

**“If you don’t go far enough back  
in memory or far enough ahead  
in hope, your present will be  
impoverished.”**

Edward Lindaman

President, Whitworth College, 1970’s







## Pillars of 20th Century Industrial Society

- how we make, buy, grow, sell, manage, travel, communicate, learn
- the home as we lived it
- private, then government solutions
- the idea of retirement
- the universal job
- the school as center for learning





**There is one rule for the industrialist and that is: Make the best quality of goods possible at the lowest cost possible, paying the highest wages possible.**

**Henry Ford**



what is your image of  
the future?





## Pillars of 21st Century Innovation Society

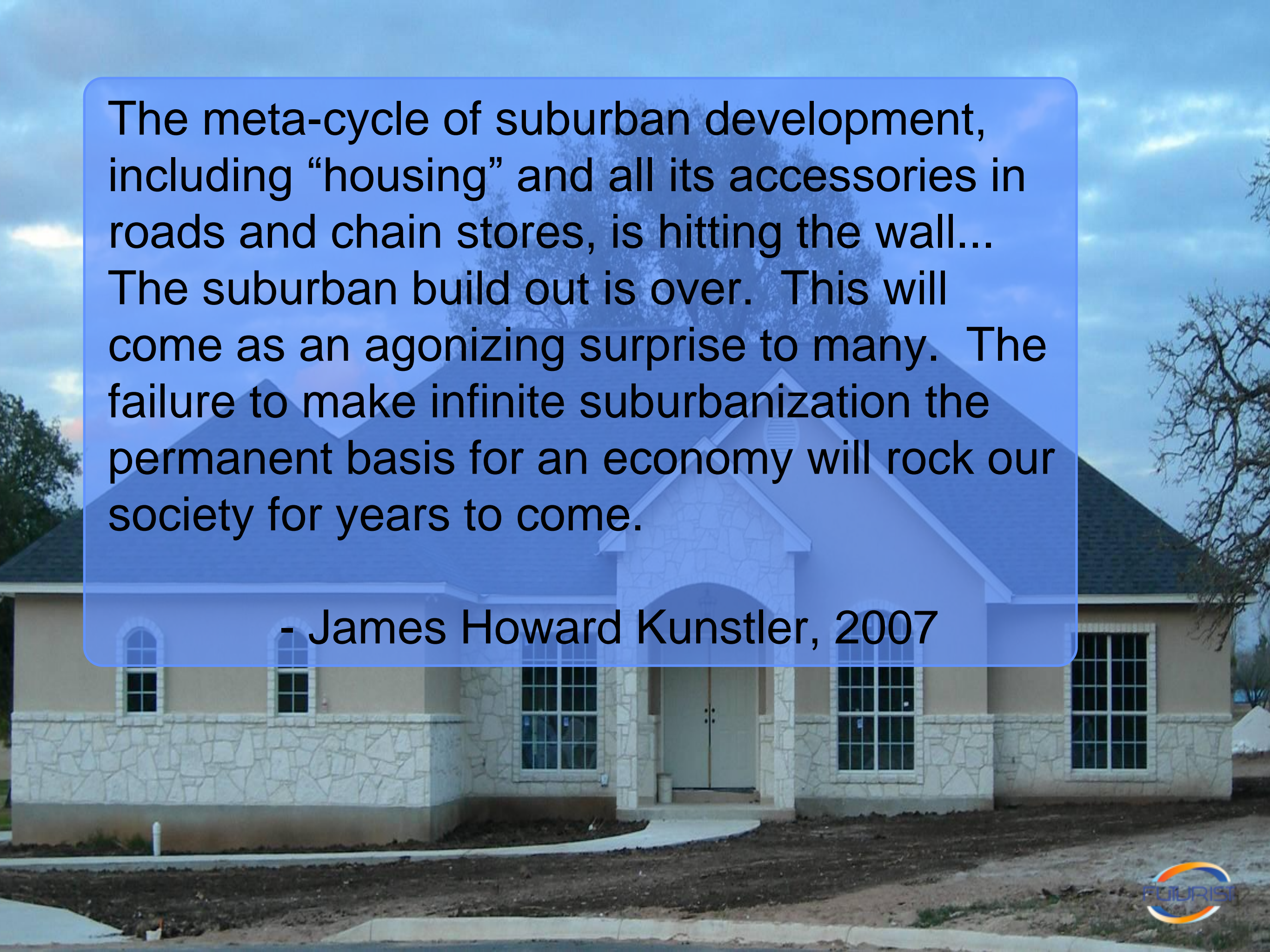
- constantly changing processes for making, buying, selling, managing, etc...
- the *stint*, not the job
- the end of retirement
- private or gov't solutions?
- back to future homes
- learning in and beyond school





- economic turbulence
- demographic dynamics
- technology acceleration  
climate change impacts
- learning innovation



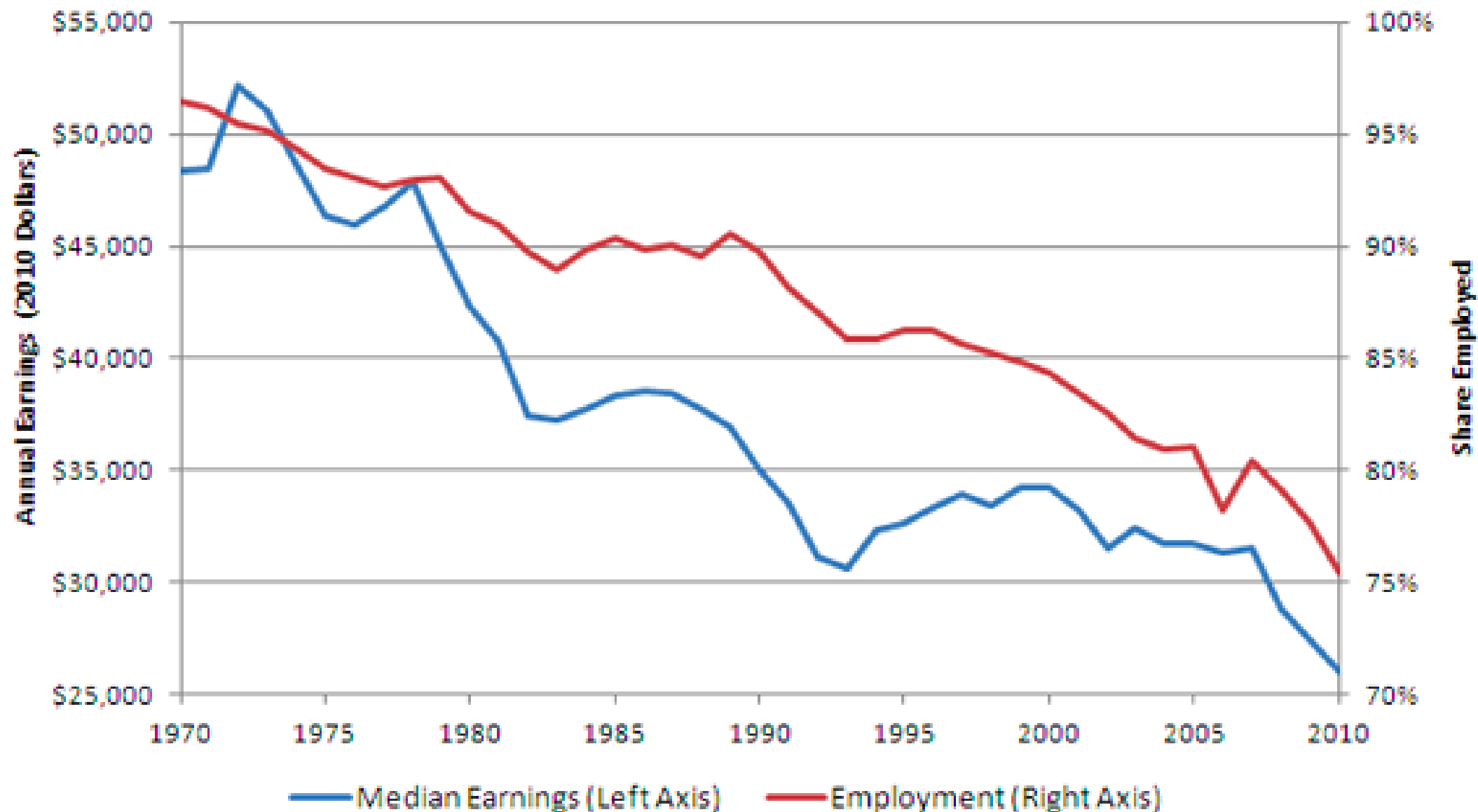


The meta-cycle of suburban development, including “housing” and all its accessories in roads and chain stores, is hitting the wall... The suburban build out is over. This will come as an agonizing surprise to many. The failure to make infinite suburbanization the permanent basis for an economy will rock our society for years to come.

- James Howard Kunstler, 2007



# Annual Earnings and Employment of Men with a High School Diploma Only



Source: Current Population Survey, 1971-2011; Data on the institutionalized population come from the U.S. Census and American Community Survey, 1970-2010.

Note: The sample is restricted to non-Hispanic whites and blacks aged twenty-five to sixty-four to control for changes in the share of immigrants in the population. A direct identifier of immigrant status is unavailable before 1994 for annual earnings data.

THE  
HAMILTON  
PROJECT



# driving forces: income gap economics

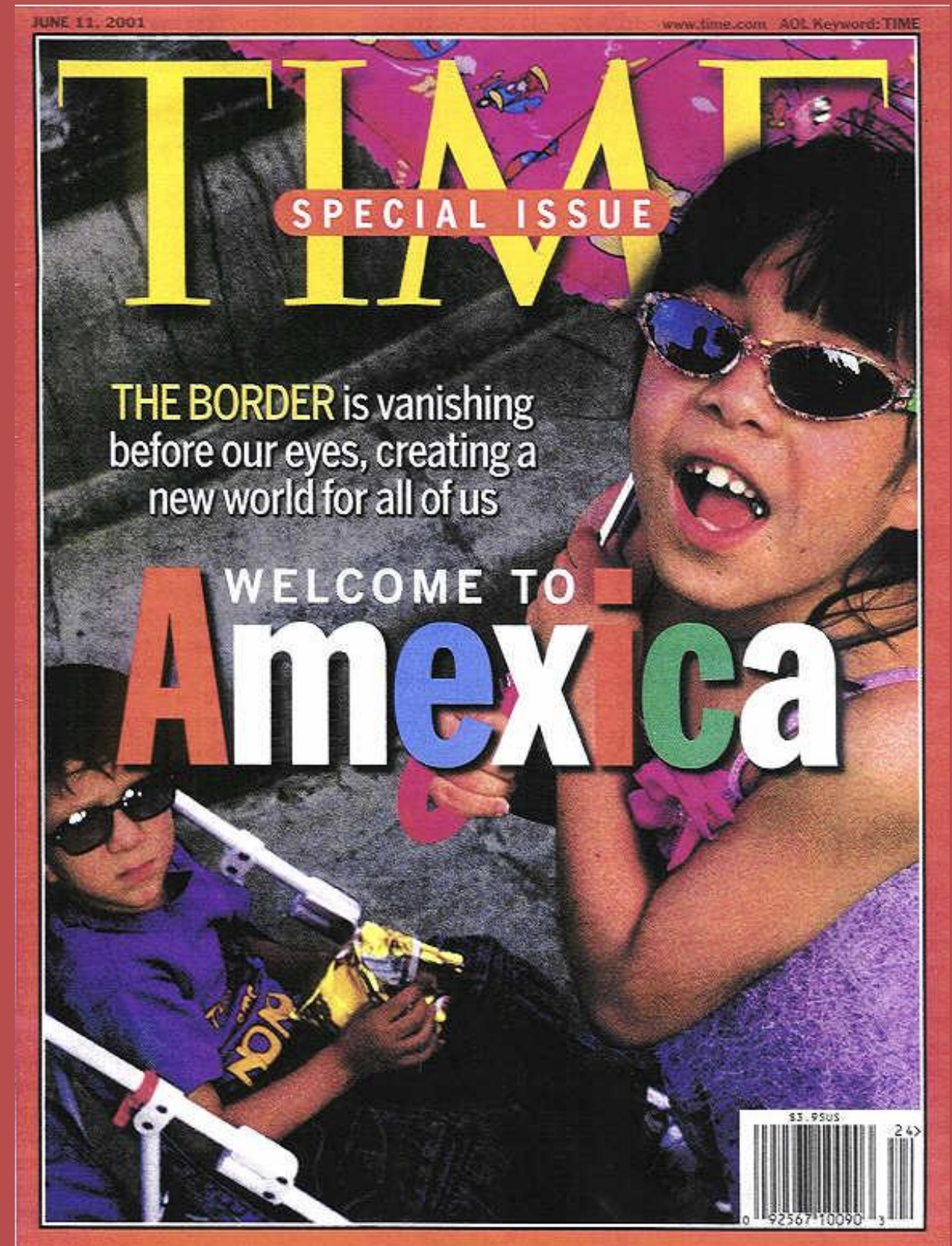
- technology
- global commerce
- public policy
- values shift







- ◆ Median age of native-born Latinos is 18
- ◆ Median age all Latinos is 27 vs. 42 for non-Hispanic whites in U.S.
- ◆ 67,000 U.S. Latinos turn 18 each month, (93% are citizens)
- ◆ 40% of U.S. population growth 2012-2030 will be Hispanic (77% of growth will be minorities)





# digital natives



# digital immigrants

Marc Prensky originated  
“digital native” term



children of the screen do not accept  
old limitations...





# technology acceleration





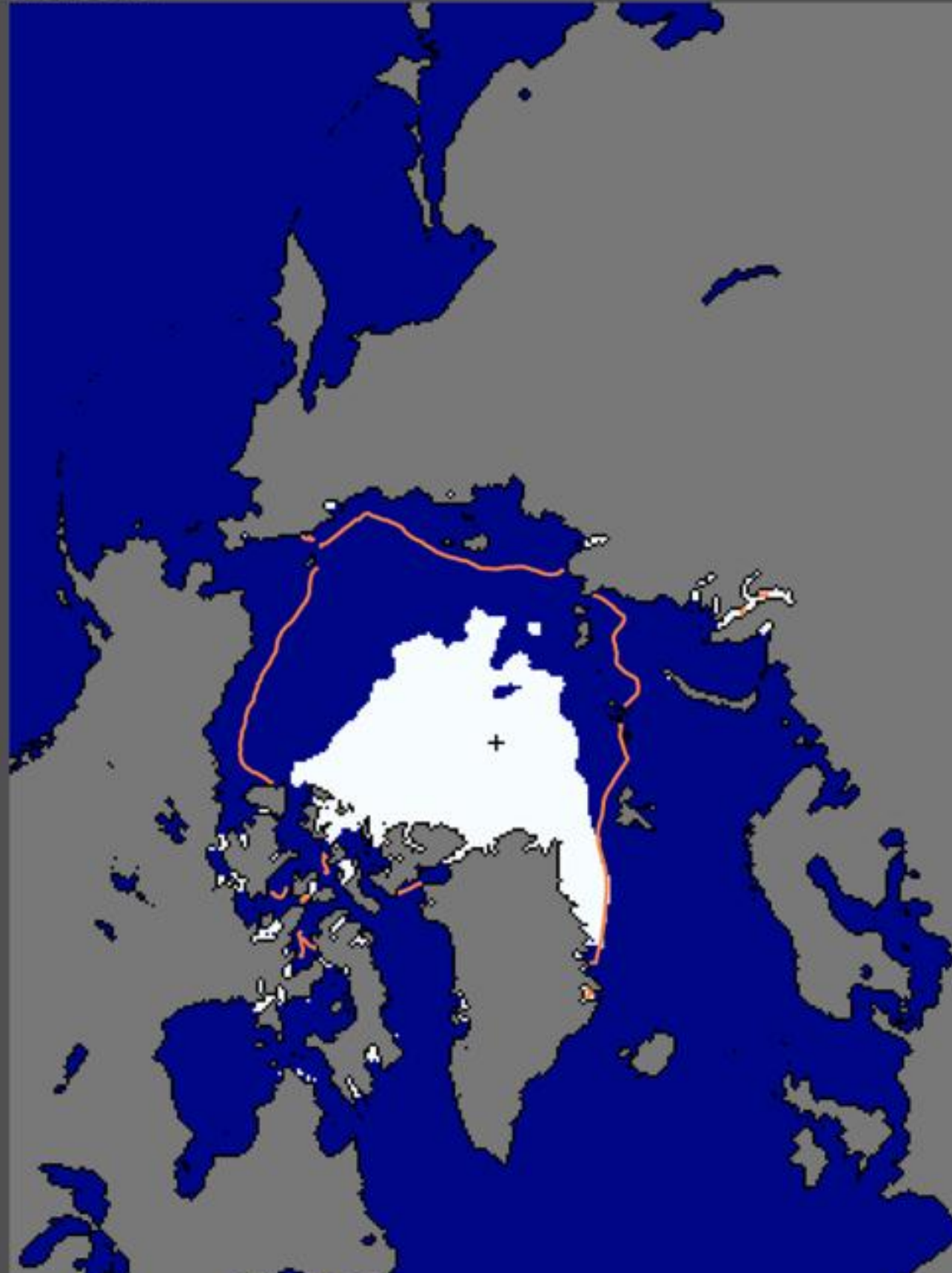
global warming





# Disappearing Arctic

Sea Ice Extent  
09/16/2012



National Snow and Ice Data Center, Boulder, CO



# knowledge value economy



it's what a product  
or service - or  
person knows



knowledge value needs.....knowledge

must find new and better ways organize  
communities to enable advanced learning for  
millions.



# innovations needed...

## ◆ *Unlocking* the power of human intelligence

- getting bandwidth to the brains of more people

## ◆ *Linking* minds

- getting bandwidth between more brains

## ◆ *Connecting to past, present, future*

- applying intelligence to real world needs



what is your image of  
the future?





# higher education its own investment

- ◆ for every \$1 invested in the California State University system, the system returns \$4.41...
- universities bring jobs & revenues from economic activity and events in local communities...
- on top of all that, universities provide the talent pool for local businesses, which also attracts new businesses to the area.



# the 3 great future work challenges

Economic recovery is hindered most by lack of demand and policy could correct that. ***Beyond demand however, in the long run we need a better workforce***, which we can get by...

1. developing a system with the capacity to help people develop relevant skills in much larger numbers.
2. funding and providing access to higher ed in the midst of income-gap economics.
3. reigniting a business passion to build the American economy versus a passion merely to get rich.





the future is not  
something that just  
happens  
to us

the future is  
something we  
do



thank you for your time  
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