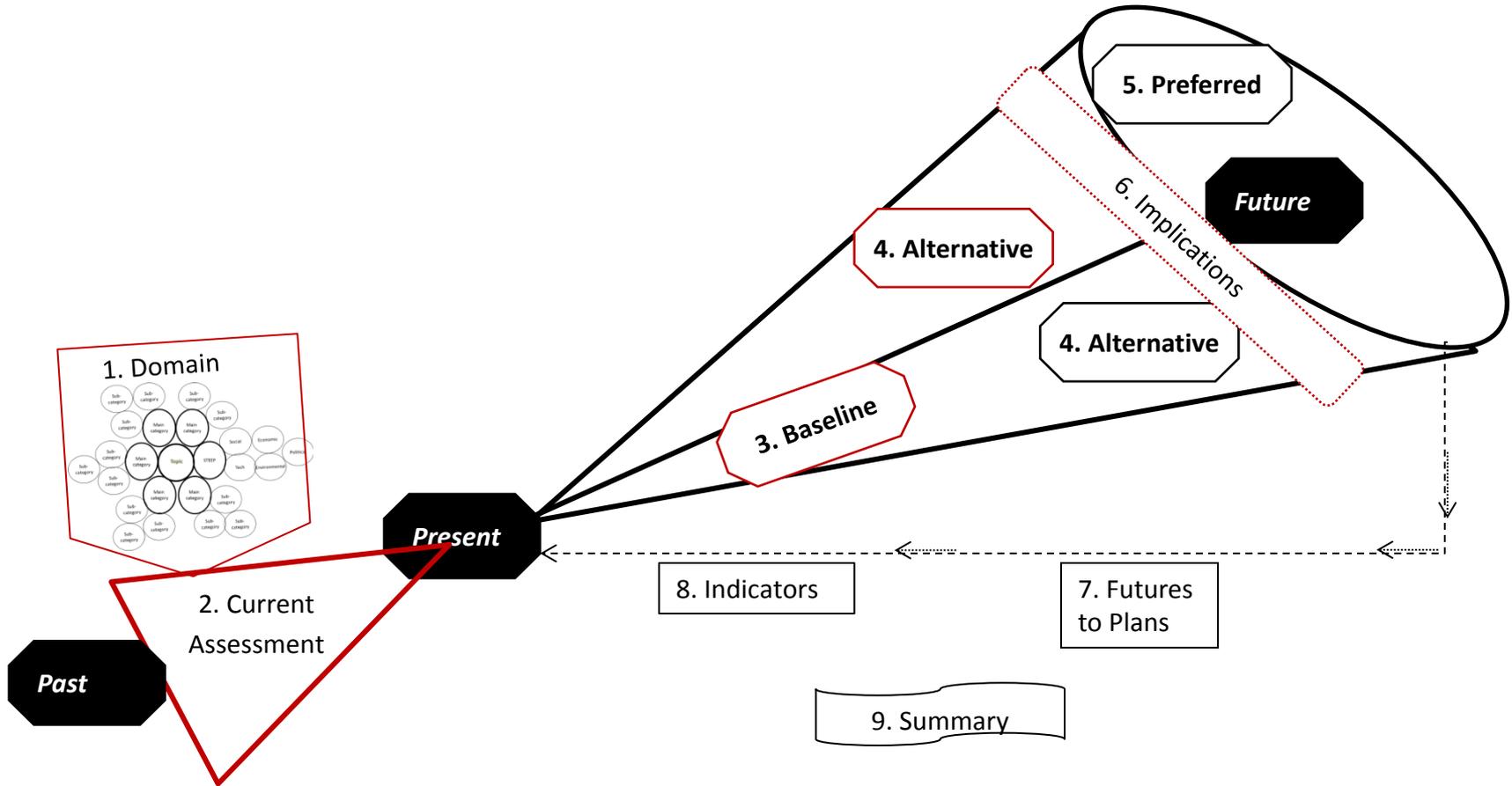


The Plan

Steps	Deliverable
1. Kickoff	Meeting
2. Research & Scanning	Domain maps, scan hits & Current Assessment
3. Framework Forecasts	Baseline & Alternative Forecasts
4. Implications and Issues	Implications workshop → Issues for Students/Higher Ed
5. Final Report	Synthesis and Report



Framework Foresight Method





Working Together



- ▼ **Discussions**

Living
Last post Feb 20, 2014

Playing
Last post Feb 20, 2014

Connecting
Last post Feb 19, 2014

Learning
Last post Feb 19, 2014

Working
Last post Feb 19, 2014

Participating
Last post Feb 19, 2014

Social Media
Last post Feb 14, 2014

The Context
Last post Feb 14, 2014

Meeting Recordings
Last post Feb 3, 2014

Master Domain Map
Last post Jan 30, 2014

diigo

↑ / [My Groups](#) / StudentNeeds2025



StudentNeeds2025
shared bookmarks for student 2025 + project

Post: Bookmark Topic

Sort By: **Most Recent** | Popular Filter: **All** | Bookmarks | Topics | Images



Why Home-Cooking From Total Strangers May Be the Future c
At... - 0 views

www.theatlanticcities.com/...6389

living consumption social

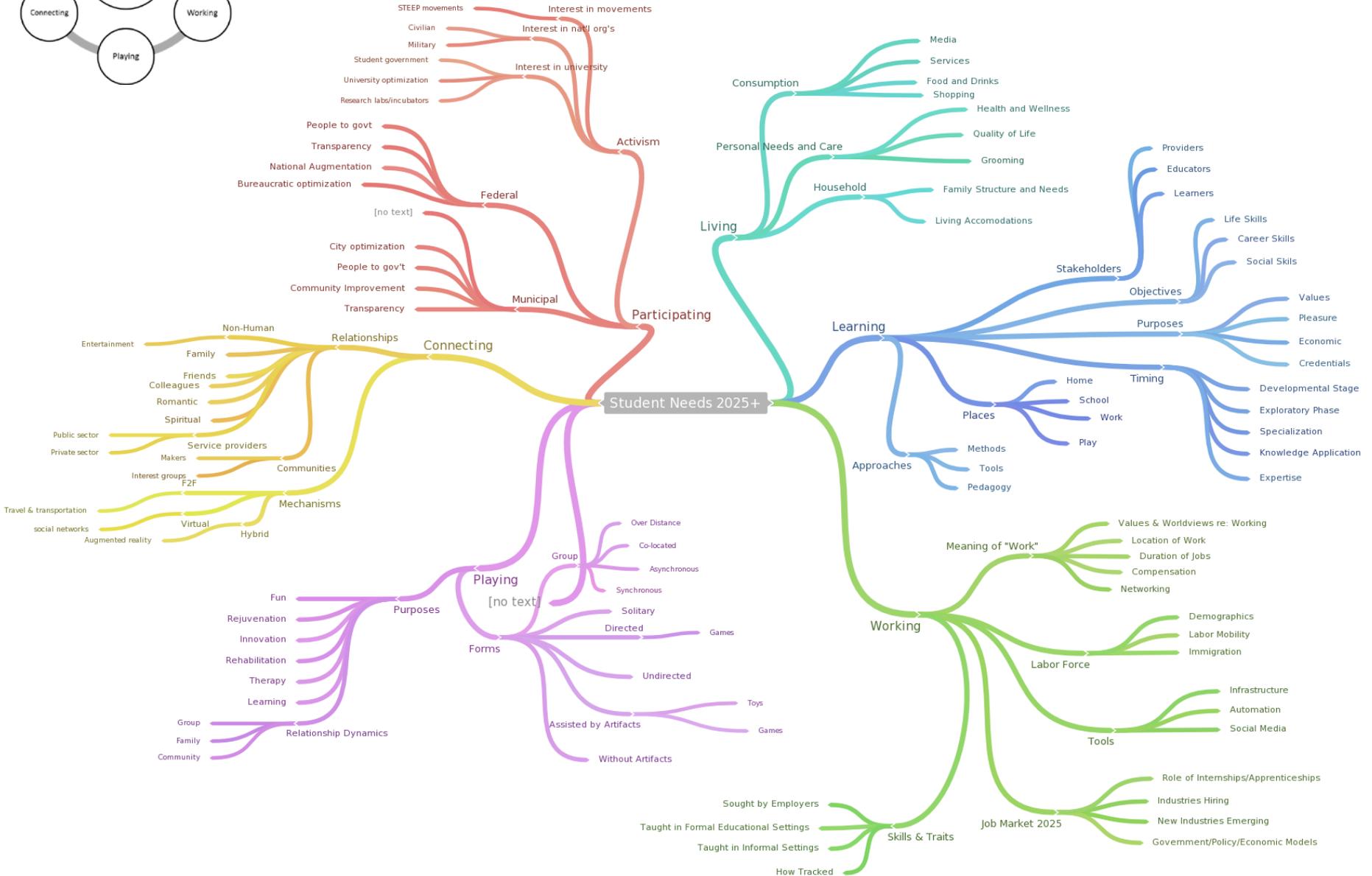
shared by Terry Grim 24 minutes ago - Comment - Like - No Cached - More ▼



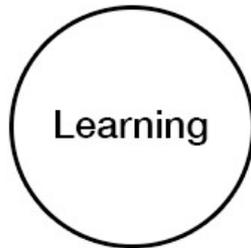
Terry Grim 24 minutes ago

"Why Home-Cooking From Total Strangers May Be the Future of Food"

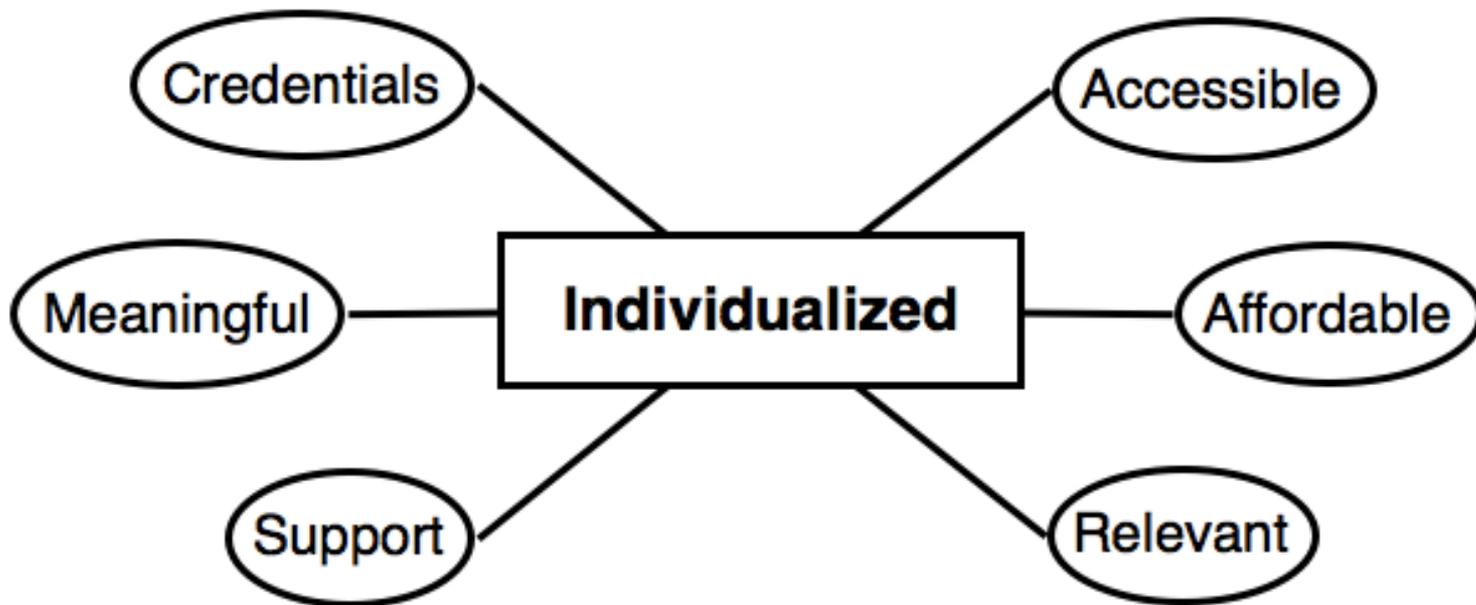
The Landscape







STUDENT NEEDS 2025+





STUDENT NEEDS 2025+

Current Assessment

- *1000 studies show online-only learners perform better than F2F learners, blended learners perform better than both*
- *Most people believe their community school is good but nation as a whole is poor (90% good driver fallacy)*
- *Widely acclaimed and effective pedagogical methods are known (for over 20 years), but not used.*
- *7 in 10 young people learn how to do things on YouTube DIY videos.*





STUDENT NEEDS 2025+

Scanning Hits

DUKE: \$60,000 A YEAR FOR COLLEGE IS ACTUALLY A DISCOUNT

But just where exactly is all that money going?

Source: NPR Planet Money, 2/21/14, Lisa Chow

COLLEGE CAMPUS GO THE WAY OF THE BOOKSTORE

There is a very real danger of becoming no school.

Source: The Atlantic, 1/13/14, Anthony Flint

WATSON PLUS IMB CLOUD SERVICES: SIRI OR CORTANA ON STEROIDS

Harvard PhD less effective than high school dropout.

Source: Datamation, 2/22/14, Rob Enderie





STUDENT NEEDS 2025+

Baseline Forecast

School is Out for Summer



- *Sir Isaac Pitman 150 years, University of Phoenix 35 yrs, Open Course Ware 15 years...*
- *Online Course Availability, Acceptance of Non-Traditional Programs, Increasing Competition for Edu*
- *Accessibility for all student types improves, Gaps in Affordability for T&F*
- *Relevance and Support improves for A&I Learners*
- *Slow Progress on Individualization*



STUDENT NEEDS 2025+

Alternative Forecast

School is Out for Ever



- *Watson, SIRI, and Google Glass for on Demand Learning*
- *Access, Choice, and Support at an All Time High for all Student Types*
- *Wired Generation Meets Do-It-Yourself Movement for Individualization*
- *Meaningful Experiences and Reputation Improve for A&I Learners*
- *Affordability Requires Knowledgeable Navigator for All Learners*
- *Credentials from TechShop and Biocurious Rival Ivy League Schools*

Learning

STUDENT NEEDS 2025+

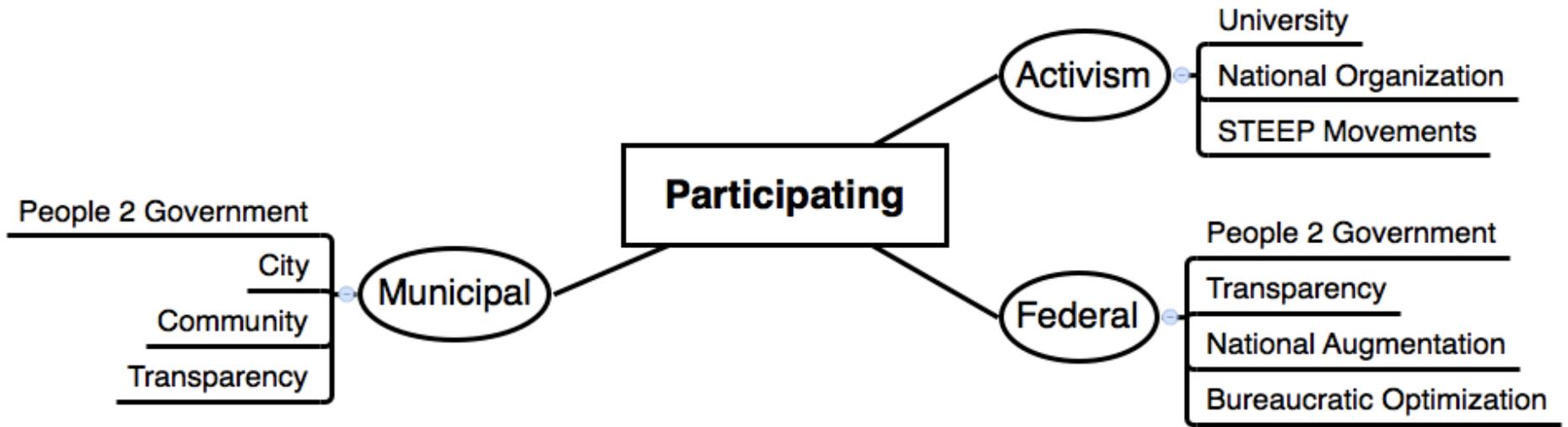
**THIS IS THE LEARNER OF THE FUTURE...
THANK YOU AND... BYE BYE**







STUDENT NEEDS 2025+

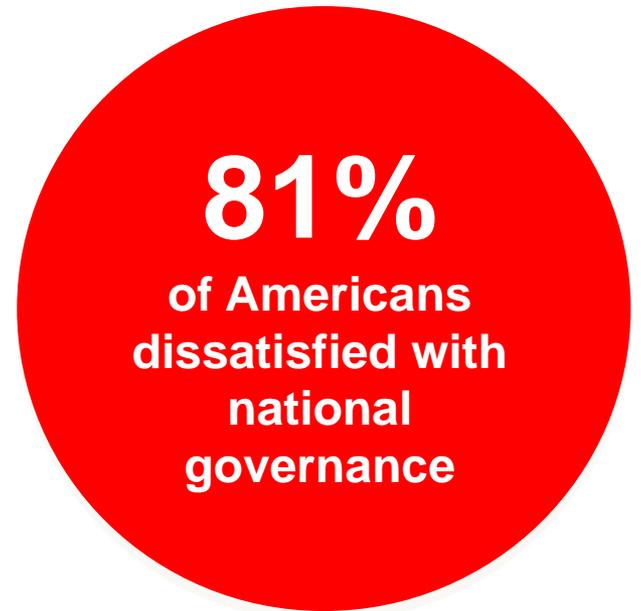




STUDENT NEEDS 2025+

Current Assessment

- *Voter turnout 25% or lower in many elections*
- *Strong correlation between voting and education level*
- *United States ranked #120th out of 169 countries in voting*
- *Health care, financial instability, government inaction major youth issues*
- *Activism on the rise nationally, globally*





**STUDENT
NEEDS
2025+**

Scanning Hits

Can OpenGov's Madison Platform Change the Surveillance State?

Open government as a means to combat Big Brother

Source: Vice, Dec 2013, D. Pangburn

How Corporate America fights hackers

Corporations finding ways to take down hacking activists

Source: CNN, Nov 2013, J. Pagliary

25 ordinary citizens write iceland's new constitution with help from social media

Citizen activists shaping the future of government

Source: Singularity Hub, Aug 2011, A. Saenz



STUDENT NEEDS 2025+

Baseline Forecast



- **Re-Engagement & Rebuilding To Acting Ideal**
- ***Activism + Technology = Activism***
- ***Key Drivers: Technological Capability, Flexibility & Adaptability***

***Security Surety, Open Worlds,
Economic Reach***

Participating

**STUDENT
NEEDS
2025+**

Alternative Forecast



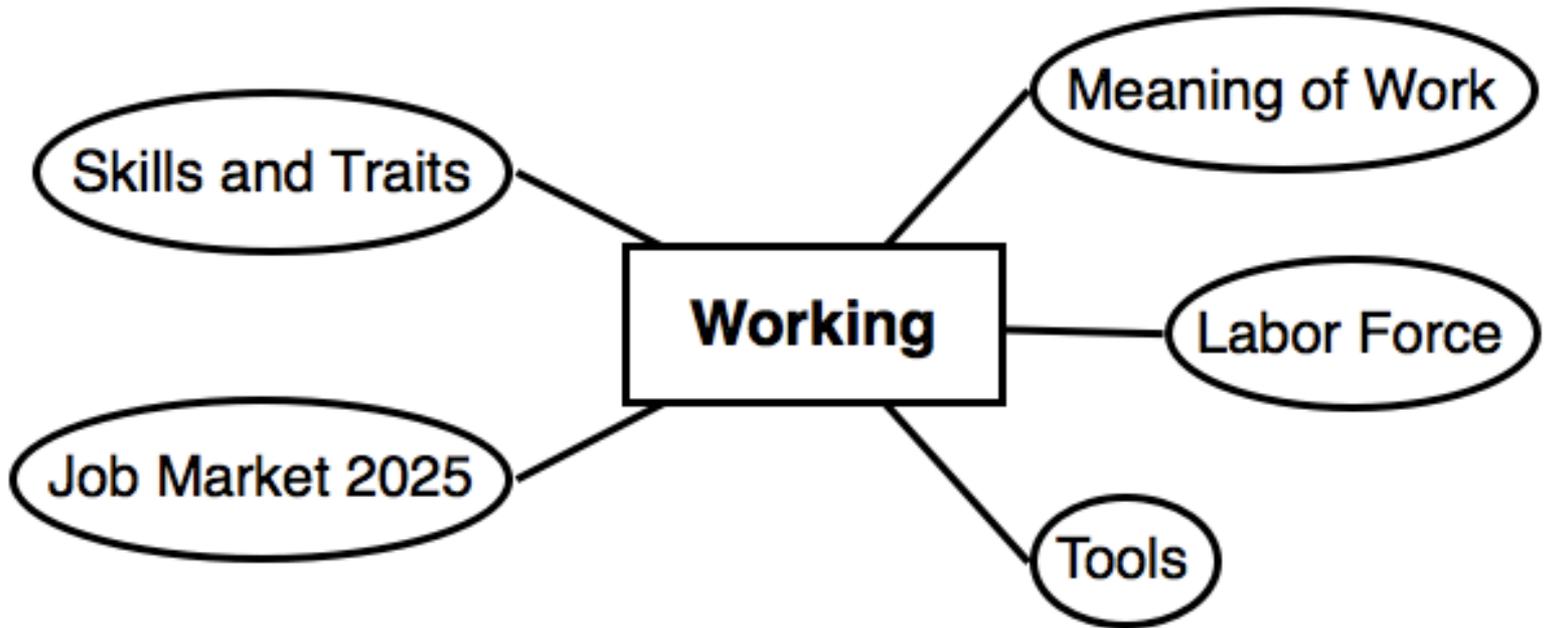
- *The End of Hacktivism*
- *Government 2.0 Peaks*
- *Privacy Strikes Back*
- *Off the Grid Mentality*
- *Economic Paralysis*
- *Corporate America Ascension*

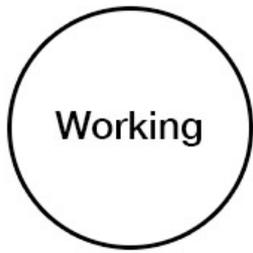




Working

STUDENT NEEDS 2025+

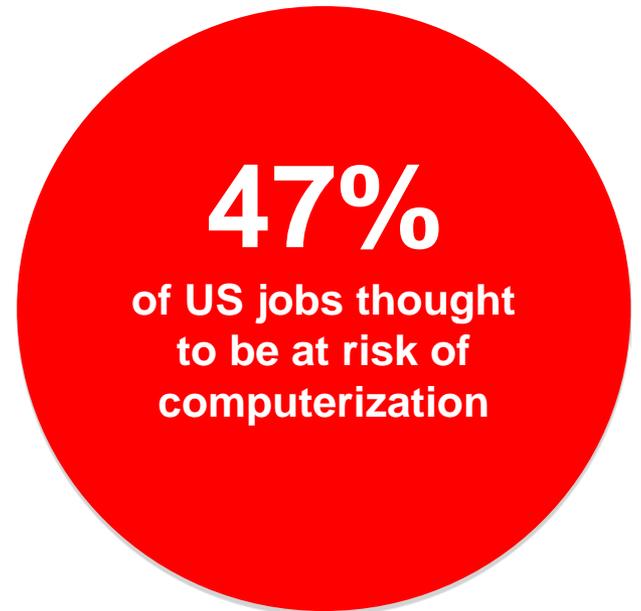




STUDENT NEEDS 2025+

Current Assessment

- *Manufacturing employment shrank by more than 2% per year between 2002 and 2012, and declined from 10.7% of the labor force to 8.2%*
- *As many as 1 in 3 workers in the US are contingent workers (freelancers, contract workers, consultants, temps, etc.)*
- *13% of adults were involved in a startup in 2012*



Working

**STUDENT
NEEDS
2025+**

Scanning Hits

For smaller projects, try renting an MBA

Job sites match business-school grads with short-term work

Source: WSJ, 2/5/14, Melissa Korn

Tweets, not resumes, are trending

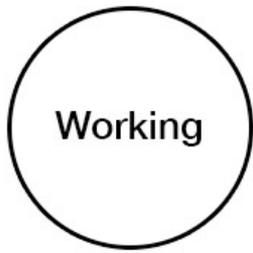
There are many ways to land a job, but who knew that a tweet could be more important than a resume?

Source: USA Today, 2/17/13, Bruce Horovitz

Robot Recruiters

How software helps firms hire more workers more efficiently

Source: The Economist, 4/16/13



Baseline Forecast

The Super-Skilled, the Messy Middle, and all the Warm Bodies

- *Increased productivity and ubiquity of computers, robotics, and limited AI*
- *Whatever their course of study, students need to be skilled at interacting with both people and computers*
- *Social media savvy and internet presence are critical factors in getting a job in most professional and creative fields.*
- *While specific skills may be required to get a job, broad skill sets and adaptability/innovation are needed to advance*
- *Students can expect to work on a wide variety of careers jobs, and projects over their lifetime, as the labor market shifts in response to demographics, economics, and especially technology*



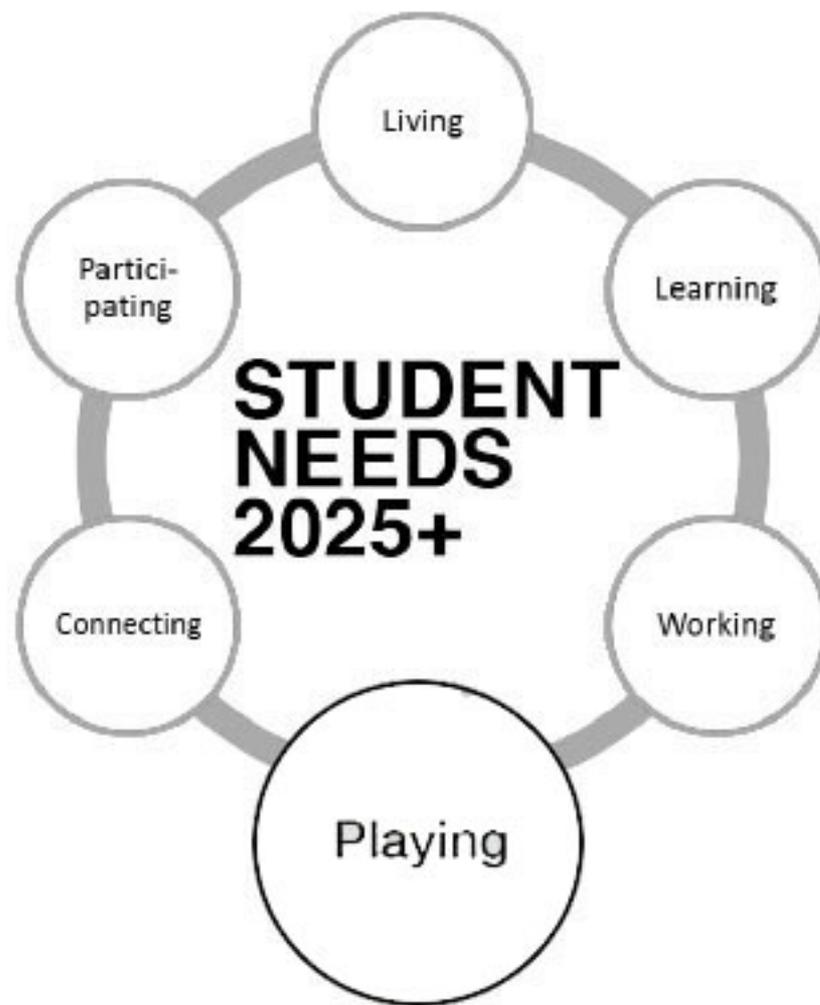
STUDENT NEEDS 2025+

Alternative Forecast

Welcome to the Jungle

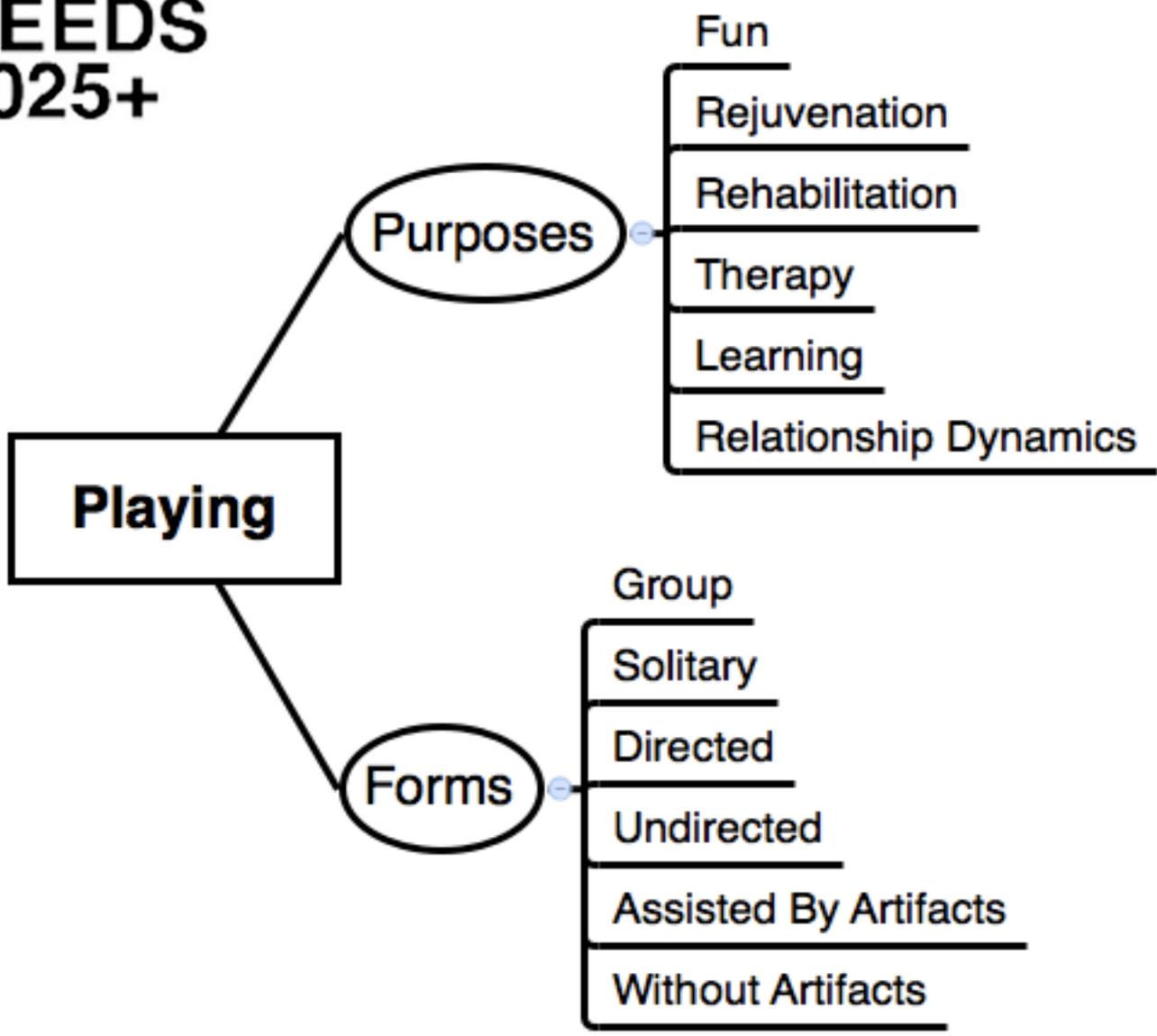


- *AI & automation cranked up to 11*
- *Technology changing too fast for many to keep their skill set up-to-date*
- *Middle class feeling squeezed, fierce competition for top jobs*
- *Businesses desperate for skilled workers, very actively taking part in educational pipeline*
- *Much higher emphasis on proof-of-skill and experience, rather than diplomas*





STUDENT NEEDS 2025+





STUDENT NEEDS 2025+

Current Assessment

- *Women 18 or older represent a significantly greater portion of the game-playing population (31%) than boys age 17 or younger (19%)*
- *The average number of years gamers have been playing video games: 13*
- *62% of gamers play games with others, either in-person or online*
- *Breakdown of Online Play*
 - *34% Puzzle, Board Game, Game Show, Trivia, Card Games*
 - *26% Action, Sports, Strategy, Role-Playing*
 - *19% Casual, Social Games*
 - *14% Persistent Multi-Player Universe*

52%

**of parents say
video games
are a positive
part of their
child's life**



**STUDENT
NEEDS
2025+**

Scanning Hits

U.S. Hospital Rehab Program Treats Internet Addiction

<http://mashable.com/2013/09/04/rehab-for-internet-addiction/>

Uncharted Play: The Soccket

The SOCKET is an energy-harnessing soccer ball. 30 minutes of play can provide hours of light.

<http://www.unchartedplay.com/>

This Video Game Knows When You're Scared

And Gets Scarier

<http://faster.sprint.com/2014/02/17/this-video-game-knows-when-youre-scared-and-gets-scarier-2/>



STUDENT NEEDS 2025+

Baseline Forecast

Scheduled Play

- Free play is rare
- Most play is bounded and scheduled
- Most play is justified by an agenda (*productivity, education, socialization*)
- Lots of Cool Toys for the “Haves”
- A Subsidized Subset for the “HaveNots”
- Mobile everything, play and IRL intermingle
- Cultural niches grumble about effects of online immersion, lack of free play

The Player/Provider “Dialectic” :

Thesis: Providers set the agenda of play →

Antithesis: Players subvert/evade the agenda (e.g. hacks, mashups, elaborations) →

Synthesis: Providers adapt to players (e.g. “monetizing,” incorporating, “fan labor,” etc.) →



Vocational Training? There's an ~~app~~ game for that.



STUDENT NEEDS 2025+

Alternative Forecast

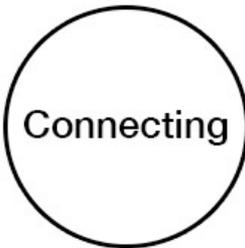
It's ALL play: games pervade daily life*



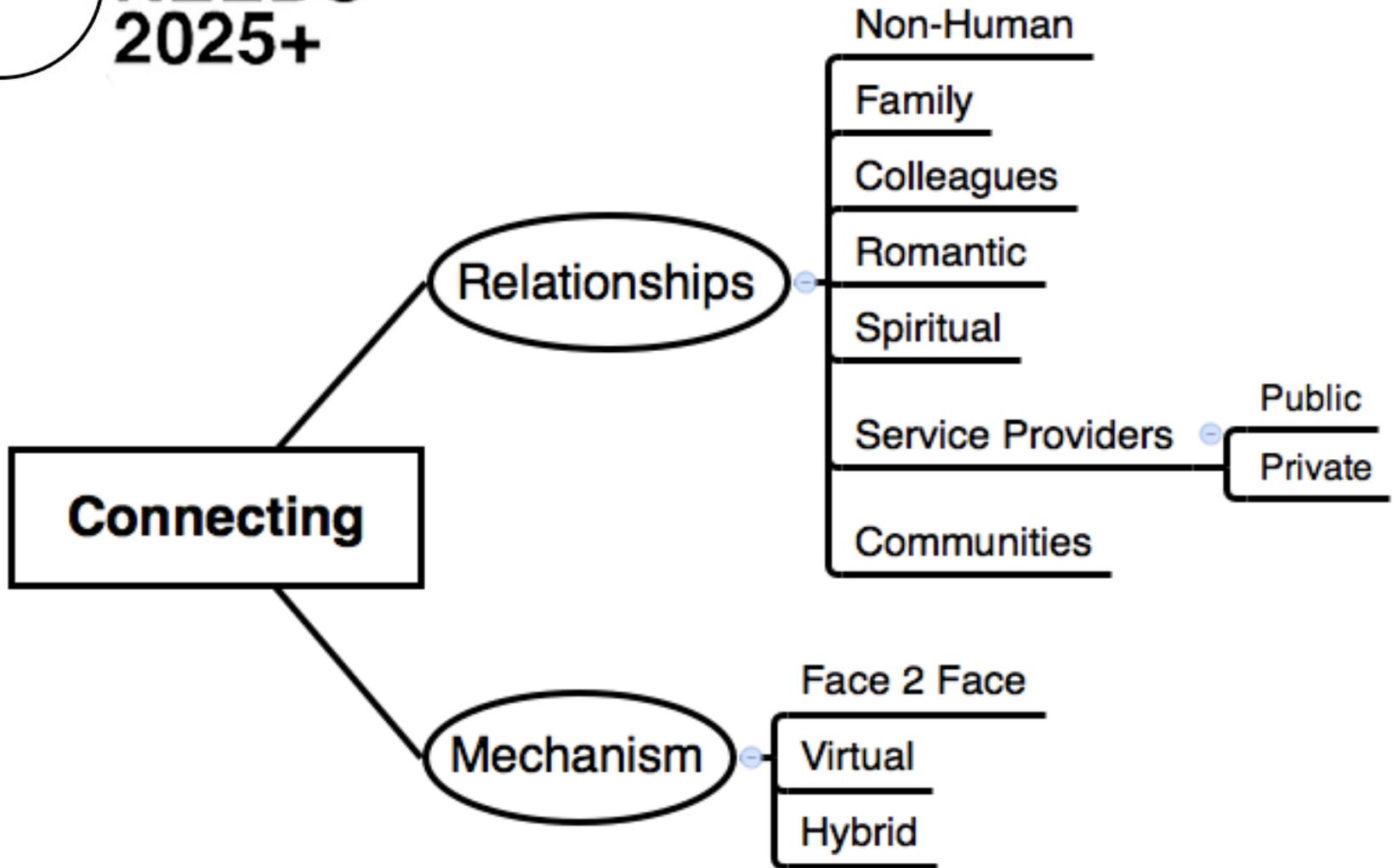
- *“Gamification” of everyday life*
- *Ambient , ubiquitous computing*
- *Augmented reality, overlaying online info on top of the “real world.”*
- *User Interface (UI) Tech bridges online/offline play*
- *Human body starts to absorb UI*
- *Pervasive metadata, “Social DNA,” customize the play experience*

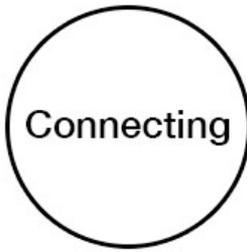
****And so is nothing really play anymore?***





STUDENT NEEDS 2025+



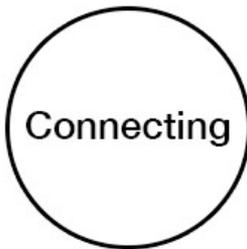


Current Assessment

- **Average American has an overall network of 634 social ties**
 - internet user has 669; non-users 506
 - cell phone user has 664 social ties
 - SNS user has 636 social ties
- **70 million Americans make choices as "values-driven" consumer**
 - 41% say social media increases my voice in society
- **40 million of Americans who use online dating services**
 - 86 single men to 100 single women
 - 43% Googled before a first date

91% consider their pet to be a member of their family

57% frequently let their pet sleep in the bed with them



There Are 7 Billion Mobile Devices On Earth, Almost One For Each Person “It took telephones some 45 years to enter mainstream use in the US. Mobile phones took seven years. Smartphones just four.”

Source: <http://singularityhub.com/>

10 Compelling Ways People Plan To Use Google Glass

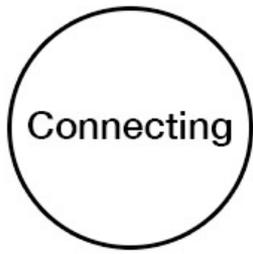
“People seem to be most excited about what Glass will mean for education, medicine, communicating, gaming and getting around. Here are ten legitimate, non-creepy ideas from the #ifihadglass campaign.”

Source: <http://readwrite.com/2013/03/07/10> -

The Future Of Relationships: 10 Ways We'll Be Dating, Having Sex, And Breaking Up In 2025

From "revenge analytics" to Siri sex surrogates, here are some unsettling ways in which love could look different a decade hence. Is technology killing romance or just making it more efficient?

Source: <http://www.fastcoexist.com/>

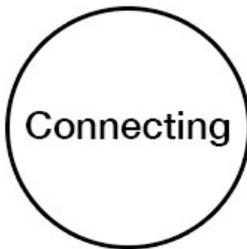


**STUDENT
NEEDS
2025+**

Baseline Forecast

More Ways to Connect

- *Technology is enabling a wider range of options for connecting and integrating into all aspect of human connections and relationships.*
- *Smart Phones usage to connect transcends age and income level*
- *Social networking platform churn continues*
- *Nontraditional partnerships are creating a new human services ecosystem*
- *Personal robots are beginning to infiltrate relationships*
- *Greater connectivity enables social justice and something bigger than ourselves.*



STUDENT NEEDS 2025+

Alternative Forecast

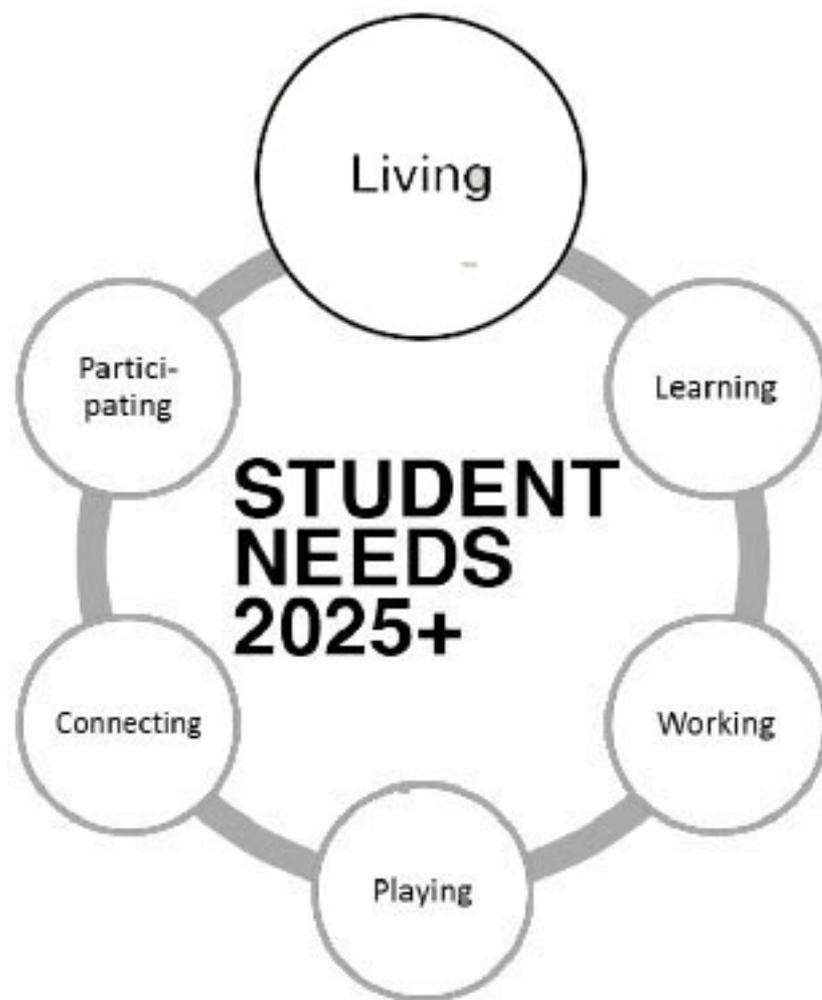
From Connecting to Immersing

*Technology Rules...or why it's all cra cra
good!*



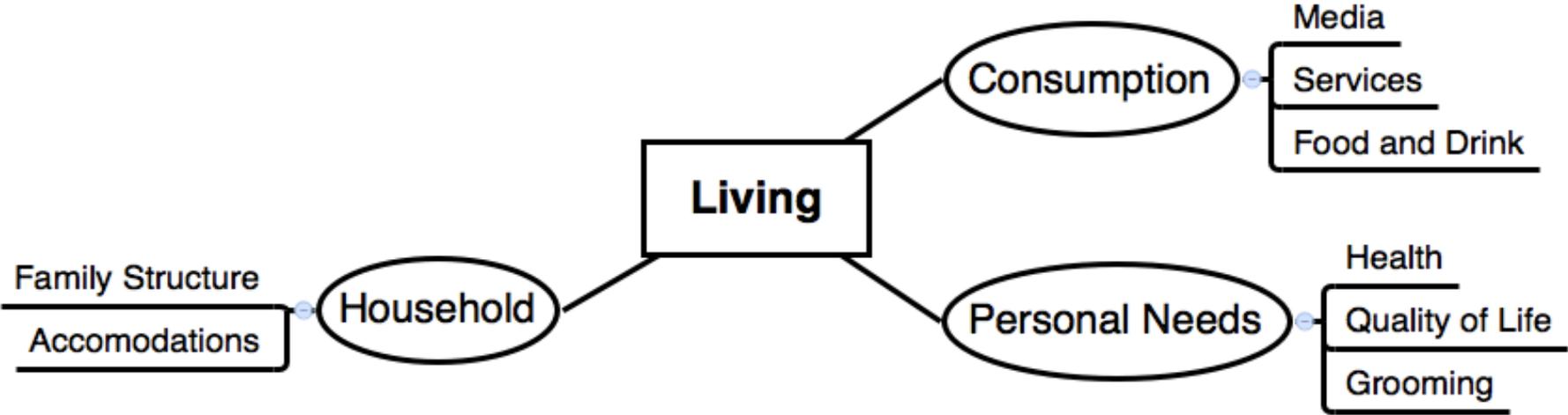
<https://www.dreamstime.com>

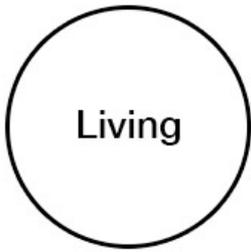
- **Privacy** – *Who needs it?*
- **Spirituality & Virtual Reality** – *The Intersection of Faith and Technology*
- **Geography** – *Where are we now?*
- **Household** – *Deconstruction and Reconstruction*
- **Community** – *Touching and Being With*





STUDENT NEEDS 2025+





STUDENT NEEDS 2025+

Current Assessment

- *8 out of 10 Americans eat at a fast food restaurant at least once a month*
- *College students will spend 60% of the day interacting with technology*
- *Obesity rate is at an all time high of 27.2%*
- *People are looking for homes that have home offices, urban, and provide or have access to amenities*
- *From 1970, pet ownership has tripled while the number of married couples with children has decreased to about half*
- *Positive and active ageing is considered an accomplishment*

A large, solid red circle with a white border, containing white text.

**8 of 10
Americans are
stressed about
their job**

Living

STUDENT NEEDS 2025+

Scanning Hits

Incidence of Diabetes Projected to Rise by 64% by 2025

Using data from the US Census Bureau projects that that 53.1 million citizens will have diabetes in 2025, primarily type 2.

Source: WorldHealth.net, June, 2012,

U.S. Online Retail Sales to Hit \$370 Billion by 2017

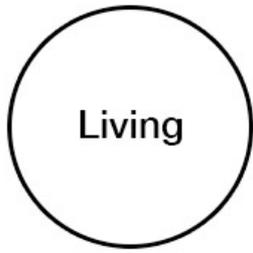
Ecommerce and increasingly mcommerce continues to expand and is expected to account for one tenth of all retail sales in the U.S. by 2017

Source: Forrester, March, 2013, L. Indvik

90% of Customers Say Buying Decisions are Influenced by Online Reviews

Survey shows that we are very influenced by what others think, our leading source of positive reviews is Facebook, and online sites for negative review.

Source: Marketing Land, April, 2013, A. Gesenhues



Easy is good

- *Consumption via shopping is going more mobile and virtual, resulting in a convergence with increased media consumption.*
- *Desire for convenience and access drive daily grooming through single-use and easy to use products.*
- *“Health” comes from nutraceuticals, additives, and continued prescription growth.*
- *Americans continue to eat out frequently while demanding “healthy” food at restaurants, including fast food.*
- *Consumers are looking for apps to solve their problems.*
- *Wearables and driveables are finding more uses.*
- *Marriage rates continue to decline and households continue to shrink.*

Living

STUDENT NEEDS 2025+

Alternative Forecast

THE OURS ECONOMY:

The rise of collaborative consumption



Image: Communal living, madventure.travel

- *Micro apartments and similar spaces create communal living arrangements where neighbors live like dorm mates.*
- *Entrepreneurial individuals share everything – for a fee.*
- *People go to others to fund and support their ideas and plans*
- *Social media allows us to create, find, and join communities which meet our needs*
- *Cooperatives are formed to serve a variety of needs from home-cooked meals to high-end transportation.*
- *Technology “knows us” and our friends and enables engaging only with those we do or would choose*



IMPLICATIONS



World Café Exercise

Time	Activity	Role
2:00	Intro to World Café	Café Host
2:02	Quick recap of Alternative Futures	Table Hosts
2:05	Overview of Four Student Types	Table Hosts
2:10	Split up participants evenly at 4 tables Designate one table per Student Type and identify Table Hosts for each table	Café Host Table Hosts
2:15	First small group round at tables to discuss key question, reflecting on the six alternative future scenarios: Table #1: What do Traditional Students need in 2025 and beyond? Table #2: What do First Generation Students need in 2025 and beyond? Table #3: What do Adult Learners need in 2025 and beyond? Table #4: What do Independent or Nomadic Learners need in 2025 and beyond? There will be four rounds and participants will switch tables at each round. At the end, each participant should have visited each of the four tables once.	Table Hosts
2:35	2 nd Small Group Round (switch tables)	Table Hosts
2:55	3 rd Small Group Round (switch tables)	Table Hosts
3:15	4 th Small Group Round (switch tables)	Table Hosts
3:35	Report back to large group	Café Host
3:45	Conclude World Café	Café Host



Four Student Types

- **Traditional students.** This segment captures those who go straight to college after graduating high school or soon thereafter. Lumina tends to focus on non-traditional students (the other three segments) as part of their philanthropic mission.
- **First generation students.** A challenge is that these students are often treated the same as traditional students, but they have different needs and motivations. For instance, they tend to be much more pragmatic about translation of education into jobs and income; affordability; typically want or need the payback on a faster timeline. Accompanying these demands, however, is a lack of knowledge and support about the higher education experiences. They have a need for “wrap-around” services” that go beyond “just school.”
- **Adult learners.** An issue with this group is that they don’t get as much attention from the higher education system as the more visible traditional-age students. They take fewer courses and are overlooked in student support services. Yet they are approaching 50% of the student population. It was acknowledged that their numbers and unique needs will change institutions and instructional delivery. They are still not getting the proper emphasis.
- **Independent learners.** The independent learner segment is the least defined or known of the segments. There is a sense that they are a growing group. A term that resonated well with groups was that these learners are “nomadic.” They often accumulate bits and pieces of credits and work experiences from different places. There is not currently a good mechanism for integrating that and enabling the student to build on what they’ve done – they are typically forced to start over, and this often leads to them not entering or dropping out of the system.

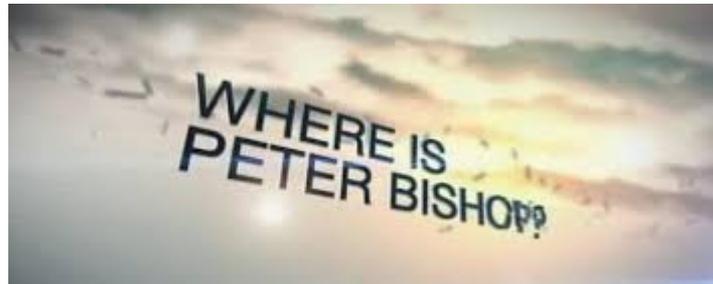
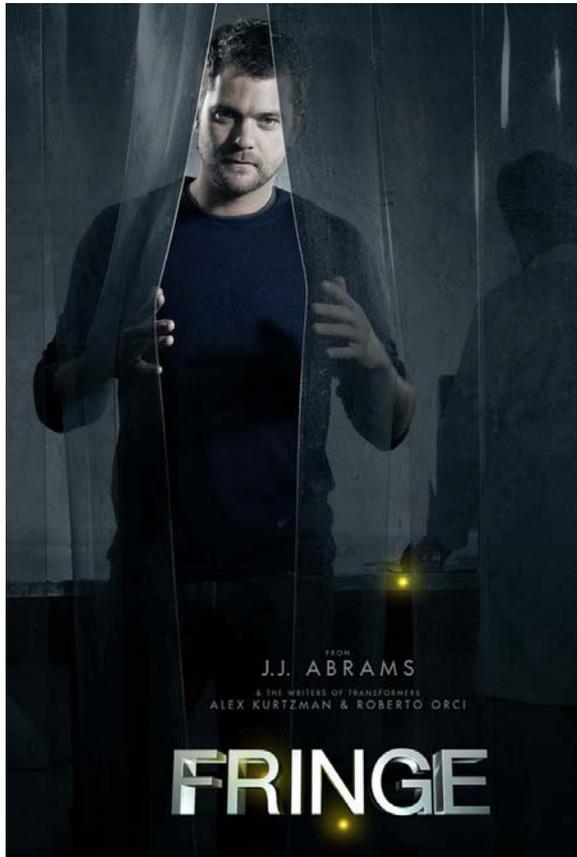


A Little More Background

- **Traditional students** of 2014 are in their late teens to early twenties. They were born in the mid- to late-1990s.
- **First generation students:** are the first within their family unit to attend college. They're more likely to live at home or off-campus, to face serious financial hurdles; and to come from working class families from various cultural and ethnic backgrounds. Often start at a community college, attend college part-time, live off-campus or with family or relatives, delay entering college after high-school graduation, or work full-time while they are enrolled.
- **Adult learners**, or “non-traditional” students, of 2014 are those outside of the typical age bracket for attending college. Often need to attend school part-time to balance work, family, and education. From 2010 to 2020, NCES projects a rise of 11 percent in enrollments of students under 25, and a rise of 20 percent in enrollments of students 25 and over.
- **Independent or nomadic learners** of 2014 are those who are coming to learning from divergent paths. This group may include the very young (example: a 12-year-old attending a college course online or on campus), or the very old (example: a 100-year-old graduating with her Bachelor's degree).

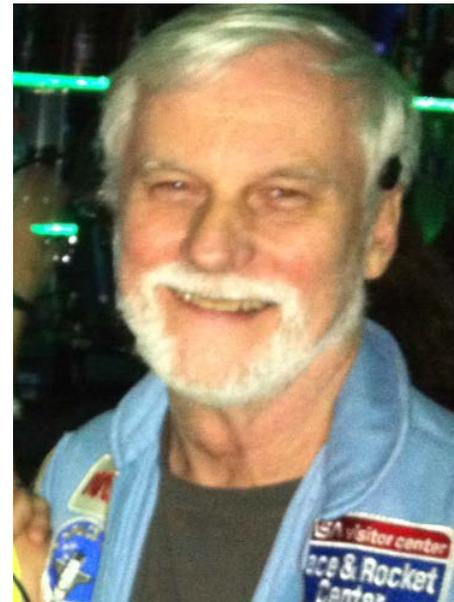
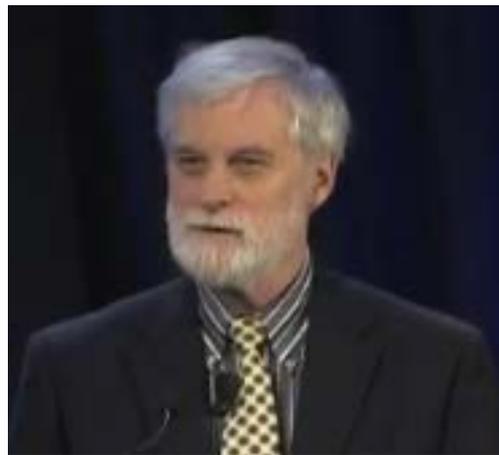
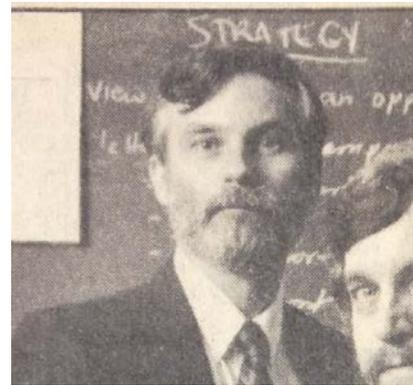
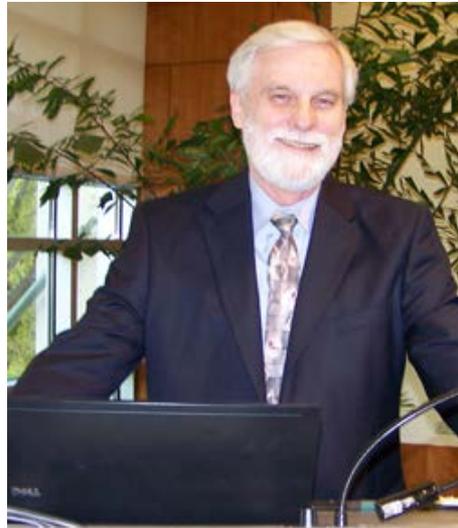


....and now our “Featured Attraction”



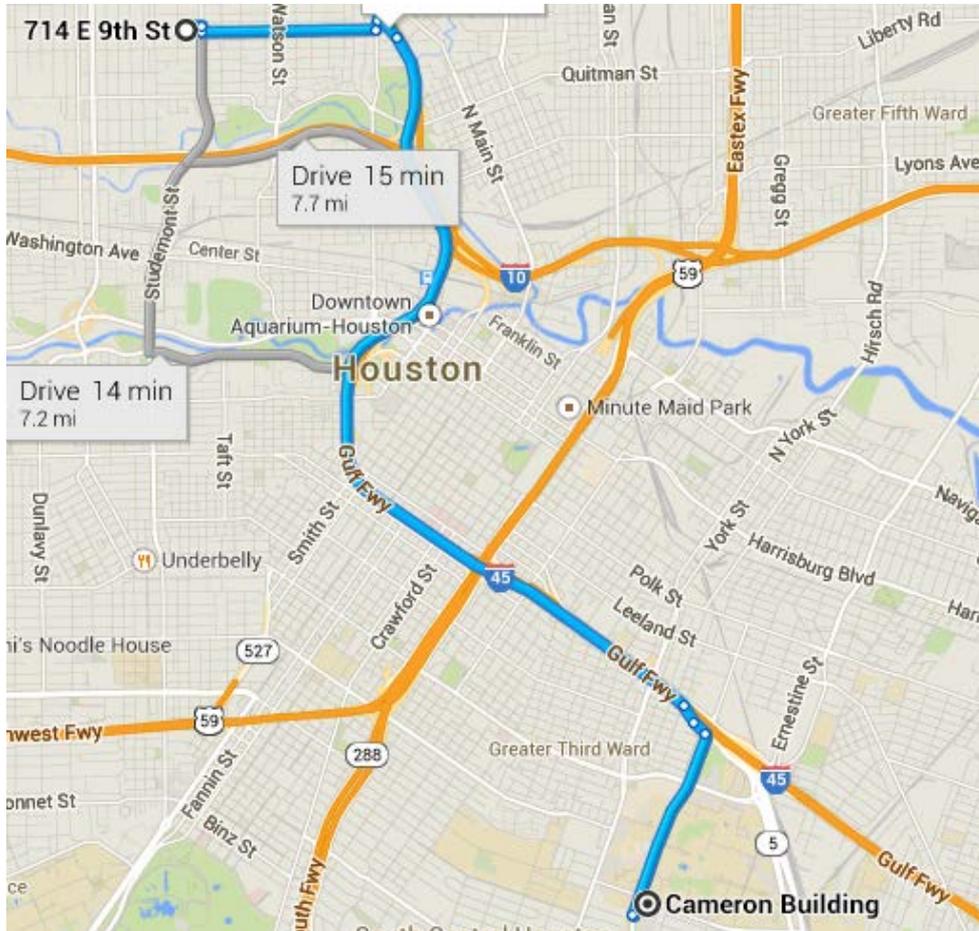


wait....this Peter Bishop





The Hines Estate



714 E 9th St,
Houston, TX
77007
(832.367.5575)

The Fabulous Brigit!