Future Trends

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About the NCRCRD

The North Central Regional Center for Rural Development (NCRCRD) works with extension professionals, researchers, and their partners to enhance rural development outcomes in the twelve state north central region (see map above for the states). The NCRCRD is jointly funded by the USDA and Land Grant Universities in the twelve state region. The NCRCRD is part of a group of four centers that together cover the entire United States. The four centers work collaboratively on issues that cross regional boundaries. The other three centers are:

Announcements

2010 Rural Behavioral Health Symposium
AFCPE Conference
American Indian Programs
Call for Papers: ComAffairs Res Conf
Cellulosic Biofuel Webinars 2010
Emergency Preparedness Conf 9-2010
Green Stor Cities in Minnesota
NCRCRC.org

- Provided funding via a Fellowship (check this opportunity out)
- See the “announcements” for upcoming events
- Proposed current Fellow and other workshops in the workbook
- “Like” the Center in Facebook (all the kids are doing it!)
- Seriously consider our grant programs and/or share with others in your state
Presentation Goals

• Discuss future trends that may affect you and Extension
  – What will your organization look like in 5 years?
  – How will you or others lead that organization?

• Add context by considering impacts and potential actions you can take
Caveats

• Predictions, data sharing, & projections
• Throwing paint on the wall
• Generalizations versus specifics
Rule of thumb

• Look back twice as far as you look ahead...
DEGEST

- Demographics
- Economics
- Government
- Environment
- Society (also culture)
- Technology
DEGEST

• Related tool is PESTLE (politics, economy, social, technological, legislative, environmental)
• Decade brainstorming
Demographics

• Aging
  – Volunteers
  – Hire back or contract work

• Browning
  – Our audience and workforce

• Multiple-generations
  – Our audience and workforce
Demographics

• Regional shifts
• Immigration
• International
Demographics

- China - 1,341,820,000
- India - 1,192,910,000
- U.S - 311,909,000
- Followed by Indonesia, Brazil, Pakistan, Bangladesh, Nigeria, Russia, Japan
- China & India have ~ 37% of the world’s population
China Pop Pyramid, 2000

Population Pyramid Summary for China

Source: U.S. Census Bureau, International Data Base.
China, 2025

Source: U.S. Census Bureau, International Data Base.
France, 2000

Source: U.S. Census Bureau, International Data Base.
U.S., 2000

United States: 2000

Source: U.S. Census Bureau, International Data Base.
United States: 2025

Source: U.S. Census Bureau, International Data Base.
Mexico, 2000

Source: U.S. Census Bureau, International Data Base.
Mexico, 2025

Source: U.S. Census Bureau, International Data Base.
Economics

• Slow recovery, especially jobs
• Deficit is driving current policy
  – Tension between cuts and wants
• Entrepreneurship as an emerging economic development strategy
• Continued move to Knowledge as a the primary economic driver
Knowledge Economy Impacts

• Job changes due to technology
• Information as a commodity
• Disintermediation
• Professional development & job changes
• Impacts on virtual work & the way we view offices
Global Economic Impacts

• The premature death of geography
• Is it all about the BRIC’s and PIG’s?
• Other nations
  – Mexico
  – Japan
  – Korea
Government

- Deficit, again
- Impacts of stimulus and other investments on future government action?
- Transparency will grow
- Health care – repeal attempts
- Urbanization = voter power
- NASA models?
- International emphasis
Environment

• Likely to have more regulation via agencies
• Widespread agreement in academic & research communities about human impacts
  – Move from global warming to climate change
• Continued interest in environmental issues
• Tea Party impacts?
• NIMBY
Society

• Decline in concept of “retirement”
• How do we view work/life separation areas?
• Hot topic areas
  – Abortion
  – Gay marriage
• How we define families
• Privacy/transparency
• What are rural – urban differences?
Technology

• Technology vs Science
  – Role of commercialization
  – Outsourcing of R&D in public sector

• Computing/information technology
  – Clouds
  – Internet does equal computer
  – Mobile device growth
Technology

• Growth in social networking
  – Twitter & Facebook now .... Future?

• Virtual worlds & gaming
  – Role in education & engagement
  – Metaverse – Second Life
Convergence

• Information technology
• Genetics/biology
• Nanotechnology
• Changes in the way research development is done
What it means - individual

• Rapids of change analogy
• Branding
• Think independent contractor
• Work done versus activity/location
• Role of social learning
What it means - organization

• Be relevant and findable
• We live in a suburban country
• Balance of building capacity & maintaining staffing
• Diversity
• New models
  – Sharing
  – Regional
What it means - organization

- Revenue streams
- Flexible and adaptive
- Dealing with the cloud and transparency
- When was the last Extension futuring document or process?
Tools

• Resources – online, print, etc.
• Intellectual agnosticism
• Mind mapping
• Social media
• Aggregators
• Alert tools