

2010 MORAINE PARK

ENVIRONMENTAL SCAN MID-YEAR REPORT

Environmental Scanning is a necessary tool for planning the long-term strategic direction of Moraine Park Technical College. This process can help proactively define the opportunities, potential threats, or areas of change that will impact the college from internal and external environmental factors. This trend information can help the college overall, as well as individual teams, develop and implement goals and strategies.



ENVIRONMENTAL SCANNING & EMERGING TRENDS

POPULATION/DEMOGRAPHICS/SOCIETAL

- ◆ Neil Howe, who coined “millennials” with William Strauss, predicted that the generation’s preference for consensus-building and nonstop, digital communication will alter business and political landscapes. Businesses will accommodate this generation by creating more team projects, and millennials will tend to reject the negative and moralistic politics they witnessed as children. (#4745, *washingtonpost.com*, 07/06/08)
- ◆ The median age is now the oldest since the U.S. Census started keeping track in the 1890s: almost 26 for women and almost 28 for men. (#4873, *USA Today*, 11/10/08)
- ◆ The new retirement “turning point.” While 76% of boomers intend to keep working and earning in retirement, on average they expect to “retire” from their current job/career at around 64 and then launch into an entirely new job or career. Most boomers (65%) will stop working for pay and retire in the traditional sense at some point. However, that phase is more likely to begin in the late 60’s, than at age 60 or 65.

When probed about their ideal work arrangement in retirement, the most common choice among boomers would be to repeatedly “cycle” between periods of work and leisure (42%), followed by part-time work (16%), start their own business (13%) and full-time work (6%). Only 17% hope to never work for pay again. 67% assert that continued mental stimulation and challenge is what will motivate them to stay in the game.

Boomers are now 10 times more likely to “put others first” (43%) than “put themselves first” (4%). The unpredictable cost of illness and healthcare is by far boomers’ biggest fear. They are three times more worried about a major illness (48%), their ability to pay for healthcare (53%) or winding up in a nursing home (48%), than about dying (17%). (#5033, *www.mI.com*, 11/11/2008)

EDUCATION OVERALL

- ◆ Community colleges are key to sustainability priorities because the new jobs in solar and wind power installation and green construction will require more than a high-school education but less than a four-year degree. (#4891, *The Chronicle of Higher Education*, 10/31/08)
- ◆ China, now takes in more students than it sends abroad. The increase reflects student awareness of China’s growing importance in world affairs. But it is also the result of a concerted governmental push to enhance China’s appeal as a college destination and a study-abroad locale. China has a plan not only to establish world-class universities, but in the process to internationalize higher education. In July, Chinese officials outlined plans to

attract half a million foreign students by 2020—just under current United States levels. The United States is now China's third largest source of students. (#4936, *The Chronicle of Higher Education*, 09/19/08)

- ◆ In S. Korea 93% of all students graduate from high school on time. But in the United States, almost one-quarter of all students - more than 1.2 million individuals each year - fail to graduate. Once the world leaders in secondary-school education, the United States now ranks a desultory 18th among 36 nations examined by the Organization for Economic Co-operation and Development. (#4887, *USA Today*, 11/19/08)
- ◆ Data shows that between 2003 and 2006, the USA slipped from fifth to seventh in the percentage of adults, ages 18-24 enrolled in college, and from seventh to 10th in the percentage of adults 25-34 holding an associate's degree or higher. (#4896, *USA Today*, 12/03/08)
- ◆ Online learning has definite advantages over face-to-face instruction when it comes to teaching and learning, according to a new meta-analysis released Friday by the U.S. Department of Education. The study found that students who took all or part of their instruction online performed better, on average, than those taking the same course through face-to-face instruction. Further, those who took: blended" courses -- those that combine elements of online learning and face-to-face instruction -- appeared to do best of all.

While the new study provides a strong endorsement of online learning, it also notes findings about the relative success (or lack thereof) of various teaching techniques used in online courses. The use of video or online quizzes-- frequently encouraged for online education -- "does not appear to enhance learning." The report says. Using technology to give students "control of their interactions" has a positive effect on student learning however. "Studies indicate that manipulation trigger learner activity or learner reflection and self-monitoring of understanding are effective when students pursue online learning as individuals," the report says. "This report correctly recognizes that online learning and blended learning are growing components of higher educating and, employed properly, can play a significant role in promoting student learning. (#4994, *insidehigher.com*, 6/29/09)

- ◆ The higher incomes that college education brings may not make up for the savings it consumes or the debt it adds early in the life of a typical student. A student who secures a degree is increasingly unlikely to make up its cost, despite higher pay. (#4996, *articles.moneycentral.msn.com*, 7/1/09)
- ◆ Degrees are poor proof of learning. We want degrees to mean that students have learned the literature, chemistry, physics, composition, and so on. If we didn't, we'd replace degrees with inexpensive vocational exams. Schools in turn, have made their degree programs easier. In 2005, the department of Education studied the college system. A year later, Secretary of Education Margaret Spellings reported a long list of shortcomings, including "a remarkable absence of accountability mechanisms to ensure that colleges succeed in educating students."

Google is putting every book ever written online. Apple is offering video college lectures

for free download through its iTunes software. Skype allows free videoconferencing anywhere in the world. The Massachusetts Institute of Technology and many other schools have made course materials available for free on their Web sites. Tutors cost as little as \$15 an hour. Today's student who decides to learn at 1 a.m. should be doing it by 1:30. A process that makes him wait 18 months is not an education system, it's a barrier. (#4997, *articles.moneycentral.msn.com, 7/1/09*)

- ◆ More than 60% of high school juniors and seniors are concerned about the economy. Top actions juniors and seniors are considering:
 - Working part time while in college 84%
 - Attending a public college/university 65%
 - Attending in-state school 64%
 - Choosing high-income majors 39%
 - Taking more than four years 34%, (#4999, *USA Today, 5/18/09*)

- ◆ Cisco Certified Network Associate annual earnings \$67,850 in 2007
Dental Assisting with 82,000 new dental assistant jobs projected to enter the field through 2016. Annual wages, \$32,280 in 2007
CompTIA Project+ Court Reporting saw mean annual earnings of \$48,380
Microsoft Certified IT Professional annual earnings \$67,850 2007
Paralegal annual wages of \$47,600, as reported
Accounting Clerks annual wages of \$32,780 in 2007
Fire & Emergency annual wages of \$44,130 according to the BLS, (#5017, *findtherightsources.com, 9/3/09*)

- ◆ Three in five high school juniors and seniors plan to enroll in a 4-year college versus 23% who plan on a 2-year college. Those with GPAs of 3.5 to 4.0 more often are planning to enroll in four years of college, while those with less than a "B" average are more often looking to 2-year colleges or the trades. Parents are significantly more often involved in decisions with their children when they plan to enroll in a 4-year college than when they plan to pursue two years of college. Only 8% of the 400 students responding to this study say their teachers or counselors even talked to them about a career in the trades.

This compares to 30% who say their teachers or counselors have talked to them about a four-year degree. Over one in four of those planning on a 4-year degree say it's what their parents think they should do. This compares to only 8% who say the same about a career in the trades, 15% about enrolling in a 2-year college, and 17% planning to enlist in the military. Interestingly, according to respondents, what teachers or counselors think they should do is no more impactful than what a boyfriend or girlfriend or a sibling thinks they should do. (#5031, *High School Juniors and Seniors, 2009*)

- ◆ This year, an estimated 1.25 million kids will leave school without earning a high school diploma--that's approximately 7,000 students every day of the academic year. (#5036, *Edutopia, Dec 08/Jan 09*)

- ◆ How the average family pays for college:
 - Parent income and savings 36%
 - Grants and scholarships 25%

- Student borrowing 14%
- Student income and savings 10%
- Parent borrowing 9%
- Relatives and friends 6%, (#5052, *USA Today*, 9/24/09)

- ◆ A drop in the number of college degrees, particularly in the sciences, is threatening U.S. supremacy in scientific advances and the nation's edge in the world marketplace, according to an American Association of State Colleges and Universities (AASCU.) The report on the commission's yearlong study cites data showing that the United States and Germany were the only two nations in which those aged 25-34 have attained less education than their parents' generation.

Recurrent data suggest that at most educational levels the performance of American students no longer matches or exceeds that of other advanced nations. And while higher education was once a premier U. S. commodity, many countries are promoting their own schools and seeking to educate their students at home. (#5054, *American Association of State Colleges and Universities*, 10/27/09)

- ◆ About 16% of adults 50 and older said they are likely to return to school.

Top reasons:

- Sharpen skills on the job 47%
- For pleasure 39%
- Make more money 21%
- Opportunity for a promotion 21%
- Complete my degree 19%, (#5059, *USA Today*, 9/10/09)

- ◆ They're going where many of their customers hang out. Marketers who closely follow social media can find some enticing statistics to justify their online strategies:

Facebook:

- More than 10,000 websites use Facebook Connect, a service that lets Facebook users log in to affiliated sites using their Facebook account and share information from those sites with their Facebook friends. About 30 million Facebook members access it through mobile devices.

Twitter:

- Twitter users spend 66% more dollars on the Internet than non-Twitter users, says market researcher ComScore.

LinkedIn:

- LinkedIn has more than 365,000 company profiles. More than 12 million small-business professionals are members of LinkedIn.

MySpace:

- More than 1 million small businesses and individuals promote their goods and services on MySpace. (#5061, *USA Today*, 8/29/09)

- ◆ Distance Education Enrollment Growth; fall 2006 to fall 2007. Campuses reported an 11.3 percent increase for distance education enrollments, substantially ahead of overall national campus enrollments, which averaged less than two percent. Sixty-four percent of campuses reported they offer noncredit distance education courses. (#5065, *2008 Distance Education Survey Results*, 03/09)

- ◆ Learning Management System Usage; Online Degrees:
Seventy-four percent indicated they offer at least one or more degrees online--up 10 percent from last year.
Course Enrollment Caps: Eighty-seven percent of respondents cap online class enrollments.
Distance Education Fees: Forty percent of respondents reported they charge students an additional per-credit fee for taking distance education courses, a decrease of five percent. (*#5066, 2008 Distance Survey Results, 03/09*)

- ◆ The Bureau of Labor Statistics projects that the number of workers ages 55-64 will increase by 36.5% between 2006 and 2016, and the number of workers age 65 and older will increase by more than 80%. An impressive 84% of colleges reported that they have program offerings targeted to plus 50 students. Not only did 86% of the colleges report offering enrichment programming, but 70% of the colleges with enrichment coursework plan to expand their offerings. Plus 50 students value concentrated and accelerated program formats, often preferring these two courses that last for a quarter or semester.

This group also usually does not want to engage in a full training program to obtain a credential or certificate. Instead, plus 50 students need more flexible options (including modularized courses) to learn a particular skill in order to advance their careers. Because those who are age 50 and older are seeking to efficiently acquire education for new or current careers, colleges need to deliver this education in "chunks," rather than in linear certificate and degree programs.

63% of colleges report that pre-enrollment requirements could discourage plus 50 students from coming to their campuses. Only 34% of colleges have created easy registration processes for this population. Only 33% of colleges have centralized locations for plus 50 students. Additional integration support services are even more rare: just 15% offer tailored advising; 7% offer a new student orientation customized for plus 50 students; and 6% offer "concierge" services.

In creating offerings for the plus 50 learner, move beyond the "low-hanging fruit" of enrichment courses. Recognize the ever more urgent need for workforce training and career development programming. For workforce training and career development programming, customize the offerings to match the needs and learning objectives of the plus 50 student. Concentrate more on support services that can help plus 50 students integrate into campus life. Provide additional tailored financial aid that goes beyond the state-mandated tuition waivers. Put policies in place that streamline the registration process for plus 50 students, starting with jettisoning the pre-enrollment requirements that apply to the 'standard student.

Yet the reality is that only 58% of community colleges offer workforce training and career development courses and services directly tailored to plus 50 students. Only 36% of colleges reported that they have modified curricula or delivery to meet the needs of plus 50 students. (*#5070, Plus 50 Community Colleges: Ageless Learning, 2008*)

- ◆ The number of students earning degrees and certificates from community colleges is 25

percent higher than it was a little more than a decade ago, and the number of students earning awards from for-profit vocational schools rose more than 50 percent, according to a new report.

Nearly a third of all certificates and associate's degrees awarded in 2007 were in health care, which was a 68 percent increase over that sector's share in 1997, according to the NCES study. The Bureau of Labor Statistics estimates that six of the top 10 fastest-growing occupations require postsecondary education below the bachelor's level, with five of those occupations in medical fields. (#5077, *Education Week*, 12/9/09)

- ◆ 5 Keys to engaging students: The five benchmarks used by the National Survey of Student Engagement.
 - Level of academic challenge: Challenging intellectual and creative work is "central to student learning and collegiate quality," educators say.
 - Active and collaborative learning: Students learn best when they are involved and thinking.
 - Student/faculty interaction: Students learn by working closely with teachers as role models and guides.
 - Enriching educational experiences: Outside activities complement academic learning.
 - Supportive campus environment: Students need to thrive both academically and socially. (#5092, *USA Today*, 11/9/09)

- ◆ Fifty-six percent of respondents listed the need to work full time as a major impediment preventing them from returning to school. More than half of respondents also cited family commitments as a major factor. Even more troubling, perhaps, more than one-third of students indicated that they wouldn't be able to return to college even if their tuition and books were fully paid for.

Of those who failed to graduate, the survey found, 58 percent did not receive support from parents or relatives, and 69 percent did not receive support from scholarships or other financial aid. Eighty-nine percent of respondents who failed to complete a degree said they thought about returning to college, and nearly all (97 percent) said it was important to them that their children attend college.

Students said better financial aid for part-time enrollees, more flexible class times, tuition reductions, and more childcare options and assistance were among the incentives that would encourage them to re-enroll and see their educations through to completion. (#5097, *Community College Journal*, 02-03/10)

ENROLLMENT MANAGEMENT/SUPPORT SERVICES

- ◆ Some of the findings of a new survey gauged the online expectations and behaviors of college students who intend to transfer to another higher education institution. Not surprisingly, the Internet played a large role in their research, with 67 percent using Web searches to help develop their list of colleges and half listing the Web as their primary research tool. Students also expressed interest in online tools to help them research student aid and facilitate the transfer process. Sixty-two percent asked for an online calculator to help estimate the cost of attending, while 48 percent requested a calculator

for estimating scholarships. Forty-two percent requested an online tool to estimate the credits they could transfer to the prospective college. Forty-seven percent showed interest in a separate Web site section with resources to help transfer students complete their enrollments. (#4814, *Community College Times*, 09/26/08)

- ◆ More than 80% of non-college goers reported that the availability of financial aid was either "extremely" or "very" important in their decision not to enroll. Thirty-eight percent of non-college goers expressed a need to work, and 24% of these students said they faced the obstacle of family obligation-- such as raising a child or caring for a sick relative. (#4913, *Inside Higher Ed*, 11/14/09)
- ◆ The Case for Tours with More: Most IHEs, however, have miles to go with their virtual tours, at least from Ron Reis's vantage point. As co-founder and digital dean of YOU University, a new (and free) provider of campus video tours for invited institutions, Reis estimates that 90 percent of online campus tours are stuck in Web 1.0, with static text links, still photos, and no allocated resources. "Schools are proactive about teaching their students with the latest technology and about having the latest technology, but they're not using that technology," he says. Reis sees the tour as "singlehandedly the most important element" of a college website. Research has shown that tour-related buttons get the most clicks, which is not surprising. "Those looking at college now were 13 when the iPod came out," he says, adding that viewing streaming video is part of their everyday lives. (#4787, *University Business*, 09/2008)

INSTRUCTIONAL PROGRAMS AND INSTRUCTIONAL TECHNOLOGY

- ◆ Videoconferencing Gaining Ground: Cutting travel costs seems to be the trend and videoconferencing and telepresence are the solutions on existing corporate networks. According to a recent survey 85% of respondents' organizations either use or plan to use videoconferencing, and 41% either use or plan to use telepresence. (#4800, *Office Pro*, 08/09/2008)
- ◆ Virtually reality now includes several different types of computer-based experiences ranging from fully immersive environments with complex HMD gear and body suits, to realistic PC-based programs. Regardless of hardware and software used, all types of VR aim to simulate a 3_D location through computer-generated imagery and to give users a powerful sense of "being there", "taking control", and interacting personally with the environment and its contents through one or more senses such as vision, hearing and touch.

Many occupations require learning so that workers can perform safely in dangerous situations. Because it is extremely realistic, VR creates high levels of active learner involvement with detailed and accurate visual scenes. VR is currently being used for training in high-risk occupations such as law enforcement, military, firefighting, emergency medical response, aviation and space exploration, marine exploration, nuclear

energy, hazardous materials handling, dangerous driving situations, mining and railway operations.

Usable desktop VR applications can be developed in-house with an equipment investment cost of around \$3,000 plus a high-end off-the-shelf desktop computer and some software. The equipment and software required for this production include a good quality digital still camera, a camera tripod with a special pan head, and VR software that ranges from \$400 to about \$1,200. (#4815, *Techniques*, 10/2008)

- ◆ Aurora's electronic intensive care unit is where it takes brain, not brawn, to care for patients. Virtual nursing has become a way for hospital systems to retain experienced caregivers who would have otherwise left the profession because of the physical demands. A study by the foundation found that about 40 percent of U.S. nurses will be more than 50 years old in 2010, and the average age of nurses nationally is 47 years old. (#4898, *Human Resources Recruitment and Retention*, 01/02/09)
- ◆ From online courses to kid-friendly laptops and virtual teachers, technology is spreading in America's classrooms, reducing the need for textbooks, notepads, paper, and in some cases even the schools themselves. The Internet is also a catalyst for change. U.S. enrollment in online virtual classes reached the 1 million mark last year, 22 times the level seen in 2000. Our projections show that 50 percent of high school courses will be taught online by 2019. Online tutoring is also expanding rapidly. (#4744, *washingtonpost.com*, 07/07/08)
- ◆ A full 82% of undergraduates kindly offered that they'd be willing to entertain an alternative to showing up to class and paying attention in real time. The study suggests not only willingness but a "clear preference" among undergraduates for "lecture capture," the technology that records, streams and stores what happens in the classroom for concurrent or later viewing. The study sponsored by University of Wisconsin-Madison's E-Business Institute and based on a survey of more than 29,000 undergraduate and graduate students. Over 60% of respondents said they would pay for lecture capture capabilities, and of those, 69% said they would be willing to pay on a "course-by-course" basis rather than bundled fees. (#4798, *Inside Higher Ed*, 09/23/08)
- ◆ New college courses teach app development:
There's an app for just about anything and colleges and universities across the country are taking notice, offering courses in programming phone applications to computer-related majors. The courses represent a new path of study for many colleges and universities recognizing the longevity of smartphones and social media. An iPhone Developer University Program launched last fall, however, allows qualifying colleges and universities to produce iPhone apps at no cost, spurring several institutions to offer a course in the technology. Stanford University is offering a course to 60 students taught by two Apple employees in app development technology. (#5007, *USA Today*, 7/21/09)
- ◆ Institutions are realizing that paper messages simply don't work any longer when it comes to reaching this next generation of students. Enrollment numbers reflect more and more how well you embrace technology. A recent survey of 1,000 college-bound seniors -- sponsored by OmniUpdate and the National Research Center for College & University

Admissions, among others-- reveals some profound shifts recruiters can no longer ignore:

- 88 percent of students say if an institution's Website content doesn't meet their expectations, they're disappointed and might consider dropping that school from their search.
- 57 percent say if they notice the content or text on a school's Website is out of date, incorrect, or unhelpful, they will probably take it off their list.
- 70 percent feel universities should create a presence within social networking or communities to promote their programs.
- 75 percent want institutions to create their own private (invitation-only) social networking communities for students.
- 70 percent prefer completing an application online.
- 60 percent would like the ability to communicate online with current students; 50 percent want that option with faculty. (#5015, *College Planning & Management*, 08-09)

- ◆ Some of the findings of a new survey that gauged the online expectations and behaviors of college students who intend to transfer to another higher education institution. The Internet played a large role in their research, with 67 percent using Web searches to help develop their list of colleges and half listing the Web as their primary research tool.

Forty-four percent consulted friends and family for input on where to transfer, and 39 percent talked with faculty members at their current institutions. 43 percent said they also relied on phone and e-mail contact with prospective colleges. Students also expressed interest in online tools to help them research student aid and facilitate the transfer process. Sixty-two percent asked for an online calculator to help estimate the cost of attending, while 48 percent requested a calculator for estimating scholarships. 42 percent requested an online tool to estimate the credits they could transfer to the prospective college. Forty-seven percent showed interest in a separate Web site section with resources to help transfer students complete their enrollments. (#5037, *Community College Times*, 9/26/09)

- ◆ The Entertainment Software Association has reported that a record number of colleges, universities, and other higher learning institutions are offering courses and degrees in computer and videogame design, programming and art. 254 such courses are now offered across 37 states and the District of Columbia, reflecting the growing importance of videogames on the economy and US culture, according to the trade association. The amount of courses on offer is up from 200 last year. 68 percent of American households now play games and 42 percent of American homes have a game console, according to ESA research released in June. (#5048, *www.edge-online.com*, 10/5/09)

- ◆ The authors offer the following observations:
 - Student demand for distance education courses at community colleges continues to grow.
 - Colleges have significantly increased their number of blended or hybrid and/or Web-enhanced or Web-assisted courses.
 - Student completion rates for distance education courses continue to lag behind their traditional counterparts (a seven percent gap according to the 2008 respondents).
 - Providing adequate student services and technology support services to distance learning students remains a priority on most campuses. Online courses, with their

technology base, are increasingly attractive to "millennial" students. (#5069, 2008 *Distance Education Survey Results, 2008*)

◆ Older community college students are less likely to use social-networking tools:

- Age 18-24, 95% use social-networking tools
- Age 25+, 68% use social-networking tools
- Age 18-24, 64% use multiple times a day
- Age 25+, 41% use multiple times a day
- Age 18-24, 18% use multiple times a day for schoolwork
- Age 25+, 10% use multiple times a day for schoolwork

The report stops short of suggesting that social networking is the key to engaging all students, but it urges colleges to "find the right match." (#5095, *USA Today, 11/16/09*)

◆ A recent study found that the average young person manages to pack 23 cumulative hours of activity into every 24-hour day. They do so by engaging in up to five activities at once, and they're not just walking and chewing gum. Seventy-seven percent send and receive text messages on mobile e-mail devices while driving a car, and 41 percent text while skiing, on horseback, riding a bicycle-or listening to a lecture in a college classroom. They are also watching videos online-billions of new video sharing web sites. Although students still use e-mail to communicate with "older" people like us, they "talk" to their peers through social networking sites like Twitter, badoo, bebo, Tagged, MySpace, and Facebook, which is the number one social networking site in the world.

More than 85 percent of students use social networking sites, with nearly 60 percent checking in on a daily basis. To better connect with students, 34 percent of our faculty at Penn State now have Facebook accounts, but the idea of instructors on social networking sites are course-related work. Only 5.5 percent survey respondents said they use the sites to communicate with their professors. (#5099, *The Presidency Fall, 2009*)

◆ Macmillan, one of the five largest publishers of trade books and textbooks, is introducing software called DynamicBooks, which will allow college instructors to edit digital editions of textbooks and customize them for their individual classes. Professors will be able to reorganize or delete chapters; upload course syllabuses, notes, videos, pictures and graphs; and perhaps most notably, rewrite or delete individual paragraphs, equations or illustrations.

While many publishers have offered customized print textbooks for years - allowing instructors to reorder chapters or insert third-party content from other publications or their own writing - DynamicBooks give instructors the power to alter individual sentences and paragraphs without consulting the original authors or publisher. (#5107, *www.nytimes.com, 2/22/10*)

ECONOMIC/OCCUPATIONAL/LABOR FORCE OVERALL

- ◆ Employment in Wisconsin is projected to grow between 2006 and 2016 but at a slower pace than in the past. Changing demand, technology, advancements, and global competition will continue to drive the long-term historic shift to the need for more skilled workers in the state.
(#4775, *Wisconsin Department of Workforce Development, 07/2008*)
- ◆ The three factors that will have the greatest impact on Wisconsin's employment during the projection period are: aging population, technological change, and globalization. The aging of the state's population will have two conflicting effects on the labor market. On one hand, there will be an increased demand for healthcare and social assistance services. These employment opportunities may go unfilled as employers struggle to find qualified workers to fill the jobs vacated by retiring baby boomers. The labor force in Wisconsin is expected to grow slower compared to growth in the past several decades. (#4776, *Wisconsin Department of Workforce Development, 07/2008*)
- ◆ At 35 percent, Wisconsin's black poverty is second highest in the nation, far exceeding the already extremely high national black poverty rate of 25 percent. In 2005, even as 86 percent of whites graduated from high school, just 44 percent of the state's African Americans graduated. (#4806, *Center on Wisconsin Strategy, 2008*)
- ◆ In the 2009 fiscal year, state support for higher education fell by \$2.8 billion to \$77.9 billion, but an infusion of \$2.4 billion in federal funds largely offset those losses. Colleges and universities are likely to feel the brunt of the economic downturn in 2010 and 2011.
(#511, *insiderhighered.com, 2/11/10*)

HUMAN RESOURCES

- ◆ The lack of cross-generational interaction contributes to a very real talent shortage in the future. Gen Y's in today's workforce outnumber Boomers. With this pending generational shift in the workplace, businesses need to focus on building professional relationships with their employees while developing employee's skills. (*Office Pro, 08/09/2008*)
- ◆ As 25 percent of the U.S. workforce nears retirement age, more companies are considering phased retirement programs to address skills shortages and to help employees transition to an easier and more affordable retirement, according to a new survey by HR consultancy and outsourcing firm Hewitt Associates. (#4859, *HR Magazine, 09/08*)
- ◆ Even in an economy that is cutting jobs executives still view employee retention as their number one concern, but bad managers get the blame for most defections. Reasons for losing top performing employees. The top reason was unhappiness with management; limited opportunities for advancement and lack of recognition were second. Inadequate salary was third. In today's business environment managers need to be extra attentive to

the need of their teams or risk losing their most valuable employees. Employees want to see their efforts rewarded and acknowledged. (#4941, *Atlanta Business Chronicle*, 01/13/09)

- ◆ The new retirement "turning point." While 76% of boomers intend to keep working and earning in retirement, on average they expect to "retire" from their current job/career at around 64 and then launch into an entirely new job or career. Most boomers (65%) will stop working for pay and retire in the traditional sense at some point. However, that phase is more likely to begin in the late 60's, than at age 60 or 65.

When probed about their ideal work arrangement in retirement, the most common choice among boomers would be to repeatedly "cycle" between periods of work and leisure (42%), followed by part-time work (16%), start their own business (13%) and full-time work (6%). Only 17% hope to never work for pay again.

67% assert that continued mental stimulation and challenge is what will motivate them to stay in the game. Boomers are now 10 times more likely to "put others first" (43%) than "put themselves first" (4%) The unpredictable cost of illness and healthcare is by far boomers' biggest fear. They are three times more worried about a major illness (48%), their ability to pay for healthcare (53%), or winding up in a nursing home (48%), than about dying (17%). (#5033, *www.ml.com*, 11/11/08)

MPTC DISTRICT/MARKETPLACE

- ◆ Wisconsin's residential property taxpayers contributed just under 51% of total property taxes in 1970. By 2007, residential property accounted for 71% of all property tax collections; largely due to decreases in the share contributed by manufacturing and agricultural property. (#4825, *Executive Summary*, 09/16/08)
- ◆ Environmental sustainability efforts and programs continue to expand across community college campuses in the U.S. Several community colleges have signed on to use the new national Sustainable Building Advisor Program in their continuing education curricula, beginning this coming academic year. The focus of the program is primarily to train building professionals to make their practices more sustainable and less harmful to the environment. It entails a nine-month course taught during one weekend a month. The \$2,195 fee includes instruction, campus parking, bus transportation and field trips. Through the program, students learn to:
 - Identify key sustainable-building practices
 - Apply Leadership in Energy and Environmental Design (LEED) guidelines and other standards.
 - Analyze costs and benefits of incorporating sustainable building measures.
 - Tap financial incentives and technical assistance offered by governments, utilities and nonprofit organizations. (#4746, *Community College Times*, 07/04/08)
- ◆ Community College Survey of Student Engagement, found that more than half of 310,000 students on more than 500 campuses reported they got little to no attention from advisers

in their first four weeks. Nearly half (47%) said they had never talked with instructors outside of class about class, grades or assignments. (#4754, *USA Today*, 2008)

- ◆ A new breed of manufacturing operation [that's] quietly gaining ground in the region: high-tech metal shops. The large, labor-intensive shops of the past are giving way to shops with two to 15 employees, using PCs running computer numeric control (CNC) CAD and CAM technologies to match the output of much larger operations. (#5022, *SME*, 9/23/09)
- ◆ Colleges also face a daunting-challenge in responding to a rapidly-changing employment landscape. Over the past year, the U.S. non-farm payroll has shrunk to about 131 million people, a decline of more than 5.8 million auto workers, stock brokers, bankers, landscapers, carpenters, truckers, journalists, mechanics, cooks, maids, and more. More than 1.6 million manufacturing jobs have disappeared in the last 12 months, along with 1 million construction jobs, and 435,000 financial sector jobs. Even with 15 million people hunting for work, some employers complain that they can't find enough qualified people. (#5104 *Community College Week*, 11/2/09)
- ◆ Once first in the world, the U.S. now ranks 10th in the percentage of young adults with a college degree. Half of the new jobs created in the United States in the next 10 years will require at least some postsecondary education. Nearly half of all undergrads in the U.S. are being educated at community colleges. Fewer than 46 percent of students who enter community college with the goal of earning a degree or certificate have reached their goal six years later. 42 percent of whites ages 25-64 have an associate's degree or higher, compared with 26 percent of African-Americans and 18 percent of Hispanics. (#5110, *The Observer*, 2/5/10)

TECHNOLOGY

- ◆ U.S. Education Secretary Arne Duncan says schools and colleges should deliver course content to the cell phones that students use to talk and text every day. Some campus officials are listening, and classes via web-enabled cell phones could be mobile learning's next evolution. Some American campuses have joined the classes-via-cell-phone trend, including Louisiana Community & Technical College System and Ball State University in Muncie, Ind. Ball State nursing students began using mobile devices last school year, and downloading course material has literally taken a considerable weight off of students' shoulders.

Brandon Campbell, the nursing school's technology services specialist, said electronic nursing manuals accessed on a mobile device replaced a two-foot stack of reading material that students once lugged around from class to class. Ball State's 800 undergraduate and graduate nursing students are required to buy an AT&T mobile device so they can access lab books, medical dictionaries, diagnosis literature, and other resources throughout the school year.

Louisiana Community & Technical College System became one of the first institutions in the United States to use cell phone-enabled course material when officials unveiled LCTCSOnline in November. The community college system projects a 300-percent jump in enrollment this year. (#4995, *ecampusnews.com*, 7/6/09)

- ◆ Americans spend 2.4 hours online, 3 hours watching TV, 1.7 hours listening to the radio, and 1.5 hours reading. Spending so much time each week blogging, chatting and posting online has become a new way for Americans to network, look for jobs, stay in touch with family and reconnect with long-lost classmates. Increasingly, people are moving their communication preferences to platforms like Facebook and Twitter instead of e-mail and phone calls. (#5080, *Encore*, 2009)
- ◆ When a preview version of Google Wave became available last September, some higher ed users dove right in to try the real-time collaboration tool. Google defines a "wave" as equal parts conversation and document, allowing users to work with richly formatted text, photos, videos, maps, and more. A professor at Cabrini College (pa.) has his marketing and business students develop business plans in Wave. A group at Western Technical College (WI) is experimenting with how Wave can be used to share marketing practices among 16 technical colleges statewide. At Roanoke College (Va) the director of instructional technology, likes that Wave "blips" keep track of each user interaction. This could be useful in seeing how students flesh out the concept via individual blips or comments over time. (#5106, *University Business*, 2/10)

ECOLOGY

- ◆ The U.S. economy currently generates more than 750,000 green jobs -- a number that is projected to grow five-fold to more than 4.2 million jobs over the next three decades. The report found that more than half (419,000) of current green jobs were found in the categories of engineering, legal, research, and consulting. The second largest category was renewable powered generation (127,000 jobs), followed by agriculture and forestry. Green jobs could contribute 10 percent of new jobs through 2038, representing the fastest growing job segment in the U. S. economy. (#4861, *www.greenbuildinginsider.com*, 10/21/08)
- ◆ Dunn and Hulsey advocate starting with energy efficiencies. "If you have a lot of employees working in cubicles, could they be telecommuting instead?" he asks. Hulsey stresses the importance of burning biomass to generate electricity in this state. "Wisconsin has 15 million tons of excess biomass according to the Department of Energy," Hulsey says. That includes primarily switchgrass, corn stalks, wood and paper waste and dairy manure. "If we just burn it, it would replace half of our current coal usage." (#5032, *Corporate Report Wisconsin*, 2009)
- ◆ The American Wind Energy Association notes that new wind projects in the United States in 2008 accounted for more than \$17 billion of investment, producing more than 8,500 megawatts of new generating capacity – about 42 percent of all new generating capacity added. (#5043, *Insight on Manufacturing*, 06/2009)