

Community Implications

Workshop #3: IU South Bend Strategic Planning

Friday, April 24, 2009 from 8:00 am – 10:30 am

Office of Institutional Research

COMPETITION TRENDS

Competition 1: Partnerships with Feeder Schools

As higher education institutions recognize the significant role they play in the quality of our nation's middle and secondary schools, efforts are increasing to build sustaining and mutually reinforcing partnerships with feeder schools.

Implications for the community:

- Additional students.
- More students staying locally.
- Create more jobs in education.
- More competition from community colleges.
- More specialized programs and focus in feeder schools.
- Increased focus on high school students going to college.

Competition 2: Ivy Tech Transfers

Competition among 4-year schools for Ivy Tech transfers continues to grow, and partnerships with Ivy Tech to improve student persistence and increase transfer rates to 4-year schools has become an important element in higher education strategic planning.

Implications for the community:

- Focus on real world curriculum/practical work skills.
- Increased need for high quality instructors.
- Increased in educational pay scale.
- More facilities.
- Increased revenue for higher education institutions.
- Better retention at the college level.
- More focus on educator performance and retaining quality faculty.
- Colleges with better connections to feeder schools will be more successful.
- More dual programs between schools.
- Colleges will lose individual focus/identity.
- IUSB may lose students.
- A risk of focusing too much on the relationship.
- Competition with private and local colleges (i.e. Brown Mackies).
- Risk of students only getting only 2-year degrees.
- Add more facilities at IUSB to be close IVY tech.
- Could serve as a model for other partnerships.

Competition 3: Innovative Partnerships to Remain Competitive

Innovative partnerships (which include early college programs, new technology, and online course options) are being developed among high schools, post-secondary schools, higher education and technology industries , and local communities.

Implications for the community:

- Potential to water down the meaning of a degree.
- Risk of upsetting the balance of providing a relevant education and catering to a “me generation”.
- Without these partnerships someone else will provide them.
- Potential to make education more affordable and accessible.
- Shorter time spent in college.
- Able to earn a Master’s degree as part of a 4-year education.
- Better educated workforce.
- More technology may mean fewer instructors.
- Potential for “haves” and “have not’s” in technology.
- Technology may require students to be more self-motivated.
- Innovation in technology makes the decision quicker to go to college or not.
- Two-plus-two programs and business support of these programs there will be more enrollments in higher education.
- More kids with degrees including 1st generation college students.
- Innovation will open doors for people to experience college and develop them as a whole person and citizen.
- A more educated community is a better and overall improved community.

Competition 4: Affordability of Higher Education

Colleges and universities are facing major issues related to the financing system and managing affordability. Many are attempting to respond to these issues and remove financial obstacles, especially those related to individuals from low-income backgrounds.

Implications for the community:

- Potential to lose students who can’t afford to go to college.
- More part-time students and there may be a greater loss of them because of their life demand and availability of funds.
- Community to spending money to fix problems (crime).
- Need to be more creative in financing college.
- May have to secure other funding sources (i.e. local businesses).
- Possibility of less federal funds.

Competition 5: Partnerships with Private Sector

Partnerships between post-secondary schools and the business sector are increasing, as schools seek new funding resources to assist students with their educational pursuits.

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- More part-time students and there may be a greater loss of them because of their life demand and availability of funds.
- Community to spending money to fix problems (crime).
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Competition 6: Keeping Students' Attention

In future efforts to compete for student attention and enrollment, colleges will emphasize communication mechanisms that center on technology, including but not limited to: web, email, cell phones, blogs, etc. that students value and use.

Implications for the community:

- Impact of business on how they keep employees attention.
- Students will go to businesses that are attractive to them.
- Increase in hands on interactive teaching.
- Preparing students for global jobs not just local.
- Will have to show relevancy of school work.
- Create opportunities for college curriculum changes.

Competition 7: Financial Literacy

Financial literacy programs are on the rise, as colleges are increasingly accepting responsibility for helping students understand personal finance and money management.

Implications for the community:

- University has to be willing and able to change and meet change quickly.
- Students learn to deal with the reality of finances when they're in the "real world".

Competition 8: Accelerated Degree Programs

Accelerated degree programs are offered by colleges to compete for and enroll non-traditional students, and these will increase as the number of adult learners grows.

Implications for the community:

- Non-traditional adult students will need different programs than traditional students.
- Colleges will have to think outside the box and establish guidelines for degrees.

Competition 9: International Students

There is growing competition to attract international students, from universities across the globe.

Implications for the community:

- People need exposure to global issues and perspectives.
- Increased community's' diversity.
- International students may make up for possible enrollment losses.
- Issues of assimilation into the school and community for international students.
- Lobbying to change laws that affect international students enrolling in U.S. colleges.

Competition 10: Feeder Countries for International Students

Four countries are expected to generate almost two-thirds of the demand for higher education by 2025: China (21%), Malaysia (15%), India (14%) and Indonesia (11%).

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- People need exposure to global issues and perspectives.
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- Lobbying to change laws that affect international students enrolling in U.S. colleges.

Competition 11: Law Governing International Students in U.S.

The increase in laws that work against international students once they have graduated will stiffen competition within the United States for international students and disadvantage mid-size institutions like IU South Bend that attract a small, but significant, international student population.

Implications for the community:

- People need exposure to global issues and perspectives.
- Increased community's' diversity.
- International students may make up for possible enrollment losses.

- Issues of assimilation into the school and community for international students.
- Lobbying to change laws that affect international students enrolling in U.S. colleges.

Competition 12: Recruiting Quality Faculty and Staff

Creative ways of recruiting and retaining faculty and administrators are being used, including benefits packages, housing, and support for further education.

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- Technology may require students to be more self-motivated.
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Demographics

Demographic 1: Indiana High School Graduates

Between 2008-09 and 2014-15 the projected annual number of high school graduates in the Midwest will decline by about 6.4 to 8.0 percent, while Indiana will see a loss of only 1.2 to 2.8 percent over that five year time period. Two local school districts, South Bend (about a 10 percent decline) and Penn-Harris-Madison, both expect declines in K-12 enrollments through 2013.

Implications for Community:

1. High school enrollments high because of the economy
2. Will decrease just because of less students – people families leaving because of jobless

Demographic 2: Michigan and Ohio High School Graduates

There is a projected decline of between five and ten percent in high school graduates in both Michigan and Ohio between 2009-10 and 2015-16.

Implications for Community:

No implications

Demographic 3: Changing Generational Values

Traditionally aged students entering college within the next 3-5 years will enter with a sense of entitlement to high grades and personal attention that they receive from the rest of our consumer driven society, which has been a continuing shift in generational norms towards what is a more “narcissistic” view of their place in the larger world.

Implications for Community:

1. Graduates expect to have a job from all of the college work – begin this guidance in high school
2. Provide to students information on who their competition is for jobs

Demographic 4: Racial/Ethnic Diversity in Indiana

Indiana expects to see an increase in racial/ethnic diversity. Racial underrepresented groups in Indiana are projected to grow from 11.6 percent of Indiana’s population in 2005 to 14.4

percent of the population in 2030. Hispanic ethnicities are expected to grow from 4.5 percent of Indiana’s population to 8.1 percent of the population by 2030.

Implications for Community:

1. If economy goes down – ethnic growth will increase
2. Schools will be more responsible to provide “socialization” to these students
3. Schools will need to provide more for these students – bilingual – more diverse activities
4. Or do we provide more ways to learn English?
5. Diversity issues will become greater
6. Cultural assimilation
7. Schools may be forced to evaluate the best approach to teaching ethnic groups

Demographic 5: Income Disparities and Higher Education

Income disparities increasingly are being recognized as the most significant barrier to access and graduation for all students, although they clearly hit minority students the hardest.

Implications for Community:

1. Larger development for federal loans
2. Research resources available plus inform those who want to use them
3. How to reach out to those who may not be qualified
4. Huge relationship between the ability to pay and get a degree
5. Fee for service system is in trouble
6. Must have strong support system at home if not schools must provide
7. Greater pressure to offer students information on paths – “early”
8. Change the way or types of schools to provide opportunities
9. Colleges need to get involved earlier with schools

Demographic 6: Baby Boomers and College

The aging Baby Boomer generation will begin to reenter college creating large increases in non-traditional students on campus.

Implications for Community:

1. Now more of an economic issue
2. Take classes to learn more about practical, financial
3. Not here to teach job – but the where’s and whys
4. Continuing education and quality of life are going to do better
5. Communities will need to provide more educational opportunities to those who can’t afford or not in the top echelon

Demographic 7: Latino Population Growth

With the annual number of Latino high school graduates in Indiana projected to grow from 2,801 students in 2008-09 to 5,247 students in 2014-15, an 87 percent increase, and 18

percent growth rate in the overall Latino population in Indiana through 2015, Latino college enrollments can be expected to grow at a rapid pace over the next 5 years.

Demographic 8: Census Projections for North Central Indiana

The population of St. Joseph County and the surrounding 5 Indiana counties is expected to increase by about 2.1 percent between 2005 and 2015, which will put the area's population at 732,784 people.

Implications for Community:

1. College age – flat
2. Seniors – great growth
3. Drop in high school enrollments – Elkhart County
4. Students think they will graduate and become CIO of a company no concept of starting at the bottom

Demographic 9: Census Projections for Indiana

Indiana's population will continue to grow (about 12 percent to 6.8 million) at an increasingly slower rate through 2030, but it should see increases in population slightly larger than much of the Midwest.

Implications for Community:

No Implications

Demographic 10: Shift in Age Distribution in Indiana

While Indiana's under 18 year old population will remain about 25 percent of the total state's population through 2030, the over 65 year old population is expected to grow from about 12.4 percent of the population to 18.1 percent of the population (below the national average of 19.7 percent by 2030).

Implications for Community:

No Implications

Economics

Economic 1: Nanotechnology at University of Notre Dame

The Michiana region will experience considerable economic and job growth from the development of nanotechnology research and industry centered at the University of Notre Dame.

Implications for Community:

1. 1-3 year research – PhD 1st
2. Long term increase employment? (range low to high?)

3. Recruitment, couples – meet needs of potential employees – increase in professional sector

Economic 2: Changeover in Manufacturing Sector

While traditional manufacturing sectors in the region will continue to decline in the midst of negative pressures at the national and international levels, there are opportunities for manufacturing growth by shifting to niche markets and new technologies.

Implications for Community:

1. If we keep advanced manufacturing, then technology and automation will continue
2. More training centers (Ivy Tech)
3. K-12 High school – New Technology High School; impact at all levels
4. # employed decrease and industries less
5. Tie to auto industry emerging technology

Economic 3: Metronet and a New Type of Infrastructure

Regional infrastructure will continue to expand, and will do so beyond the traditional roads and buildings to include high-speed data networks, creating new and better opportunities for economic development.

Implications for Community:

1. Economic movement of data
2. International connectivity
3. Virtual Systems
4. Supports Hi Tech jobs
5. Increase voice data video – architects, engineers

Economic 4: Michiana's Shrinking Economy

The economic base of the Michiana region is shrinking as evidenced by recent declines in production and employment, and this downward trend is likely to continue for the foreseeable future.

Implications for Community:

1. Decline in manufacturing – labor force leaving (strong multiplier effect)
2. Lower demand for housing in all sectors
3. Existing manufacturing real estate – leases decreasing
4. High Tech spaces at a premium
5. Career service industry challenged

Economic 5: Income in Michiana

The levels of income and earnings in the Michiana region are expected to grow slowly.

Implications for Community:

1. Over 65 year old population increase; decrease in working population

2. Decrease in purchasing power
3. Healthcare increase positively; increase income; increase inflation

Economic 6: Regional Income Inequity and Poverty

Income inequality will increase and poverty will likely become a problem in the Michiana region, at least in the short term.

Implications for Community:

1. Tax all the service industry
2. New programs insurance patients
3. Increase in crime
4. Increase health care costs
5. Charitable contributions decrease hurting large non-profit sector
6. Public school affected – Title I; Disciplinary problems; decreased funding
7. Income Tax - \$ stressed

Economic 7: Biofuels in Indiana

Indiana is emerging as a leader for the manufacture of biofuels, which will impact the environment, economy, and quality of life of Hoosiers.

Implications for Community:

1. Move to Build infrastructure
2. Ethanol plant old?
3. There is money available
4. What is the state's ethanol plan
5. Dependant on oil prices
6. Question about biofuels actually being green
7. Cost effectiveness
8. Natural gas vehicles
9. Research opportunities
10. Government money contrary to market
11. Not governed by market forces

Economic 8: Expanding Healthcare Sector

The healthcare sector is a key component of the local and regional economy and is expected to see considerable growth.

Implications for Community:

1. Baby boomers – need increase demand working in health care
2. Baby boomers working in health care
3. Shortage in professionals; increase in opportunity
4. Technical training and service training increase
5. Virtual medicine and connectivity

6. Redesign health care services for the aging
7. Increase medical care as we live longer
8. Long term health care insurance
9. Multiplying factor – banking and housing

Economic 9: Indiana's Life Science Initiatives

Indiana is positioning itself to become a leader in the Life Sciences by seeking opportunities and targeting efforts to grow the state's bio and life-sciences industries in the next 3 – 5 years, which will impact the economy, health and quality of life for Hoosiers.

Implications for Community:

1. Michiana's level of participation in terms of money and results
2. Skilled labor force at a minimum
3. Area will need to be more attractive to recruit medical students to the area in terms of infrastructure and entertainment
4. Drives other disciplines – convergence and specialization

Economic 10: Indiana's Global Market Position

Indiana's economy is becoming increasingly linked to the world economy, particularly in markets such as pharmaceuticals and auto/vehicular parts.

Implications for Community:

1. Losses to overseas (large percent)
2. Increase in overseas products assembled here
3. Potential for increase local market
4. Increase in transportation business
5. Doesn't apply to Michiana
6. Decrease importing related to current policies
7. Carbon footprint payment

Economic 11: Local Export Activity

Local export activity is on the rise and should continue to expand, although the magnitude of that growth will be influenced by national and international trends in the economic condition of sectors with high export activity.

Implications for Community:

1. Not currently
2. Increase geographic location

Economic 12: Unpredictability of Current Economic Downturn

The U.S. economy is in an unprecedented state, marked by uncertainty and turmoil, and downward spiraling, particularly in the real estate and stock markets.

Implications for Community:

1. Suspension of capital
2. Restructure of financial
3. Deleveraged long term

Economic 13: Real Estate and the Retired

The fragile real estate and stock market outlooks will affect the economic future for all Americans, but particularly the retirement-aged segment of the population.

Implications for Community:

1. Not retiring
2. Change housing
3. Increase in assisted living types of housing
4. Affordability retirement communities
5. Affordable housing
6. Cost of maintainance

Education

Education 1: Competition with For-Profit Institutions

Increasing competition for students will continue in the future as for-profit higher education institutions, community and four-year colleges, and countless providers of postsecondary education institutions (e.g. vocational training providers, online providers, etc...) target, recruit, and enroll students.

Implications for Community:

- Differentiation – IUSB vs. others
- Competition good for community
- Adopt more business-oriented focus and business management techniques
- Rethink the plan of students we're trying to attract – narrow focus
- Pricing decrease
- More efficient in operation and operation costs
- More customer service oriented
- Getting students through in a timely fashion (efficiency)
- University will teach what students need rather than what they want to teach
- Scheduling changes meet student needs

Education 2: State Financial Support for Higher Education

State financial support for public higher education has been decreasing and will continue to do so in the future.

Implications for Community:

- Who/ how will lack of funds be addressed and be creative in addressing trend
- Provide incentive to keep students here (comm. retention focus)
- Focus on cost efficiency more

Education 3: Accountability in Higher Education

Publicly-funded colleges and universities will be subject to increasing demands for accountability in a number of areas such as degree completion, retention, costs and spending, programs of study, learning outcomes and overall institutional transparency.

Implications for Community:

- Institution and community need to work more closely together (programs, degrees, etc.)
- Institutions in future may become more or less successful – rather than static
- Attracting appropriate faculty – spousal employment, schools, quality of life issues
- More regional collaboration to make area attractive to new faculty
- More data will be available to consumers of higher education

Education 4: Privatization of Services

There is increasing consideration being given to outsourcing or privatization of higher education services.

Implications for Community:

- Increase efficiency
- Drive down cost of higher education
- Provide business opportunities in community
- Accountability for private providers
- Allows university to focus more on educating

Education 5: Adjunct Faculty

There is an increasing reliance on contingent faculty in higher education.

Implications for Community:

- People in community can supplement income
- Can't always offer the curriculum needed
- Can't offer as many programs/ degrees if it is difficult to attract certain faculty

Education 6: Technology in the Classroom

Technology will continue to impact the way that higher education is delivered and challenge traditional campus and classroom based access and delivery of programs of study.

Implications for Community:

- Increase technological needs within community

- Youth will have to become more technologically capable/ intelligent
- Schools (K-12) need to teach technological skills better
- Cost increase (short term), cost decrease (long term)
- Asking private sector to assist with increased cost needs
- Educate community on the needs of students with regard to technology
- Look for different sources to fund the technology needs
- Address disparity within community when it comes to differences in schools in what they offer students (technology)

Education 7: High School Completion Rates

The U.S. Department of Education reported in 2006 that high school status completion rates for 18-24 year olds have trended upwards for all race/ethnicity groups since 1980, and as of 2006 the rate was 96% for Asians/Pacific Islanders, 93% for whites, 85% for African-Americans, 71% for Hispanics, and 90% for multiracial individuals. (Note: This rate includes those completing the GED exam.)

Implications for Community:

- Less economically competitive
- “Dumbing down” of community
- Can’t attract new businesses
- Engage community leaders from marginalized groups

Education 8: Math and Science

The U. S. is lagging behind internationally in math and science education.

Implications for Community:

- Local students won’t get good jobs
- More practical application of math and science education
- School needs to adapt to address the deficiency and be more creative in remediation

Education 9: American Students Abroad

Increasingly American students are choosing to study abroad.

Implications for Community:

- Attract foreign students here

Education 10: College Remediation

There is an increase in the number of entering college students needing remediation.

Implications for Community:

- K-12 schools – better college preparation
- Community colleges should focus on the remediation

Labor Force

Labor Force 1: Advanced manufacturing

The need for advanced manufacturing skills will increase through 2021.

Implications for Community:

1. Working in multidisciplinary teams
2. See economic trend
3. Increase computer skills, CAD, increase technicians, electrician instrument techs, programmable logic controllers
4. Quality skills
5. More skilled, higher educated, nontraditional
6. Certification programs
7. Continuing Ed, retraining
8. Imbalanced number of unskilled vs. number needed of skilled
9. Elkhart still needs unskilled labor
10. Decrease funding available
11. Increase college enrollment
12. Increase number of 2 year enrollment

Labor Force 2: Business Occupations

According to Indiana Economic Growth Region 2 projections, business occupations will increase 11% between 2004 and 2014.

Implications for Community:

1. Number unlikely to increase
2. Quality

Labor Force 3: Local Government

City and county government services in our region will contract over the next 3-5 years.

Implications for Community:

1. Efficiencies collaboration
2. Public private partnerships
3. Reduction in some service and increase (in some poverty)
4. Reprioritize
5. Demand for discussion of root cause, budgeting for outcomes

Labor Force 4: Healthcare

Healthcare related occupations in Indiana Economic Region 2 are projected to increase by over 20% from 2004-2014.

Implications for Community:

1. 20% too low
2. Education needs to respond and change with demand
3. Cautious about funding and over producing healthcare professionals

Labor Force 5: Healthcare Managers

The need for managers in the healthcare industry is increasing with a projected increase of 2,040 jobs between 2002 and 2012 for IEGR 2.

Implications for Community:

Same as Labor Force 4

Labor Force 6: Expectations for Growth

Employment projections for Indiana Economic Region 2 predict a 21% increase in healthcare occupations by 2014, a 4% increase in retail occupations and a 6% increase in manufacturing occupations.

Implications for Community:

1. Retail no increase (niche increase ex. cell phone), manufacturing no increase – even
2. Real time communication between industry and schools

Labor Force 7: Turnover of Labor Force

Over the next 35 years, the number of Hoosiers age 65 and older will increase by 90 percent. That means that in 2040, one in five Hoosiers will be of traditional retirement age. Meanwhile, the number of people in the 25-54 age group - a key labor force demographic - will decline.

Implications for Community:

1. Brain drain
2. Using nontraditional employees, contract, job sharing
3. Supportive taxes decrease

Labor Force 8: Transportation Sector and Retraining

Major job losses in the RV and transportation sector in our economic growth region will increase the need for retraining of workers.

Implications for Community:

1. Vs. #6
2. Skilled Levels
3. Age of unskilled labor
4. Replace RV type by when, labor force there and home, non union labor

Labor Force 9: Teachers

Growth in jobs for elementary and secondary teacher will increase 20% in next seven years (2015) and 32% for postsecondary teachers.

Implications for Community:

1. Move out of area
2. Increase supportive services, mentoring to – burnout
3. Burnout 5-7years

Labor Force 10: Skill Level of Workforce

Over the next 25 years or so, as better-educated individuals leave the workforce they will be replaced by those who, on average, have lower levels of education and skill.

Implications for Community:

1. Employers have to train
2. Management need language and cultural
3. Communication needs different
4. Training budgets increase
5. Marketing increase of educational institutions
6. Long term employment levels
7. Number increase
8. Training in entrepreneurial skills needs to increase
9. Innovative thinking

POLITICAL TRENDS

Political 1: Accountability in Higher Education

There is increasing attention at the Federal and State levels to and insistence upon accountability in postsecondary education and this trend will continue for the next 3-5 years.

Implications for the community:

- More data for consumers of education
- Involve the community in the accreditation process.
- Greater concern as a result of more government intervention rather than consumers exercising choice.

Political 2: Affordability of Higher Education

Tuition costs are outpacing government funding for postsecondary student aid. This will have the greatest impact on low-income students and leave many of them unable to afford college during the next 3-5 years.

Implications for the community:

- Fewer people attending college.
- More young people in debt because of college cost.
- Look at efficiency in higher education.
- Fewer minority and lower SES students attending college.

- More consideration to alternatives to higher education.
- Changing perceptions of higher education.

Political 3: Pell Grants

The Pell Grant Equity Act may further increase the number of students opting to attend 2-year colleges and may help fuel the movement of 2-year community colleges offering 4-year degrees.

Implications for the community:

- Will need more two-year institutions locations locally.

Political 4: Consolidating School Systems

There are increasing recommendations to consolidate school systems and related public services in Indiana.

Implications for the community:

- This community is in an excellence position for consolidation.
- Greater efficiency will benefit the community.
- Could be divisive.
- Growth of private schools.
- Decline of private schools.
- Could change the nature of economic flight.

Political 5: Green Alliances

Labor unions, environmental groups, and other social-economic justice groups are combining forces to lobby for creation of green jobs. (Blue-Green Alliance, UAW; Sierra Club, Michiana Social Forum, Green Party)

Implications for the community:

- Need to determine if a consensus will emerge to go green and if not to bridge the difference.
- May not be economically prudent for northern Indiana.
- Need to develop sustainable energy technology and need to prepare the community to enter this market.
- Need to consider what fits this area best when developing new energy.

Political 6: Privatization

In the country as well as in Indiana, there is increasing privatization of public entities, infrastructure and services.

Implications for the community:

- Increase efficiency
- Drive down cost of higher education
- Provide business opportunities in community
- Accountability for private providers
- Allows university to focus more on educating
- Increase public/private collaboration.
- Diminished role of politics in decision process.
- Competition for/of quality government.

Political 7: Creative Funding for Education

There is growing interest in seeking “creative” funding to make a college education more accessible and affordable for Indiana residents.

Implications for the community:

- Who/ how will lack of funds be addressed and be creative in addressing trend
- Provide incentive to keep students here (comm. retention focus)
- Focus on cost efficiency more.

Political 8: ICHE’s Reaching Higher Plan

The Indiana Commission on Higher Education (ICHE) will implement new strategic policies outlined in the “Reaching Higher” document by 2012, and will incentivize institutions with formula funding based on numerous output metrics, including degree completions and completion rates.

Implications for the community:

- More data for consumers of education
- Involve the community in the accreditation process.
- Greater concern as a result of more government intervention rather than consumers exercising choice.

Political 9: Community Organizations

There is an emergence of community-based organizations that have the potential to impact policy.

Implications for the community:

- No implications.

Political 10: Property Tax

With the changed property tax assessment indicator, it is likely that county and local governments will loss significant revenues due to property tax caps.

Implications for the community - *Ran out of time*

Social, Values and Lifestyle

Social, values, and lifestyle 1: Sustainability

The shift to valuing and practicing environmental sustainability and improving the environment for the future will continue to grow and become even stronger over the next 3-5 years.

Implications for Community:

- 80% of smaller businesses are more concerned with basics of business which creates potential for conflict
- Potential to build sense of community
- Could create business opportunity/ refocus manufacturing to green business
- More efficient in energy use, efficient economy
- Affects community's infrastructure
- Provide information on breaking habits, changing
- City could save money
- Changes economy in area if become more sustainable
- Implications in short term vs. long term investments
- Could be tough sell to community
- Business could be only seeing green as a moral choice vs. less waste is a good business decision

Social, values, and lifestyle 2: Social Networking

The explosive growth and applications of new forms of social interaction that are virtual or e-based social networking will continue over the next 3-5 years.

Implications for Community:

- Reduces levels of relationships/ communication/ less personal
- Reduces privacy/ more blurring of lines between personal/ business
- Communication without risk
- Generational difference
- Businesses have to harness social networking, or will lose employees
- Diminished writing skills
- Changing language and usage
- Changing when/ where/ how people work
- Challenging traditional measures of accountability
- Requires more multi-tasking
- Hiring decisions based on profiles, etc.

Social, values, and lifestyle 3: Relocalization

There is a growing movement towards relocalization that will continue over the next 3-5 years.

Implications for Community:

- Where people work is changing – can work from anywhere
- Works well conceptually but effect may be negligible
- More awareness being created
- Local dollars/ currency impacts economy
- Could create sense of unique identity
- More mixed use/ urbanization
- Local spending occurs naturally
- Leads to tough choices in development (cheaper to build in a cornfield)

Social, values, and lifestyle 4: Tailored Consumerism

People are turning away from mass-produced products and services in order to gain products, experiences, and services that have been specially tailored to fit their own unique needs, including things they themselves have produced for themselves.

Implications for Community:

- Affects suppliers of other businesses, not just retailers
- Contrary to global idea of social networking
- Uses social network to establish local connection
- Creates entrepreneurial opportunities

Social, values, and lifestyle 5: Digital Technology and Learning

Rapid innovations in digital technology are creating new opportunities for novel application of those technologies to learning and lives.

Implications for Community:

- Continue to be emerging changes/ technologies – won't stop
- Businesses will figure out how to use technology to train remotely (no traffic – airports/ hotels)
- Changes learning environment: no face-to-face, changes dynamics
- Fluidity of interaction between sustainability, manufacturing, information, training, technology, education
- Catered to generation vs. need to change: does this generation have that ability?
- Could have crumbling superhighway: generation of users not builders

Social, values, and lifestyle 6: Redefining Diversity

While diversity still refers to differences in gender, race or social class, it is increasingly understood and applied to other identities and affinity groups; communities using these new definitions of diversity are forming across the more traditional lines of gender, race or social class.

Implications for Community:

- More fragmentation of traditional groups/ smaller groups vs. bigger categories
- Evolved mindset of acceptance
- Create environment where everyone can bring their whole person
- Technology impacts and touches on this
- Catering to vs. accommodating

Social, values, and lifestyle 7: Health and Wellness

In the next 3-5 years there will be a change of focus from health care to health management with a greater emphasis on health and wellness and prevention among providers and individuals accompanied by an increased personalization and diversity in health and wellness strategies.

Implications for Community:

- Creates some antagonism among libertarians (can't tell me what to do)
- Fix me vs. my responsibility
- Mandate wellness (insurance companies)
- Creates opportunity for local business to cater to wellness
- More opportunity to learn/ educate about health
- Segregation of health plans to employees
- Employees absorb cost of behavior/ choices
- Fewer doctors

Social, values, and lifestyle 8: Spirituality

Religious and spiritual diversity, including atheism and agnosticism, will continue to grow and become more visible over the next 3-5 years.

Implications for Community:

- Workplace (catering vs. accommodation)

(ran out of time...)

Social, values, and lifestyle 9: Aging Population

The increase in the proportion of the population aged 65 or older will have dramatic consequences for public health, the health-care financing and delivery systems, informal caregiving, and pension systems.

Implications for Community:

No Implications

Social, values, and lifestyle 10: Redefining Retirement

Baby boomers remain consumers of education as they age and are redefining what it means to grow old.

Implications for Community:

No Implications

Social, values, and lifestyle 11: Marriage and Family

As life expectancy increases, people will have more options for how they fit marriage and family into their lives, such that the possible permutations will be too complex for easy demographic profiling.

Implications for Community:

No Implications

Technology

Technology 1: Cybercrime

Computer networks and the users of those networks will be increasingly targeted by cyber-criminals and others bent on wrecking havoc.

Implications for Community:

1. They are worried about stealing information and customers information
2. Protect servers
3. Question of not what you know (information) but what you can do with it

Technology 2: Classroom Technology

Faculty and students will increase use of web-based applications and mobile technologies for classroom instruction and learning.

Implications for Community:

1. These implications apply to technology 2 through technology 6 trend statement because they are similar
2. Don't invest in any system you can't pay for in 5 years
3. Laptops will be cheaper to support than computers
4. We need to get into the "net" generation – until we learn how they socialize and learn
5. Pressures and challenges to keep the "net" generation students interested

6. Distance education will disassemble the traditional campus environment
7. Cost of education will also disassemble the traditional campus
8. Project those 10 years from now 20% - campus, 80% - off campus learning. This should scare the college into what will work for these “net” generation students.
9. Lecture – electronic, tutorial – personal
10. High schools should provide a laptop to every entering student (freshmen)
11. Microsoft and Google will have a greater impact on education than what they currently have

Technology 3: Laptop Initiatives

The use of 1-to-1 laptop initiatives continues to increase across the nation.

Implications for Community:

- Technology expenditures will go through the roof

Technology 4: Virtual Environments

Use of technologies such as distance learning, telecommuting and videoconferencing will likely increase in the next 3-5 years.

Implications for Community:

1. Businesses are having to communicate – advertise via Facebook, MySpace, Twitter, etc.
2. How do you bridge the real world and the cyper world to students
3. How do you separate information for insight?

Technology 5: Open Source Computing

Faced with increasing software, hardware and infrastructure costs, organizations will find and utilize alternatives such as open-source applications and “cloud computing.”

Implications for Community:

See Technology 2

Technology 6: Distance Education

The demand for courses and degree programs offered through distance education or online instruction will increase as will the ability to deliver the content with emerging technologies.

Implications for Community:

See Technology 2

Technology 7: Demand for High Tech Workers

Employment opportunities in manufacturing continue to decrease while jobs requiring high tech skills/education go unfilled particularly in nanotechnology/nanoscience.

Implications for Community:

1. Businesses want an honest day's work – instead of 5 ½ hours because workers are using MySpace, Facebook, etc...
2. How will costs be impacted because there is always newer, better, bugger, faster. Technology changes fast.
3. Is there a disconnect between Educational IT and what is needed in the manufacturing world – how can these be bridged through educational needs
4. Technology needs to start at age 18 and continue through age 65+